

**[World-Architects.com](http://www.world-architects.com) // Press Release
Zurich Mai 14th 2012**

Effortlessly through the trade fair jungle with [World-Architects.com](http://www.world-architects.com)

[World-Architects.com](http://www.world-architects.com) organised 'Guided Tours' and 'Guided Evenings' for more than 400 international visitors at the Light+Building fair in Frankfurt.

Once again this year, international visitors met at [World-Architects.com](http://www.world-architects.com) to be guided through the trade fair by renowned specialist planners as part of the "Guided Tours". The Guided Tours, all held in english, clearly demonstrated how diversified the lighting market is at the moment. On their tours, the nine guides, Gerd Pfarré, Gabriele Allendorf, M. Hank Haeusler, Jan Dinnebier + Jan Blieske, Ulrike Brandi, Wilfried Kramb + Giulio Castegini, and Daniel Klages obviously presented the innovations of the 'great' manufacturers.

The composition of the tours was entirely the responsibility of the guides, who could thus place the presented products in a direct context with their work as lighting designers. On the 6 days of the trade fair, they also guided the participants to smaller and less renowned manufacturers, who were all the more worth visiting because they are frequently able to generate astounding lighting scenarios with niche products.

Being taken by the hand in this way, the participants of the Guided Tours by [World-Architects.com](http://www.world-architects.com) were thus given a very good, professionally founded and, above all, very personal overview of trade fair innovations at Light+Building.

Corresponding "Guided Evenings" made it possible for light art enthusiasts to enjoy an individual trip through the Luminale in the evening.

Press Release Light+Building/Luminale 2012

↙ http://www.world-architects.com/en/pages/page_item/lb12-luminale-2012-press/1

Light+Building/Luminale Guided Tours 2012

↙ <http://www.youtube.com/watch?v=Q3Tdc3wllEg>

[World-Architects.com](http://www.world-architects.com) at Pecha Kucha/Social Media and Architecture

↙ <http://www.youtube.com/watch?v=MgtWg1xyLHM>

For free: Picture in the attachment: © Messe Frankfurt GmbH/Markus Bachmann, Stuttgart
Gerd Pfarré "Into the Light",
Jan Dinnebier + Jan Blieske "Light and Architecture",
Wilfried Kramb_Giulio Castegini "Green Technologies for High-Rises",
Ulrike Brandi "The Naturalness of Light",
Impressions Luminale, Impressions L+B

Please feel free to contact us if you have further questions. We would be glad if you could inform us in case of a publication. For high-resolution images please come in contact with me directly.

Best regards,

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