

Press release

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## A new paradigm of urban lighting: to protect the value of night natural darkness

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**“Noche Zero. The future of urban lighting” will present in BIEL Light + Building Buenos Aires 2019 in charge of the Chilean Architect Paulina Villalobos, specialist in lighting design.**

How to light the cities correctly and at the same time avoid the problems caused by the absence of darkness? On the basis of this question, it arises Noche Zero, an initiative to connect and share knowledge on night sky quality and give the first steps to protect the value of night natural darkness, incorporating urban light design as a part of the solution.

“We aimed to gather people that work and are involved in urban lighting design, to examine how is the light effect on contamination in our ecosystems, on human health, on cities, and discuss about the value of darkness, and how to manage the balance between light and darkness in the cities of the future, and update what urban populations have lost”, says Paulina Villalobos, Director and Co-founder of Noche Zero. The Chilean architect and specialist will offer a special conference in BIEL Light + Building Buenos Aires, the International Biennial of the Electric, Electronic and Lighting Industry that will take place on September 11-14 in La Rural.

Besides, she adds: “We aimed to gather the main exponents globally related to urban lighting design, to show that design and life quality linked to environment protection are possible.”

Noche Zero initiative seeks to promote lighting design planning in cities to preserve the night nature and the starry sky.

BIEL Light + Building Buenos Aires will be carried out on September 11-14, 2019 in La Rural Trade Center and is organized by CADIEEL and Messe Frankfurt Argentina.

The exhibition is only for businessmen and professionals of the sector. With an invitation: free of charge. People under 16 years will not be admitted, even if attending with an adult.

### Further information:

[www.biel.com.ar](http://www.biel.com.ar)

### Press information and photographic material:

<https://biel-light->

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[building.ar.messefrankfurt.com/buenosaires/en/prensa.html](http://building.ar.messefrankfurt.com/buenosaires/en/prensa.html)

**Links to websites:**

[www.facebook.com/BIELBuenosAires](https://www.facebook.com/BIELBuenosAires) |

[www.twitter.com/BIELBuenosAires](https://www.twitter.com/BIELBuenosAires) |

[www.instagram.com/bielbuenosaires](https://www.instagram.com/bielbuenosaires) | [www.linkedin.com/showcase/biel-light-building](https://www.linkedin.com/showcase/biel-light-building)

**Background information on CADIEEL**

CADIEEL, the Argentinean Chamber of Electronic, Electromechanic and Light-Technology Industries, represents and defends the interests of more than 3,200 companies from the electric - electronic industry, which employ more than 40 thousand highly qualified technicians and export to more than 60 countries on five continents. The industries represented by CADIEEL are the main drivers of technological progress of the country because their products are crosscutting technologies that determine the pace of innovation and economic growth. For more information, please visit our website at: [www.cadieel.org.ar](http://www.cadieel.org.ar)

**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500 employees at 30 locations, the company generates annual sales of around €718 million. We have close ties with our industry sectors and serve our customers' business interests efficiently. 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. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered 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](http://www.messefrankfurt.com).

**Background information on Messe Frankfurt Argentina**

Messe Frankfurt Argentina is the affiliate of the worldwide trade fair organization leader. The purpose of the fairs is to promote actual business meetings to boost activity in regional markets, in the domestic market and in turn prompt the development of the technological pole in each area. The current portfolio of shows of Messe Frankfurt Argentina includes the following exhibitions: Automechanika Buenos Aires, BIEL Light + Building Buenos Aires, Confemaq, Emitex, ExpoCehap, ExpoFerretera, ExpoMant, Moto Show, Intersec Buenos Aires, Simatex, Tecno Fidta. In addition to numerous congresses and special events for third party, such as Argentina Oil & Gas Expo Buenos Aires, Argentina Oil and Gas Expo Patagonia, Arminera and Electronics Home, among others.

For more information, please visit our website at [www.argentina.messefrankfurt.com](http://www.argentina.messefrankfurt.com)

BIEL Light + Building Buenos Aires  
16° Biennial International Trade Fair of  
the Electric, Electronic and Lighting  
Industry  
La Rural Trade Center  
Buenos Aires, September 11 - 14, 2019