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#exponatec

## **EXPONATEC COLOGNE: An indispensable meeting point for the museum and restoration industries**

**Concentrated exhibitor programme of relevance for the industry meets a premium, competent trade public**

**Conferences, Master Days and a premium lecture programme at Speakers Corner contribute further to ensuring an intensive trade dialogue**

The 10th EXPONATEC COLOGNE from 17 to 19 November 2021 in Cologne was an indispensable meeting point for the museum and restoration industries. This was the unanimous opinion of exhibitors, organisers and technical partners at the conclusion of the fair. For the around 80 providers from the fields of exhibition design and technology, media, digitality, knowledge transfer and public relations, the three trade fair days meant intensive trade discussions with a high-quality public from cultural operations, research, monument preservation and culture management. "The great need for dialogue of the industry concentrated at this trade fair during these days", according to Oliver Frese, Chief Operating Officer of Koelnmesse. "The high quality of the trade visitors confirms the relevance of this trade fair, as does the concentrated offering of exhibitors. The trust placed in EXPONATEC COLOGNE by the industry paid off." A total of around 2,700 trade visitors from 20 countries came to Cologne for the fair, around twelve percent of them from abroad.

The fact that the right contact persons were there was the decisive factor for the exhibitors of EXPONATEC COLOGNE. Intensive trade discussions could take place at the stands. Themes like securing technology, an increasingly important matter, air conditioning and storage procedures, digital recording and archiving, visitor address and orientation were only a few of the areas of focus discussed at the stands of the manufacturers and service providers. With Brune Luftbefeuchtung, Deffner & Johann GmbH, Glasbau Hahn GmbH, MBA Design & Display Produkt GmbH, Zeuschel GmbH and, important players were on location. Smaller companies, often specialising in particular aspects, were also able to effectively present their services and solutions.

The event and congress programme of EXPONATEC COLOGNE was also able to profile itself with high-quality participants and themes. Promoting dialogue was the intensified incorporation of the newly designed Speakers Corner into the exhibition hall. The partners of EXPONATEC COLOGNE made use of this stage as much as the congress possibilities. Besides the Cologne Institute of Conservation Sciences (CICS) of the Cologne University of Applied Sciences, these include the German museum association (DBM), the association of restorers (VDR), as well as the association for habitat and environment in Germany (BHU) and the association of German exhibition designers (VerA).



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17.11. - 19.11.2021  
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The CISC once again successfully carried out the Master Days and also offered live insights into the work of students in the hall.

As always, the presentations of Best in Heritage with the "Projects of Influence" met with great interest.

"Digitalisation and cultural heritage" was writ large for this year's colloquium, and was carried out by Europa Nostra with its partners. Together, the participants point out the possibilities between archiving and visualisation and educational work using digital tools.

The talk series of the DBM on the stage of Speakers Corner also revolved around the digital theme, whereby the focus was on the benefits for museums. The VDR illuminated the special challenge of restoration in its lecture series.

The "Riegel - KulturBewahren" prize was also presented for the second time in the context of EXPONATEC COLOGNE. This year, the award went to the building management & security working group in the German Museum Association.

The securing of cultural assets against theft and vandalism was in fact an important theme at the fair. The focus of industrial culture, which was a theme of central importance at this year's seminar of the BHU, among other venues, also received a great deal of attention. As a result of the intermittent closures of cultural institutions related to the pandemic, digitalisation, as an important step in communication with visitors, acquired new relevance and urgency and therefore also remained an important matter.

The next EXPONATEC COLOGNE takes place from 22 to 24 November 2023.

**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.

**Note for editorial offices:**

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](http://www.exponatec.com/Pressinformation)

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