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Imaging World moves to Cologne: Koelnmesse and RINGFOTO to jointly manage the photography, video and content creation festival starting in 2027

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- **Koelnmesse expands its event portfolio with the acquisition of Imaging World**
- **RINGFOTO and Koelnmesse to jointly host and organise the established trade fair for photography and video**
- **First edition at the new location to be held from 24 to 26 September 2027 under the new name “Imaging World inspired by photokina”**

Imaging World is moving to Cologne. Starting 2027, the festival for photography, video and content creation will take place at Koelnmesse under the name “Imaging World inspired by photokina”. RINGFOTO and Koelnmesse announced the change of venue today during the TIPA World Awards Ceremony at Imaging World 2026 in Nuremberg. The event brings together technology for hands-on testing, creative practice and personal exchange within the imaging industry.

Following this year’s edition in Nuremberg, the new event will make its debut at Koelnmesse from 24 to 26 September 2027. Having assumed responsibility for organising the event from 2027 onwards, Koelnmesse will leverage its international trade fair expertise and network to further develop “Imaging World inspired by photokina” as a key platform for photography, video and content creation. RINGFOTO will remain closely involved as a key partner, contributing its market knowledge, its network across the industry and specialist retail, as well as established elements of the event’s existing concept. Together, the partners aim to further develop the format in close alignment with the market and progressively increase its visibility.

“With Imaging World inspired by photokina, we are bringing a well-established event format with a clear profile and a highly engaged community to Cologne,” says Oliver Frese, Chief Operating Officer of Koelnmesse. “Together with RINGFOTO, we aim to preserve these strengths while developing them further in a targeted way. We will also draw on Koelnmesse’s extensive expertise in imaging and the international industry contacts it has built up over decades through photokina. Cologne offers excellent conditions for this, with its trade fair infrastructure, international accessibility and strong media and creative environment.”

“Over the past two years, Imaging World has shown just how great the interest is in

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a place where products are not only presented, but can be experienced and tried out directly,” adds Thilo Röhrig, Managing Director of RINGFOTO. “After two successful editions in Nuremberg, Imaging World is ready for the next step. We want to continue this combination of technology, practical experience, inspiration and personal exchange in Cologne. In particular, we intend to further develop our concept, which combines a traditional trade fair exhibition with modern, interactive play areas and an extensive programme of workshops and seminars. RINGFOTO will remain an active partner for industry, specialist retail and the community.”

A proven format with a new perspective

Imaging World inspired by photokina brings together product experience, creative practice, community and business. Visitors can discover new products, try out equipment directly, take part in workshops and live formats, and exchange ideas with manufacturers, retailers, professional users and creatives. Enthusiast photographers will also have the opportunity to test new technology in real-world conditions and develop their creative and technical skills.

Photography remains a core component of the event. At the same time, video, audio, lighting, software, printing, smartphone applications and technologies for content production already form part of its established range of topics. This broad offering will be further expanded in Cologne.

For manufacturers, distributors and brands, Imaging World inspired by photokina combines dialogue with the specialist retail trade and direct contact with professional users, ambitious consumers and content creators.

Imaging expertise with a global reach

With the addition “inspired by photokina”, Imaging World draws on the longstanding imaging expertise and international industry contacts associated with Cologne as a trade fair location. For decades, photokina helped establish Cologne as an important meeting place for the international photography and imaging industry. Imaging World is not a revival of photokina; it remains an independent format that builds on the location’s imaging tradition while bringing new, contemporary content.

This experience and network will feed into the further development of Imaging World inspired by photokina, which will continue its proven mix of trade fair, product experience, community and business together with RINGFOTO.

Cologne creates additional opportunities

As an internationally well-connected trade fair, media and creative hub, Cologne provides the ideal stage for the next phase in the development of Imaging World inspired by photokina. The city combines a vibrant and diverse media and creative economy with a strong higher-education and training landscape, as well as an active community of photographers, videographers and content creators. This creates new opportunities for partnerships, relevant content and engaging additional target groups. This potential will be integrated into the event step by step - including

beyond the exhibition grounds: selected photo walks and community formats in urban Cologne are planned for the future.

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Further details of the programme, participating companies and ticket offers for 2027 will be announced at a later date.

Suitable images for press coverage can be found here:

https://koelnmesse.omn-cloud.com/showLinkedImagesEN.jsp?keywordPath=/ISY3/Shop/Presse_Mitteilungen/20261002_PM&cms=neu

About RINGFOTO

Headquartered in Fürth, RINGFOTO is Europe's largest photography retail group and has an extensive network in the specialist photography trade. RINGFOTO operates through its own national companies in Germany, Austria and the Netherlands, and also has member companies in more than 20 European countries. In total, RINGFOTO members operate more than 1,000 outlets across Europe. As the initiator and previous organiser of Imaging World, RINGFOTO contributes its market knowledge, its relationships with industry and specialist retailers, and its experience from previous editions to the partnership.

About Koelnmesse:

Koelnmesse employs around 1,200 people. As a city-based trade fair in the heart of Europe, it operates the third-largest trade fair grounds in Germany and, with almost 400,000 square metres of hall and outdoor space, ranks among the ten largest trade fair grounds in the world. Each year, Koelnmesse organises and manages around 80 trade fairs, guest events and corporate events in Cologne and in key markets all over the globe. Its portfolio reaches over 44,000 exhibiting companies from 120 countries and around 2.5 million visitors from 214 nations. Until 2040, Koelnmesse is investing more than one billion euro in the development of the trade fair grounds with the most extensive investment programme in its history, enabling it to accommodate all future event formats. In 2024, Koelnmesse celebrated its 100th anniversary - a century of bringing people and markets together worldwide.

Photo material for media representatives:

[Image database | Koelnmesse](#)

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