

news +++ Prolight + Sound
25 to 28 April 2023

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Prolight + Sound supports “Women in Lighting”: new lounge and talk series about female personalities in the industry

Frankfurt am Main, December 2022. Lighting and event technology is about creativity and artistic expression – as much as it is about planning and analytical skills: a varied field of activity for forward thinkers and sharp minds with visions. Despite all this diversity, women are still a minority in the industry. The sector has increasingly focused on this disparity in recent years. Against this background, the “Women in Lighting” initiative, WIL for short, puts the spotlight on women's power in the industry and raises the profile of female professionals in all lighting trades. As Europe's leading fair for event and media technology, Prolight + Sound 2023 will be supporting the project: with the premiere of the “Women in Lighting Lounge” and specialized programme formats, the show will draw attention to the achievements of women in the sector and provide impetus for more gender diversity.

The lounge is located in Hall 12.0, near the booth of the “Women in Lighting” initiative's entertainment lighting partner, Ayrton. It serves as a central meeting space for female professionals and interested newcomers alike, as a venue for interviews with inspiring personalities and as a source of information about career scenarios. In cooperation with Light Collective, the initiator of “Women in Lighting”, there will also be topic-relevant lectures and discussion rounds on the Theatre + Light Stage in Hall 12.0 on all days of the fair, as well as daily “WIL Meet Ups” at the Ayrton stand which provides valuable networking opportunities.



The “Women in Lighting” initiative raises the profile of female professionals in all lighting trades. Image Source: Ayrton

“The event business is not a ‘Mens’ World’! This is also proven by Prolight + Sound, which is realized by women at various management levels. It is a matter close to our hearts to provide a worthy stage for the merits and great careers of women in the industry. At the same time, we would like to support the industry in inspiring the next generation of female talent for lighting and event technology. That is why we are exceptionally pleased to be working with Light Collective to promote the ‘Women in Lighting’ project,” says Mira Wölfel Director Prolight + Sound.

“‘Women in Lighting’ is honoured to cooperate with Prolight + Sound as it creates a fantastic opportunity to promote the project to an international audience and meet them face-to-face at one of the world’s biggest entertainment lighting shows. The project aims to profile women working in the field of entertainment lighting and increase their visibility to show that this is an interesting and viable career path for young women looking to work within the world of entertainment. Prolight + Sound is an excellent platform from which to elevate this activity”, add Sharon Stammers and Martin Lupton, the co-founders of Light Collective.

Women in Lighting: A strong commitment to female talents

"Women in Lighting" is a global initiative that celebrates and portrays women in lighting and lighting design. Through social activism, it draws attention to unconscious biases in the industry and challenges them through a strong presence in digital media, where the project has built a large following. The initiative is supported by dedicated women in over 75 countries. As WIL Ambassadors, they are the driving force behind the project. They set up independent local initiatives and work with partners around the world on broader projects.

Since its initiation in 2019, the project has developed into an international community that shares knowledge and experiences. In addition to providing resources on the website, "Women in Lighting" organises an annual international conference on International Women's Day (8 March) and regularly presents awards for women in the industry.

More information on "Women in Lighting" at www.womeninlighting.com. All details on Prolight + Sound at www.prolight-sound.com.

As an international trade fair brand, Prolight + Sound is present with events in Germany, China and Dubai. More on the global activities at www.prolight-sound.com/worldwide.

Prolight + Sound

The Global Entertainment Technology Show

The event Prolight + Sound will be held from 25 - 28 April 2023.

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Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar in our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com