

September **27&28** 2007



2007 Show Contacts	
Natalie Cerny Parallel Communications 416.849.9083 natalie@parallelonline.com	Matthew Searle IIDEX/NeoCon Canada 416-960-4517 msearle@iidexneocon.com

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IIDEX/NeoCon CANADA LAUNCHES THE "IES LIGHTING SHOW" CANADA'S LARGEST LIGHTING EVENT

Toronto, ON - There is a worldwide lighting revolution underway. From exciting, new lighting design concepts to environmentally friendly lighting systems, the search is on for the best in lighting alternatives. IIDEX/NeoCon Canada is at the forefront of this massive overhaul of the lighting sector. Building on a very successful lighting exhibition and conference in 2006, IIDEX/NeoCon Canada has partnered with the Illuminating Engineering Society (IES) and Canadian Interiors magazine to create the largest lighting show in Canada. Covering over 5,000 sq. ft. of show floor and featuring over 50 manufacturers of interior, exterior and architectural lighting solutions, "The Lighting Show" will not only deliver cutting edge design, but will also showcase the monumental advances in sustainability, LED technology, new materials and advances in lighting design.

Some highlights of the IIDEX/NeoCon Canada Lighting Show include:

**2007 Lighting Keynote
Iconic Lighting: Ordinary to Extraordinary
Jean Sundin and Enrique Peiniger, Office for Visual Interaction, New York City**

Illumination is the only thing that can transform space without physically changing it. New York City-based Office for Visual Interaction, Inc. (OVI) has made inventive use of this powerful design element on high-profile projects ranging from The Parliament of Scotland to Zaha Hadid's Rosenthal Center for Contemporary Art in Cincinnati, Ohio. As OVI's body of work demonstrates, dramatic lighting designs that enhance space and perception don't have to be complicated – the firm's designers have often achieved spectacular effects with simple techniques and fixtures.

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- The latest developments in interior and architectural lighting
- Sustainable lighting solutions
- Special seminar stream on lighting design and technology
- Special lighting feature designed by Candela Light Art Show
- Phillips Lighting Exhibit – a full-size shipping container in which leading designers have created their vision for the future of light using Phillips products and technologies.

ABOUT IIDEX/NeoCon Canada 2007

As Canada's largest exposition and conference for the design, construction and management of the built environment, IIDEX/NeoCon Canada attracts over 15,000 attendees from across Canada and the bordering states who are active members of the design, architectural and business communities. By delivering the latest products, combined with unique programming and special industry events, IIDEX offers unlimited opportunities for inspiration, education and entertainment. Whatever your focus - Workplace, Retail, Facility Management, Healthcare, Hospitality, Residential, Sustainable Design or Architecture - you'll discover the products, people and solutions you need at IIDEX/NeoCon Canada 2007.

For further information about IIDEX/NeoCon Canada 2007, please visit www.iidexneocon.com for complete show details.

A colorful banner with a gradient background from red to yellow. The main text reads 'TRANSFORMING THE BUILT ENVIRONMENT' in large white letters, with 'Sept. 27 & 28, 2007' to the right. Below this, it says 'ARIDO PRESENTS IIDEX/NEOCON CANADA EXPOSITION AND CONFERENCE'. At the bottom, there are logos for ARIDO (Association of Registered Interior Designers of Ontario), IIDEX NeoCon Canada, and Merchandise Mart Properties Canada Inc. The website www.iidexneocon.com and the location 'Direct Energy Centre, Toronto' are also listed.

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