

# It's not always a matter of size

*With two employees, Fagerhult Lighting Academy is the smallest division in the Fagerhult Group. But as everyone knows: good things come in small packages. What is more, FLA has a clear standpoint on light and lighting and how to communicate these issues.*



Fagerhult Lighting Academy is situated on the top floor of an office building made of glass and steel that stands opposite the lock gates on the waterfront in Copenhagen harbour.

Director Henrik Clausen: "We have a beautiful view from up here. We can see the light and colours change during the day, and that is priceless. We show this to our guests and it always leads to good discussions about light."

The artificial lighting in the offices is deliberately planned to arouse interest and debate with visitors. Do they like what they see? Or is it the worst they have ever seen? What are their preferences?

Light and the way we communicate are two issues that are very important to Henrik Clausen. Since 2004 he has been travelling around the world, and has held his lecture on Light and Communications about 30 times from Australia to Russia, and to large parts of Europe. In all the places he experienced a sincere interest on the part of the audience and an urge to talk about light and share ideas.

Henrik Clausen: "My job is not to talk about products. My job is to talk about light and all the possibilities it gives us as humans."

## **The importance of sharing knowledge**

In 2004 Fagerhult decided to establish the Fagerhult Lighting Academy (FLA), an educational initiative that spans four divisions of the company and covers the entire world. From the beginning the Lighting Academy's mission statement has been to build a worldwide network of knowledge. Not only for Fagerhult employees around the world with the vast amount of knowledge they dispose over, but also including

international researchers, scientists and manufacturers, so that Fagerhult acquires cutting edge knowledge about light and lighting technology.

But acquiring this knowledge is only one part of the story. It is Fagerhult Lighting Academy's job to communicate this outside the division again.

#### **Fagerhult and the e-Learning way**

Two years ago Fagerhult Lighting Academy launched a website with e-Learning material. The aim was, and still is, to present viewers and listeners with relevant learning material which they can use in order to obtain general knowledge about light, lighting design and all related topics.

From the beginning the Academy had a strong opinion on how the e-Learning material was to be presented. The basic idea was to avoid PDF documents where possible and instead present the material using all available media such as video, screencasts, audiofiles, podcasts, etc. One example is the University on Wheels where it is possible to download CDs or podcasts with subjects on illuminating engineering and listen to them while driving or out running. "We need to make the difficult lighting stuff available to people. Not only in books and PDF documents, because the majority of people have a limited amount of time to sit down and read. That is why we also offer a package they can take with them in the car, or listen to when working at the computer," Henrik Clausen explains.

#### **Fagerhult Lighting Community**

A while ago FLA launched the Fagerhult Lighting Community (FLC), which was an online community in which lighting designers and others with an interest in lighting could

meet and discuss topics of interest. Unfortunately it was not the right time for this kind of project. Users did not have time to participate in communal exchange on this level. As a result this part of the website has thus been shut down. But Fagerhult Lighting Academy has already begun brainstorming in another way to facilitate knowledge-sharing between lighting enthusiasts.

Henrik Clausen: "The vision is to establish a community in which we can learn from each other and share ideas and aspects on a given topic. Sharing knowledge can be more fruitful than keeping it to oneself. Sharing knowledge may result in new and improved knowledge. The goal for FLA is to distribute and share knowledge for the benefit of all users and enthusiasts alike."

#### **The people behind FLA:**

**Henrik Clausen**  
Has been with Fagerhult since 1997. First as managing director of the Danish subsidiary and since 2004 as director of Fagerhult Lighting Academy. Henrik has a degree in Engineering and has been working with light and lighting for more than 20 years.

**Anette Spahn Klausen**  
Has been with Fagerhult since 2002. First in the Danish subsidiary and since 2004 in Fagerhult Lighting Academy. Anette has a degree in Communications.

For more information on the Fagerhult Lighting Academy, visit:

[www.fagerhultlightingacademy.com](http://www.fagerhultlightingacademy.com)

