

NEWSLETTER

Cologne, 17 – 20 November 2009

In cooperation with



EXPONATEC COLOGNE is powering into the next round

Dear friends of EXPONATEC COLOGNE,

From 17 to 20 November 2009, the International Trade Fair for Museums, Conservation and Heritage will once again offer something in every area of interest.

For the first time in Hall 11.1 of the Cologne exhibition centre, we will create an inspiring information and communication platform with innovative new offerings from the segments of media, exhibition design, new and restructured buildings, security and transport and restoration and conservation. You can look forward to 150 companies from 13 countries.



We are expanding

EXPONATEC COLOGNE is once again revitalising itself – in two ways:

Educate, stimulate, information design – EXPONATEC COLOGNE takes new approaches

The range of offerings from creative professionals – i.e. in the fields of exhibition design, communication and design – will be given a new emphasis throughout EXPONATEC COLOGNE.

Collecting, research and conservation – in addition to traditional functions, increasingly it is new aspects of education efforts at museums and cultural organisations that are needed to remain competitive and make exhibitions attractive to visitors.

At EXPONATEC COLOGNE, you can learn about the visionary concepts of specialised agencies in the field of communication and design, professionals who use a new dramatic approach to bring the past to life and enable us to experience it in the present. Using innovative technology, the exhibiting industry will present opportunities for implementing this approach, particularly in the field of new media.



Restoration in the spotlight for the first time in Cologne

The German Restoration Association has selected EXPONATEC COLOGNE as the venue for the German Restoration Day 2009 and its general meeting. The theme of the 2009 Restoration Day is "Attention: Art! Conservation and presentation – a contradiction in terms?" The event is open to the public.

An additional highlight will be the presentation of the NRW Restoration Programme at EXPONATEC COLOGNE. This will boost the profile of EXPONATEC COLOGNE in the preventive conservation segment, which will be expanded by including restoration supplies.

>present<

The special show >present< will take place for the second time at EXPONATEC COLOGNE, and this year it will be dedicated to museums on the move



What can fully functional mobile exhibition modules of a travelling museum look like? What specifications need to be addressed for "moving" exhibitions, in contrast to exhibitions at fixed locations? These questions will be discussed during the present forum. Also planned in this context is an exhibition featuring photographic documentation of "museums on the move" which have already successfully toured. There will also be a special area where the results of a student competition will be presented. The entries were submitted in response to Koelnmesse's call for students to create a concept for the Museum of the Future.

Accompanying events are planned for three days of the fair:

18 November What happens when a museum travels? (Stationary versus moving).

19 November The museum on the move – The question of logistics

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The NEWSLETTER reports
the latest news on
EXPONATEC COLOGNE.

Culture as an economic factor

The Federal Ministry for Economics and Technology commissioned a study on "Culture and creative industries", which was presented to the press in February. According to the study, the sector accounts for a 2.6 per cent share of Germany's gross domestic product, placing it between the economic outputs of the chemicals and automotive industries.



Initiative
Kultur- & Kreativwirtschaft
der Bundesregierung

Researched for you

The DDR Museum has a newly designed website and engine for online exhibit research

Nearly three years after the opening of the DDR Museum, the website www.ddr-museum.de has been completely redesigned. The most important new feature is the direct online access to the DDR Museum's exhibit database. Each visitor can now explore a part of the collection. "We have some outstanding treasures, but unfortunately they can't all be exhibited as part of the permanent exhibition. Now they are available to everyone online – whether scientists, people who witnessed this chapter in history or simply interested individuals," says Katrin Strohl, the museum's head of collections. "People who experienced the history of the DDR are encouraged to directly submit their own information and stories relating to an exhibit feature," adds Strohl. When the website was launched, over 500 of 150,000 exhibits were on view to the public. More exhibits will be added weekly in the future.

A few areas of the website have been especially tailored to the needs of teachers and school classes. In these areas, teachers and pupils can find comprehensive information about guided tours, special educational activities and additional material to download for before and after their visits. "We especially wanted to focus on making the website more accessible to our most important visitors. School groups have



Trabant P 601, © DDR Museum, Berlin 2009

completely different needs than tourists, of course, which is exactly the issue we are now addressing," says Managing Director Robert Rückel in explaining the new programming. Teachers can now conveniently go online to check if the date on which they wish to visit the museum with a group of pupils is available – as can tourist groups and travel agencies. It is also possible to immediately book the visit online.

All other visitors can look forward to large format slide shows, films, FAQs, a blog and a calendar of the museum events and events organised by partner institutions. A new online shop will also be available soon. **Information: www.ddr-museum.de**

Be sure to regularly check out our website at www.exponatec.com

We look forward to seeing you. The EXPONATEC COLOGNE team