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#fsb #aquanale #bettertogehter

#bettertogehter: FSB and aquanale to focus on responsible water management in 2027

Cologne, May 2026 - FSB - International Trade Fair for Public Space, Sports and Leisure Facilities - and aquanale - International Trade Fair for Sauna.Pool. Ambience. - are refining their joint profile ahead of the upcoming edition in October 2027. United by the shared motto #bettertogehter, both events will shine a spotlight on developments relating to water conservation in urban and privately owned spaces. The aim is to showcase solutions that reframe water as a vital element of sustainable living environments.

Water as a key resource for healthy, attractive living spaces

Responsible water management is one of the core challenges in the development of modern urban and public spaces. More frequent heavy rainfall events, longer periods of drought and rising temperatures present new problems for cities and private facilities alike. Water-wise planning concepts combine environmental, technical and design-based solutions to store, treat and use water efficiently. At the same time, these concepts also help to improve the microclimate and make urban spaces more resilient to climate change.

Positive reaction to Urban and Private Oases highlights the theme's relevance

The enthusiastic response to the special Private Oasis and Urban Oasis exhibition in 2025 has inspired further development of the theme. A survey of visitors to the exhibits confirmed the high level of interest in concepts that treat water as a vital resource for climate-adapted leisure spaces in both public and private settings.

“Water is the central theme that runs through both trade fairs,” explains Bettina Frias, Director of FSB and aquanale at Koelnmesse. “Whether in private gardens, public outdoor spaces or climate-resilient urban planning, this integrated approach opens up new possibilities for the planning, design and use of urban spaces.”

The trade fair duo is therefore set to play a guiding role in 2027 by exploring the topic of water in multifunctional urban and private oases from every angle, bringing it to life for visitors from a planning, design and social perspective. FSB and aquanale will jointly demonstrate how it is possible to design and realise concepts that are environmentally responsible and offer a high-quality user experience. A concrete conceptual approach is currently being developed in collaboration with the Initiative Wasserbewusste Stadtentwicklung (Water-Wise Urban Development Initiative).



FSB
26.10. - 29.10.2027
www.fsb-cologne.com

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Networking space and best-practice zone on the trade fair boulevard

A key element of the exhibition concept is a 200 m² special event area with a modular design, located on the trade fair boulevard. It will serve as a meeting point connecting FSB and aquanale and give trade visitors the chance to experience the water theme at first hand.

Plans are also in place for a best-practice zone, which will showcase projects that have been successfully realised in Germany and across Europe, demonstrating how cities and private facilities can respond to climate change. The area will also provide a platform for exchanging ideas and networking. It will bring together stakeholders from local authorities, representatives from the gardening, landscaping and sports ground construction industry, landscape architects and planners, as well as relevant manufacturers and suppliers. Face-to-face conversations are the ideal catalyst for new ideas, collaborations and solutions.

New “Water Garden Design” special exhibition at aquanale

To complement the water theme, a new exhibition area is also planned for aquanale 2027. Here, visitors will be able to explore a newly launched Green Living product directory, which is being expanded to include water gardening. Together with the German Society for Natural Bathing Waters (DGfNB), Koelnmesse is developing a networking area with the specific intention of bringing the green and blue sectors together.

The platform is aimed in particular at gardeners and landscapers, landscape architects and swimming pool construction businesses. In addition to showcases of innovative concepts and products, matchmaking events are planned in order to promote dialogue between the two sectors. Additional stand areas will be available around the special exhibition, inspired by the “village” concept, incorporating companies from the wider product spectrum and encouraging new synergies.

Moving with the times: solutions for climate-resilient leisure spaces

FSB and aquanale have both aligned their content to reflect key developments in climate-adapted planning. Key areas of focus include blue-green infrastructure such as retention ponds, drainage ditches and green roofs, as well as rainwater management solutions based on infiltration, storage, treatment and reuse. Urban design that encourages physical activity and multifunctional outdoor spaces also offer new opportunities for climate-resilient urban development.

With relevant congress and forum content and new exhibitors, the trade fair duo addresses the issues and presents the products that are of growing interest to local authorities, planning offices, the gardening and landscaping sector, and designers of private leisure spaces alike.

By adopting the motto #bettertogether, FSB and aquanale have reaffirmed their commitment not only to raising awareness of sustainability issues, but also to

actively driving progress in this area. The growing connection between the two sectors is inspiring solutions at the point where public spaces, physical activity, water and urban infrastructure intersect. The joint event can therefore be seen as a trailblazer when it comes to identifying and tackling issues of vital importance to a sustainable and resilient society.

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For exhibitors, planners and decision-makers in local government, this opens up a platform where opportunities can be brought to light, ideas can take shape and tangible projects can be set in motion.

The next edition of FSB and aquanale will be held in Cologne from 26 to 29 October 2027.

Koelnmesse - Global Inspiration for Living, Contract and Public Spaces

Koelnmesse is the world's top trade fair organiser for the areas of Living, Contract and Public Spaces. Leading international trade fairs such as ORGATEC, interzum, FSB, aquanale and spoga+gafa come together at the Cologne trade fair location to form renowned and established industry meeting points. This strong portfolio is further enhanced by imm cologne and idd cologne, both of which are also held in Cologne. These fairs comprehensively represent the interior and design segment, the furniture and interior construction industries' supplying sections, the kitchen world, all topics for the modern working world, garden lifestyle as well as modern work environments, the garden lifestyle, public spaces, sports and leisure facilities, along with saunas, pools and wellness centres.

Beyond that, Koelnmesse is strategically expanding its portfolio in international growth markets. The imm brand family includes imm india and IFFINA+ powered by imm cologne in Indonesia. The ORGATEC brand has established a global footprint with ORGATEC Tokyo, ORGATEC India, and ORGATEC WORKSPACE Saudi Arabia. The international presence of the interzum brand extends to interzum guangzhou, interzum bogota, interzum jakarta, and the interzum forum italy. The FSB brand is also internationally active, with the FSB Sports Show Riyadh and the FSB Forum Italy in Bergamo. Furthermore, the portfolio features La Feria De Diseño Medellín powered by idd cologne in Colombia

The next events:

ORGATEC TOKYO - SHIFT DESIGN - The Leading International Trade Fair in Asia for the Modern Workspaces, Tokyo 02.06. - 04.06.2026

interzum forum italy - The Networking Event in Italy for Suppliers of the Furniture Industry and Interior Design, Bergamo 04.06. - 05.06.2026

spoga+gafa - The world's biggest garden and BBQ trade fair, Cologne 22.06. - 24.06.2026

#bettertogether: FSB und aquanale - das starke Messeduo

Die FSB - Internationale Fachmesse für Freiraum, Sport- und Bewegungseinrichtungen und die aquanale - Internationale Fachmesse für Sauna.

Pool.Ambiente. finden vom **26. bis 29. Oktober 2027** erneut parallel auf dem Kölner Messegelände statt. Gemeinsam bilden sie ein weltweit einzigartiges Messeduo, das öffentliche wie private Räume der Bewegung, Entspannung, Freizeit und Gesundheit miteinander verbindet. Die FSB setzt Impulse für Sportstättenbau, urbane Infrastruktur und kommunale Bewegungsräume, während die aquanale Innovationen für Schwimmbadtechnik, Sauna, Wellness und Spa präsentiert. Beide Veranstaltungen schaffen wertvolle Synergien für Planer:innen, Architekt:innen, Betreiber:innen und Entscheider:innen - **#bettertogether**.

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Anmerkung für die Redaktion:

Fotomaterial der FSB und aquanale finden Sie in unserer Bilddatenbank im Internet unter www.fsb-cologne.de/bilddatenbank und <https://www.aquanale.de/presse/multimedia/bilddatenbank/>.

Presseinformationen finden Sie unter www.fsb-cologne.de/presseinformation und www.aquanale.de/presse/presseinformationen.

Bei Abdruck Belegexemplar erbeten.

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