

LIGHT IT IN BLUE GLOBAL CAMPAIGN



INTERNATIONAL ANGELMAN DAY - 15 FEBRUARY
Shining a Light on Angelman Syndrome!
www.angelmanday.info

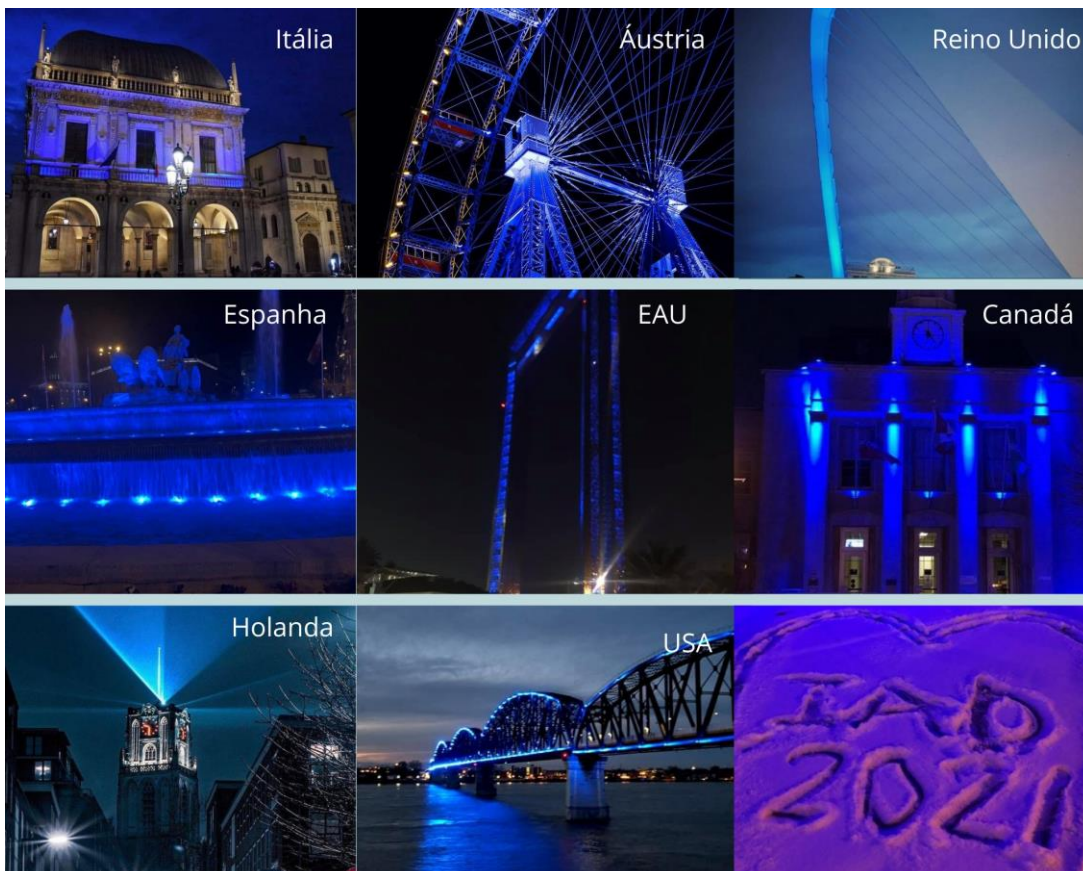
Raising global awareness for Angelman syndrome (AS)

Families in our Angelman community around the world have successfully approached their local authorities to ask for iconic buildings, bridges or natural landmarks, to be lit up in BLUE on 15 February, in support of International Angelman Day. This is an annual opportunity to raise awareness for Angelman Syndrome, and to promote fundraising for the national Angelman support organisation in that country.

A collage of a few of the landmarks that have been lit up in BLUE for IAD, include:



Burj Khalifa - Dubai



Your local landmarks might require an *application process* where you present the reason for your request. Share your *Angelman Syndrome resources* with them, to explain what Angelman syndrome is, and to demonstrate the need to raise more awareness. Direct them to your national AS organisations website for more information about AS.

Lighting up a landmark in BLUE creates a public display of support in a local community, as well as global solidarity for International Angelman Day. This generates wider media interest, which raises more awareness for this rare condition. The more people who get to know about AS, the wider your reach for raising funds for your national AS organisation – so they can fund more research and resources.

All of this helps to raise more awareness for Angelman syndrome.

Lighting Tips:

Lighting can be used in many ways. It can be as simple as obtaining a single blue spotlight to illuminate an iconic tree or monument, or it could involve a much larger project where the landmarks already have their own professional lighting team. Where possible, *light projections* can also be screened onto building facades and bridges to display the IAD logo and the words 'Angelman syndrome'.

Consider the following:

1. Where will the lit area be viewed from? Are there any nearby light sources that will affect your scheme? Once you know what you want to achieve, choosing the right products and strategy becomes simpler.
2. Trying to light everything is a common mistake. It is expensive and can create a flat finish. Consider multiple narrow lines of light, which can add interest to an otherwise flat façade at a fraction of the energy. Narrow beams of light also emphasise texture and shape.
3. For best effect, try to achieve a balance between light and shadows by using focused light from narrow or medium beam distributions that accentuate the 3D features of a building or feature. This is referred to as modelling. The contrast between light and dark will guide the eye to areas of interest.
4. There are many different lighting techniques: Wall washing with floodlights or ground recessed luminaires, and other techniques such as Grazing (used to highlight). Take care to control the light. Avoid glare and light spill.
5. **Finally, and MOST important** – make sure you have a **professional photographer** ready to take some great photos of your landmark at night.

SEE MORE ON OUR WEBSITE HERE: www.angelmanday.info



Story Bridge, Brisbane, Australia



Colchester Castle, UK