

To mark the International Year of Sustainable Energy for All

Ciné-ONU, in partnership with UNIDO and the Millennium Film Festival, invites you to

"The Light Bulb Conspiracy"

on Tuesday 24 April 2012 at 6.30 pm



Once upon a time... products were made to last. Then, at the beginning of the 1920s, a group of businessmen were struck by the following insight: 'A product that refuses to wear out is a tragedy of business' (1928). Thus Planned Obsolescence was born. Shortly after, the first worldwide cartel was set up expressly to reduce the life span of the incandescent light bulb, a symbol for innovation and bright new ideas, and the first official victim of Planned Obsolescence.

During the 1950s, with the birth of the consumer society, the concept took on a whole new meaning, as explained by flamboyant designer Brooks Stevens: 'Planned Obsolescence, the desire to own something a little newer, a little better, a little sooner than is necessary...'

The growth society flourished, everybody had everything, the waste was piling up (preferably far away in illegal dumps in the developing world) - until consumers started rebelling...

The film will be followed by a Q&A with:

Mr. **Joan Úbeda** (Executive producer of the film)
Mr. **Chris Vanden Bilcke** (Head of UNEP's Liaison Office to the EU)
Mr. **Florian Peter Iwinjak** (Programme and liaison officer for UNIDO)

NB: The film is in English .

Run-time 52'



Goethe-Institut Brüssel
Rue Belliard/Belliardstraat 58
1040 Brussels, Belgium

There is no entrance fee, but as places are limited, it is important to register by sending an email to: cine-onu@unric.org, with the subject field "The Light Bulb Conspiracy" and your full name and full name of guest (if applicable). Maximum tickets per person: 2. **If you do not receive a confirmation of your registration via e-mail, please contact us again**



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