

# LIGHTING DIMENSIONS INTERNATIONAL 89

*A 60% increase in attendees  
and exhibit space projected*

BY ANDREW P. SHEARER

**L**ighting Dimensions International 89, the second annual international entertainment technology trade show for clubs, concerts, theatre, television, and film, is headed to the heart of the country music industry — Nashville, Tennessee — for three days, Friday, 17 November, through Sunday, 19 November 1989. On display will be the latest innovations and products in the fields of lighting, sound, production technology, special effects, rigging and motion control, computer design and technology, atmosphere control and effects, and entertainment technology. Designers, dealers, manufacturers, and working professionals will jam over 7,249 square meters of exhibit and conference space at the Nashville Convention Center.

Centrally located, the Convention Center allows easy access to Nashville's most colourful sights — the Tennessee Performing Arts Center, Printer's Alley, the General Jackson Riverboat, and, of course, the world-famous Opryland and Grand Ole Opry. This fast-growing state capital is also home to a multi-billion-dollar recording, entertainment, film, and video industry. The Nashville Network is America's fourth largest producer of programming — exceeded only by the three commercial networks.

"We're anticipating 5,000 visitors from around the world to come to Nashville," says Jacqueline Tien, vice-president of Events Production Group, organisers of LDI. "That's a 60% increase in attendance over 88." LDI is also expecting to host 150 exhibitors in 370 exhibit spaces for LDI89 — a vast leap from the 110 exhibitors in 230.5 exhibit spaces in LDI88.

The international array of professionals for last year's show included lighting and sound craftspeople from Argentina, Australia, Belgium, Brazil, Canada, France, West Germany, Italy, Japan, Korea, Mexico, the Netherlands, New Zealand,

Sweden, Switzerland, Taiwan, the United Kingdom, and the United States.

A dynamic floor plan of "noisy" and "quiet" zones is planned for LDI89.

Once again, LDI is lining up three days of hands-on professional workshops and seminars moderated by experts in the lighting, sound, and special effects fields. These tightly focussed sessions are designed to update the professional on new products, new applications, outstanding productions. Included in the workshop line-up is a Designer Business Day — a full day of workshops devoted to answering the designer's business problems — patents, copyrights and insurance.

The schedule of events for LDI89 is as follows:

## FRIDAY, 17 NOVEMBER

Registration open: 9am - 5pm  
Exhibits open: 11am - 6pm

11am - 12:30pm

**Opera International.** A portfolio of current designs, trends, and techniques.

**MIDI Mania.** A look at MIDI.

**Lighting Country & Western Acts.** Getting that look for country acts.

2 - 3:30pm

**Designing Casino Showrooms.** What you need to know about designing casino nightclub showrooms.

**Laser Design Portfolio.** Designers and manufacturers talk about the newest laser applications.

**On the Road with a Mega-Tour.** A look at monster concert tours.

4 - 5:30pm

**Entertainment to Architecture.** Crossing over from stage to architectural design.

**Fog Machine Shoot-Out.** What's the right machine for your needs.

**Designer/Manufacturer Face to Face: Theatre Speaks.** Is speaker design keeping up with the needs of the sound designer?

**Nashville by Night.** A club crawl through Nashville's nightspots — from high-tech disco to down home country. FREE

## SATURDAY, 18 NOVEMBER

**DESIGNER BUSINESS DAY**  
Registration open: 9am - 5pm  
Exhibits open: 10am - 6pm

9 - 10:30am

**Designer Business. Patents and Patent Infringement.** What you need to know about protecting your invention.

**Lighting Broadway and the West End.** What's the latest in looks, fixtures, and controls.

**Planning that New Club.** An introduction to selecting the site, planning, designing and installing.

11 - 12:30pm

**Designer Business. Copyrights.** Protecting your design work. Current copyright law.

**Projections.** The latest in application technology.

**Club Design Italian Style.** Sponsored by APIAD, Italian designers present the current state of club design. A luncheon follows.

**Theatre: TPAC Walking Tour.** A backstage tour of the Tennessee Performing Arts Center. FREE to LDI participants.

2 - 3:30pm

**Designer Business. Fees and Marketing.** How much should you charge for your services. How to handle your own marketing and publicity.

**New Dimmer Technology.** Electronic noise reduction. New dimmer design and technology.

**Television. Nashville Network Studio Tour.** A tour of the Nashville Network television studio. FREE.