



ANCHOR FACULTY  
Mr. Krishnesh Mehta

## Lighting Design and Choreographing Light

*Learning to choreograph Lighting which will lead to choreographing business returns*

**"THE BUSINESS OF GOOD LIGHTING FOR EXPERIENTIAL EXCELLENCE"**

### INTRODUCTION

Lighting is not illumination. Illumination is about function and engineering;

Lighting is about celebration and designing. Lighting gives birth to space. Lighting makes things visible. Lighting gives space shape, form and volume. No matter how beautiful the space, the architecture or the objects in it are, it is how the light is choreographed that finally decides how they will eventually look, how they will be perceived. Good lighting can make even un-charming things charming.

Good lighting enacts suspense, tells a story, weaves poetry, plays the tunes, presents a drama, evokes emotions, sells dreams, appropriately triggers the human perceptions, senses and sensibilities and produces experiences. Good lighting is a treat for the senses. Good lighting attracts, persuades, distinguishes satisfies, seduces, transforms, sublimates, synergizes, serenades, entices, tickles, personifies, inspires, motivates, teases, captivates, romances, mystifies, thrills, provokes, amuses, wows, surprises, lures, celebrates, enchants, titillates, entrances, fascinates, bewilders, perplexes, relaxes, heals, embraces, soothes, comforts, synthesizes, simplifies, delights.....good lighting makes one lust for it...makes one fall in love with it and everything it lights.....makes it and everything irresistible! This workshop provokes the participants to look at light with a fresh eye.

This workshop introduces the basic principles of choreographing light and lighting design, how to use light to create the desired moods, experiences and perceptions and enhance the beauty and feel of any given space, indoors or outdoors. This workshop will discuss the basic concepts to create lighting that helps increase sales and desirability, as in the case of retail, drama, ads, as also in work spaces to create increased productivity, affectivity and efficiency, and in recreational and home spaces to create health, relaxation and tranquility. It introduces the salient secrets of lighting that can be applied anywhere, be it for interiors, exteriors, dynamics, events –like fashion shows, award functions, etc., moving spaces, films, photography, et al. Also, experimented will be the 3D-6D lighting choreography and story telling through light. The

workshop will introduce the theoretical concepts supported by demonstrations and hands-on exercises.

### **For whom**

Retailing and Retail designers, Visual Merchandisers, Choreographers, Hospitality Industry, Event Managers, Event Visualizers and Art Directors, Advertising, Architects, Lighting Engineers, Interior Designers, Landscape Designers, Façade Designers, Set/Stage/Entertainment Designers and Advertising, Creative teams of Audio-Visual Equipment and Stage/Set Equipment Manufacturers and Service Providers, Professionals connected with hotels, restaurants, interior displays, offices, amusement parks, exhibitors, and entertainment venues etc. can also benefit, Hospitals, Professionals dealing in user interfaces, virtual reality, etc.

All those who deal with lighting and creation of spaces, Hospitality experts, HR professionals interested in creating new experiences

### **Topics**

- Understanding Lighting
- Neurophysiology of light perception
- Difference between lighting and illumination
- The power of lighting –Lighting for special functions and needs
- Lighting Design and Choreographing light
- Neurophysiology of lighting choreography –how to create the desired lighting
- Types of lighting
- Lighting Effects and SFX lighting
- Measuring the quality of lighting
- Lighting for various applications

### **Faculty profile**

Krishnesh Mehta has been working on the synergetic convergence of Design, Science and Technology and Management for over a decade and a half. He has done Masters in Physics followed by an Advanced Diploma in Space Sciences. He is a chartered lighting engineer and teaches lighting choreography and neuro-physiology of lighting design with specialization in Reality SFX. He is certified in Complementary Medicine and therapies. He has undergone two years Faculty Training programme at the National Institute of Design, India. He is an ISIS (UK) and ITEM (USA) certified Energy Medicine and Brain Imaging researcher. He has also done MBA and has been actively involved in researching on Senses and Sensibilities, Neuro-plasticity, Perceiving Perception, and the Neurophysiology of Creativity, Innovation, Leadership, Entrepreneurship and Systems thinking. He has also done extensive work on combining the best of the modern and the ancient sciences like yoga for achieving desired alteration in the brain functioning. Based on the above convergence he has developed the concept of Multi-sensory (50 plus sensors) and Cross Sensory Design, Perceptual and Intuitive User Interfaces and has been holding regular workshops on the same. He has been a member of the Faculty in the area of Design Science and Design Management at the National Institute of Design, India, for the last 15 years. He has also been an active player in the setting up of the country's first Design Business Incubator. He offers workshops, nationally and internationally, to top corporates and executives on Creating Multi-sensory Experiences for Customer Delight, Design for Persuasion, Wellness and Holistic Health, Creating Creativity and Innovating Innovation, Retail and Visual Merchandising (Experience

Merchandising), Choreographing Light and Lighting, Innovative Entrepreneurship, etc. He consults some of the top Indian organizations and MNCs on Creativity and Innovation, Strategic Design Management, Wellness, Preventive and Holistic Health, Lighting Design and Retail and Experience Design and Merchandising. He is a visiting faculty offering varied courses ranging from creativity, innovation to entrepreneurship, creative leadership, services design and innovation, strategic competitive advantage through design etc. at various institutes of repute like Indian Institute of Management, Ahmedabad (IIMA), Indian Institute of Management, Bangalore (IIMB), Xavier's Institute of Management, (XIMB), Bhubaneswar, etc. His papers on various topics have been published nationally and internationally

### **Duration**

The programme will be of three days. Please note that the workshop will be highly intensive and so you are requested to keep all the evenings except the first day free for the workshop sessions.

### **Intake**

Participation will be limited to a maximum of twenty (on a first come first serve basis). Any and all in the creative field including designers, architects, managers, design professional, retailers, other professionals and students can benefit from this program. Others desiring to increase their sensitivity and creativity are also welcome. All that is needed is an open mind.

### **FEE & REGISTRATION**

Rs. 9000/- [Non-residential, includes Service Tax, Workshop Registration fee, Lunch and one set of material only] to be paid by **Demand Draft/ Pay Order before one week of the program in favour of NATIONAL INSTITUTE OF DESIGN, payable at Ahmadabad.** Kindly send in your nominations on your company letterhead indicating Name/s, Designation, Address, Phone No, Fax No, and Email Id of the nominees along with the fee to:



Industry Programmes & Projects (IP&P)

राष्ट्रीय डिज़ाइन संस्थान  
**NATIONAL INSTITUTE OF DESIGN**

Paldi, Ahmedabad 380 007

Telephone: 0091-79-2662 3692 -7 (6 lines) ext 1068, 1199

Mr. Mansukh Patel: 09426329633, Ms. Rupali Rai: 09328136526

Fax: 0091-79-26621167 / 26605240

E-mail: [industryprogrammes@nid.edu](mailto:industryprogrammes@nid.edu), [ipp@nid.edu](mailto:ipp@nid.edu)

### **CERTIFICATION**

*A certificate of participation will be presented to the participants.*



राष्ट्रीय डिज़ाइन संस्थान  
NATIONAL INSTITUTE OF DESIGN

Paldi, Ahmedabad 380 007

Tele: +91-79-2662 3692 - 97 (6 lines) ext 1068/1199

Fax: +91-79-2662 1167 / 2660 5240

E-mail: ipp@nid.edu, industryprogrammes@nid.edu Web: www.nid.edu

**Industry Programmes and Projects (IP&P)**

**REGISTRATION FORM**

Kindly fill up the form in CAPITAL LETTERS.

Send the demand draft / pay order along with the filled in registration form to:

The Programme Officer  
Industry Programmes and Projects (IP&P)  
NATIONAL INSTITUTE OF DESIGN (NID), Paldi, Ahmedabad 380 007

Please affix Passport size  
Photograph here

Amount \_\_\_\_\_ Cash/Cheque/D.D.No. \_\_\_\_\_

Name of Bank \_\_\_\_\_ Date \_\_\_\_\_

**Participant's Detail**

Workshop Name \_\_\_\_\_

Name of the Participant: Mr. / Ms. \_\_\_\_\_

Designation/ Student \_\_\_\_\_

Sponsored by (Compulsory to tick ✓ ) Institute  Organization  Self

Organization/ Institute \_\_\_\_\_ City \_\_\_\_\_

Address (Residence/ Office) \_\_\_\_\_

Male / Female \_\_\_\_\_ DOB \_\_\_\_\_ AGE \_\_\_\_\_

Telephone No. \_\_\_\_\_ Mobile \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

How did you come to know of the Workshops: Website \_\_\_ Poster \_\_\_ Newspaper \_\_\_ Via Friend \_\_\_ Via Email \_\_\_

**Mode of payment : Non- Registration Fees ( Includes Workshop Registration fee, Lunch & one set of material only, Service Tax) to be paid by Demand Draft/ Pay Order before one week of the program in favour of NATIONAL INSTITUTE OF DESIGN, payable at Ahmedabad.**

(One can use photocopies for additional nominations.)

»NID reserves the right to cancel the programme and will refund the participants fee in such case. However if the candidate cancels his registration before one week then 90% fee will be refunded.

**For Office Use only**

Regi. Fee Received through Cash \_\_\_\_\_ DD / PO No. \_\_\_\_\_ Dated: \_\_\_\_\_

Participant No. \_\_\_\_\_ Bank \_\_\_\_\_

Stamped Receipt No./ Dt.: \_\_\_\_\_