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#exponatec

The trade world will once again finally meet in Cologne in the autumn of 2021 for the 10th edition of EXPONATEC COLOGNE!



EXPONATEC COLOGNE
17.11. - 19.11.2021
www.exponatec.com

The upcoming EXPONATEC COLOGNE from 17 to 19 November 2021 in Cologne is finally once again offering the trade world the opportunity to encounter one another personally and directly following the forced interruption due to the pandemic. The combination of trade exhibition, congress and continuing education enables interdisciplinary exchange, the maintaining of contacts and scientific discourse. The trade fair, which is this year taking place for the 10th time, presents a broad range of offerings extending from exhibition design and technology through media and digitality to public relations and knowledge transfer.

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With MBA Design & Display Produkt GmbH, Glasbau Hahn GmbH, Brune Luftbefeuchtung and the Cologne Institute of Conservation Sciences (CICS) Cologne University of Applied Sciences, central founding members of EXPONATEC COLOGNE are on board for its tenth anniversary. New exhibitors from France, Denmark and Germany complement the segments for security and transport, building and exhibition services, as well as PR.

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In order to lend the communication and knowledge marketplace EXPONATEC COLOGNE a new, dialogue-related dynamic, many events and lecture elements of the event programme will be organised in the newly designed Speakers Corner section. The spacious and airy hall planning in hall 2.2 influenced by the corona pandemic means that discourse between lectures and exhibitors can take place in an integrated fashion.

Executive Board:
Gerald Böse (President and Chief Executive Officer)
Oliver Frese
Herbert Marnier

The event programme will once again be designed by the proven partners of EXPONATEC COLOGNE. Besides the CICS, these include the German museum association (DBM), the association of restorers (VDR), as well as the association for habitat and environment in Germany (BHU). VerA - Verband der Ausstellungsgestalter in Deutschland e.V. is also once again on board as a partner.

Chairwoman of the Supervisory Board:
Mayor of the City of Cologne
Henriette Reker

A preview of the event programme

Headquarters and place of jurisdiction:
Cologne
District Court Cologne, HRB 952

On 18 November 2021, Europa Nostra, together with other partners, will organise a colloquium on the theme of "Digitisation and Cultural Heritage". "The time of the pandemic has made it even clearer to us how digital formats and possibilities can make cultural participation easier, even when physical encounters are not possible.

An enormous number of additional options result for the segment for the mediation of cultural heritage", the organisers state in their flyer. They want to explore the possibilities between archiving and visualisation and educational work using digital tools.

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The BHU is once again organising the Building Culture and Monument Preservation, this year on 19 November 2021. The focus is on industrial culture and how it characterises the face of many regions. As documents of the historical development industrialisation, of various building types, technologies, work processes, but also of forms of human beings living together, they have often lost their original purpose. However, their architecture and history is worth preserving and often serves new purposes. This arc of tension is addressed as a theme. The goal is to create new levels of contact for the participating organisations.

The Best in Heritage is planning to present exciting projects of successful restoration with four participants.

The CICS will once again offer Master Days and art consultations. During the art consultation on Wednesday, 17 November 2021, the scientists of the institute will this year once again examine private objects like paintings or antiques. In addition to this, students and the teaching staff will present select projects and research findings at EXPONATEC COLOGNE.

With this year's theme of "Werte schöpfen - Creating values", the CICS dedicates itself to a central aspect of restoration: the creation and preservation of values. Restorers secure the material substance of art and cultural assets with their work. In the process, they take historical, artistic, aesthetic and functional values, as well as questions of authenticity into account, and in this way protect cultural treasures from decay, loss and forgetting. Their intensive work carried out directly on the work and the accompanying interdisciplinary research activities often lead to a reevaluation of the art and cultural assets and contribute to long-term conservation, as well as sustainable dealings with cultural values. Restoration thus not only points back into the past, but also into the future in a modern way.

The VDR is preparing four of five lectures at Speakers Corner, at which other participants will also describe exciting new projects, technologies and best practices.

The programme of the Deutscher Museumsbund at Speakers Corner is called "Digital and attractive - What potential do digital offerings make available to museums?" Accelerated by the corona pandemic, museums are increasingly offering the most varied forms of digital access to their content. The experts of the DMB pose the question of to what extent virtual exhibitions, gamification apps, podcasts, etc. will impact the museum as an institution. Do digital offerings make museums more attractive for their users? And how do museums see the potential of digital offerings? The participants take a look at the practice and discuss this and other questions with the guests: what new forms of access are made possible by virtual exhibitions and apps? Do museums reach new visitor groups? To what extent do virtual offerings reinforce participation and inclusion? Do digital offerings come into conflict with the

authenticity of the original? We need museums to develop further digital offerings in future? And what will a museum visit look like in future?

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The presentation of the "Riegel - KulturBewahren 2021/23" award takes place on 17 November 2021 at 6:00 p.m. at Speakers Corner. The award, which has been conferred since 2016 by the trade journal "KulturBetrieb", honours persons, associations and organisations that have made special contributions to the proper preservation, care and exhibiting of art and cultural assets.

The two art fairs ART COLOGNE and COLOGNE FINE ART & DESIGN, which together present a broad offering of old and new art, applied arts and design with varied points of emphasis, take place parallel with EXPONATEC COLOGNE.

Important: admission tickets for EXPONATEC COLOGNE are only available in digital form in connection with the trade fair app. Admission tickets cannot be acquired on site. Access with "3G" (vaccinated, recovered, tested).

Note for editorial offices:

EXPONATEC COLOGNE photos are available in our image database at www.exponatec.de in the "Press" section.

Press information is available at www.exponatec.de/Presseinformation

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EXPONATEC COLOGNE on Facebook:

<https://www.facebook.com/exponatec>

Koelnmesse - industry trade fairs for the interior, outdoor and design sector:

Koelnmesse is the world's top trade fair organiser in the fields of interiors, furnishings, design, home living, garden lifestyle and modern work environments. At the trade fair grounds in Cologne/Germany, the leading international trade fairs imm cologne, LivingKitchen®, spoga+gafa and ORGATEC showcase the latest trends, products and innovations, serving as international, central gatherings for the global industry. In addition to the events at its Cologne headquarters, Koelnmesse is strategically expanding its portfolio internationally: The inaugural ORGATEC TOKYO will be hosted in 2022. It will be the first trade fair in Japan to focus on professional and hybrid work environments. As the satellite event for imm cologne and ORGATEC, idd shanghai provides European companies in the premium and luxury segment of the interior design industry with a unique platform for showcasing exclusive, design-driven products.

The in-person events are complemented by ambista, the online business network for the international interiors industry, which provides direct anywhere, anytime access to relevant products, contacts, expertise and events.

The next events:

FSB - International Trade Fair for Public Space, Sports and Leisure Facilities, Cologne
26.10. - 29.10.2021

idd shanghai - interior design days Shanghai - by imm cologne, Shanghai November 2021

EXPONATEC COLOGNE - International Trade Fair for Museums, Conservation and

Heritage, Cologne 17.11. - 19.11.2021

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EXPONATEC COLOGNE photos are available in our image database on the Internet at www.exponatec.com/imagedatabase in the “News” section. Press information is available at: www.exponatec.com/Pressinformation

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