

NEWSLETTER

Cologne, 17 – 20 Nov. 2009

in cooperation with



Dear readers,

a truly modern trade fair must continually develop if it aims to meet the expectations of its exhibitors and visitors.

EXPONATEC COLOGNE therefore has a lot to offer: the products and services on show come from the fields of exhibition architecture, design, interior architecture, event architecture, design creation, design communication, graphics, Web design and similar areas, each of which will be individually and selectively approached.

Exhibitions themselves are increasingly becoming one of the main factors when it comes to attracting visitors in the cultural sector. They are places of great prestige, where the debate about the form and content of a presentation assumes particular social importance.



A date worth noting:

EXPONATEC COLOGNE will be open from 5:00 to 9:00 p.m. on 17 November 2009 – in other words, at the same time as the vernissage of Cologne Fine Art & Antiques, which will run in parallel.

At the start of EXPONATEC COLOGNE, we will offer your customers an additional artistic treat that spans more than 2,000 years in order to add value to their trade fair visit on 17 November 2009. In total, you'll receive a contingent of ten vernissage tickets that you can use to invite selected customers.

The new address of EXPONATEC COLOGNE, which you should enter into your navigation system when travelling to EXPONATEC COLOGNE by car, is: Koelnmesse, Barmerstr.



Clear the stage for creative exhibition professionals

The trade fair's presentations will focus on ways of designing exhibitions in their specific framework so that they can act as spaces for sensual experience, forums for transferring knowledge or as places of representation. Exhibitions are a specific medium that is created through the interplay of visual and verbal sign systems in a single space. This complex structure, in which space, objects, images, media, texts and presentation tools are woven together in a particular way, has to be communicated to the observer.

Modern, informative and communicative

Modern trade fairs do more than just present goods – they place information and communication at the very heart of the event. In Cologne we will once again in 2009 offer you further education free of charge through an extensive supporting programme that focuses on current, fascinating and sometimes provocative issues relating to three areas: museums, conservation and cultural heritage. This will naturally be another highlight in addition to the innovative offerings from the trade and industry that will be on display in Hall 11.1.



Learn from the best –
a motto from "The Best in Heritage Excellence Club"

Professor Amareswar Galla will be coming to EXPONATEC COLOGNE all the way from Australia in order to present the Ha Long Eco Museum in Vietnam. This will be a very special event, and we cordially invite you to attend. Simultaneous interpreting will be provided.



Verband
der Restauratoren

A new association will step onto
the stage at EXPONATEC COLOGNE

For the first time in EXPONATEC COLOGNE's history, the German restoration association Verband der Restauratoren will participate in the event as part of its supporting programme.



Institute for Restoration and Conservation – Cologne University of Applied Sciences

The conference of graduate students, which was a huge success at the last fair, will once again take place in 2009 as part of EXPONATEC COLOGNE.

More information will be available soon at www.exponatec.com

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Masthead

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The NEWSLETTER reports the latest news on
EXPONATEC COLOGNE.

Capital of Culture 2010: Old favourites, new interpretation

The "Red Sofa" is coming to Duisburg

Horst Wackerbarth and his red couch will visit Duisburg, where the artist will make his contribution to the Capital of Culture 2010 with his project "Here & there". According to a statement released by the initiators, the topic of the photo and video project is "migration". Seated on the red sofa, renowned and unknown protagonists will, among other things, explain why they left their respective homelands. "The project aims to globalise the content of Ruhr.2010," explained one of the artist's spokespersons.

A total of 50 motifs will be captured and photographs and videos in the Ruhr region and partner cities such as the Lithuanian city of Vilnius. The first pictures are already being taken in Duisburg, says the spokesperson. The photos and videos will be exhibited in a Duisburg museum in spring 2010. Over the past 20 years Wackerbarth has travelled through the world with his bright red sofa to create a "Gallery of Humanity". Personalities like Mikhail Gorbachev and Sir Peter Ustinov have graced the sofa and answered questions on topics such as happiness, work, love and death.

Researched for you: New museums.

Current investments in the area of culture

Stuttgart: Museum for Ice Age relics

The spectacular Ice Age relics from the Swabian Alb will soon be given a museum of their own. Around one million Euro provided by the EU, the German government, and the state and municipal authorities has been made available for the construction of a display cave, said the Ministry for Rural Areas in Stuttgart on Tuesday. This also means that the oldest completely preserved ivory figure in the world will be given a new home. The nearly four-centimetre-long and 7.5-gram figure of a mammoth was discovered last year by archaeologists from Tübingen at the Vogelherd near Niederstotzingen. The figure is regarded as the best-preserved sculpture from early human history, and is between 40,000 and 30,000 years old.

The ministry also said that the plans for the museum have not yet been finalised. The EU will give 550,000 Euro toward the project, thus covering more than half of the planned costs. The 16 original Ice Age objects that have been found in Swabian caves could be exhibited on a rotating basis in the display cave. The objects will be the focus of a major regional exhibition on Ice Age art, which will be opened on 18th September in Stuttgart. At present, they are housed in the Baden-Württemberg Museum of Archaeology, the Württemberg State Museum and at the University of Tübingen.

We look forward to working together with you.
The EXPONATEC COLOGNE team.

