

No. 7 / November 2019, Cologne
#exponatec

Successful EXPONATEC COLOGNE underlines its position as the most important international trade fair for museums, preservation and cultural heritage

Ideal combination of trade fair, congress and event programme

Interdisciplinary exchange of experts from the culture economy

EXPONATEC COLOGNE - International trade fair for museums, preservation and cultural heritage ended successfully after three intensive trade fair days. Around 4,400 experts from the culture economy used the trade fair and the accompanying congress and event programme for the interdisciplinary exchange. "With this combination of trade fair and congress format, we very precisely address the need of specialists for information and networking", Matthias Pollmann, Vice President Trade Fair Management Koelnmesse confirms. "The exhibitors offer tailored solutions for many of the themes and tasks of museum and preservation work addressed in the lectures and symposia. The proven international quality of the trade visitors met here in Cologne with highly specialised companies of the preservation and exhibition industry." On the whole, the number of international visits increased slightly. Visitors came from 42 countries. Visitors from Finland, France, Italy, Austria, Poland, Sweden and Switzerland were registered. Visitors from Asia, namely from China, Japan, India, Korea and Malaysia, came to Cologne in the context of a trip for Asian museum specialists organised by the Federal Ministry for Economic Affairs and Energy (BWMI).

With 155 exhibitors from 22 countries, the ninth EXPONATEC COLOGNE presented a comprehensive overview of themes like visitor management, exhibition design, light and building technology, glass and display case construction, security and logistics, as well as communications and the conveying of knowledge. Digital technologies ensured new approaches in the handling of many problems: many new possibilities are offered both for the analysis and securing of holdings, as well as for the processing of data and image material. In order to also present monuments and museums in a way that is accessible and comprehensible for young generations, the focus was once again strongly shifted at EXPONATEC COLOGNE to communications concepts via apps, interactive media, multimedia, 3D and augmented reality. Interested parties from both institutional and private cultural institutions and collections used the opportunity to inform themselves extensively about all relevant themes and to enter into discussions with exhibitors.

"Canon conceived of its appearance at EXPONATEC COLOGNE as a joint presence of the various Canon business areas, from the creation of images to their rendition,



EXPONATEC COLOGNE
20.11. - 22.11.2019
www.exponatec.com

Your contact:

Christine Hackmann

Tel.

+49 221 821-2288

Fax

e-mail

c.hackmann@koelnmesse.de

Koelnmesse GmbH

Messeplatz 1

50679 Köln

P.O. Box 21 07 60

50532 Köln

Germany

Tel. +49 221 821-0

Fax +49 221 821-2574

www.koelnmesse.com

Executive Board:

Gerald Böse (President and Chief

Executive Officer)

Herbert Marner

Chairwoman of the Supervisory

Board:

Mayor of the City of Cologne

Henriette Reker

Headquarters and place of

jurisdiction:

Cologne

District Court Cologne, HRB 952

complemented by a partner company with a focus on augmented reality. We were in this way able to present complex approaches to solutions to the many planners, architects and system integrators here at the trade fair. We assist museums that want to attract the interest of new generations to their work with interaction and multimedia in the realisation of their concepts", Fabian Lampert, Marketing Manager B2B, Canon Deutschland GmbH, explains.

Page
2/4

"The quality of the contacts at EXPONATEC COLOGNE was exceptional, and follow-up appointments were in some cases arranged directly. As a provider of technical solutions for communication and the central management of media, we took advantage of the possibility for an intensive exchange with responsible people from museums and other cultural institutions. Networking with other exhibitors here at the trade fair was also very important", Dennis Willkommen, Managing Director of droidSolutions (Kuldig), emphasises.

Congress and event programme

The German Museum Congress on the first day of the trade fair, with more than 120 participants, provided a very good start to the extensive congress programme of EXPONATEC COLOGNE. The top speakers included Dr. Frank Matthias Kammel, Director General at the Bavarian National Museum in Munich, Dr. Kurt Winkler, Director at the Haus der Brandenburgisch-Preußischen Geschichte (House of Brandenburgian-Prussian history) in Potsdam, and Prof. Volker Mosbrugger, Director General of the Senckenberg Society for Nature Research. Other conferences and symposia that attracted a great deal of interest were once again successfully organised by partners of EXPONATEC COLOGNE of many years. These include, for example, Europa Nostra, the Deutscher Museumsbund (German museum association), the Verband der Restauratoren (Association of restorers), as well as Bund Heimat und Umwelt in Deutschland (Association for habitat and environment in Germany). The Master Days of the Cologne Institute of Conservation Sciences (CICS) of the Cologne University of Applied Sciences also successfully took place once again in the context of the trade fair. In the exhibition hall, the CICS also offered live insights into its work.

The lectures of the Speakers Corner, which took place on all days, were also very well-received. As always, the presentation of Best in Heritage inspired visitors. Four award-winning international museum and preservation projects were presented here.

The "Riegel - KulturBewahren" prize was also presented to the association of restorers (VDR) in the context of EXPONATEC COLOGNE.

More thoughts on EXPONATEC COLOGNE:

"What I like about EXPONATEC COLOGNE is its professional profile, which generates a relaxed and creative atmosphere. In my opinion, it reflects the identity of Cologne. It should also continue to do so in future: strive for the highest standards, but at the same time be generally comprehensible." Professor Tomislav Šola, Director, The Best in Heritage

"At EXPONATEC COLOGNE, cultural mediators came together in order to develop a

better understanding of how we can best reach our audience with the latest technology.“ Errol van de Werdts, Director, TextielMuseum Tilburg, the Netherlands

Page

3/4

“EXPONATEC COLOGNE makes it possible for us to present the TextielMuseum to international museum specialists. We established many contacts at the stand of Best in Heritage and expanded our network. That is not only inspiring, but can also lead to interesting and innovative cooperation across borders.” Elles van Vegchel, Head of Museum Affairs, TextielMuseum Tilburg, the Netherlands

“The invitation from Best in Heritage and the extraordinary work we became familiar with in the context of the conference led to many creative ideas in our team. We were invited to present our work several times. That will help us to build up further capacity in museums and cultural institutions. Best in Heritage is a door-opener of great quality, and we are grateful to see our work so appreciated.” Ivor Crotty, Deputy Director, Creative and Innovations, RT, Russia

“We are thankful for the opportunity that Best in Heritage offered us, and for the people we met as a result. Through our presentation at EXPONATEC COLOGNE, we were able to expand our network of museums and creatives. That is very important for the exchange of ideas and experience.” Tsering Wangchuk, Trustee, Ladakh Arts and Media Organisation, Leh, Ladakh, India

**The tenth EXPONATEC COLOGNE takes place from
17 to 19 November 2021.**

The EXPONATEC COLOGNE 2019 in figures

155 companies from 22 countries, 32 percent of them from abroad, participated in EXPONATEC COLOGNE 2019. These included 106 exhibitors from Germany and 49 exhibitors from abroad. Including estimates for the last day of the fair, 4,400 visitors from 42 countries attended EXPONATEC COLOGNE. The share of foreign trade visitors was around 20 percent.

Note for editorial offices:

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

If you reprint this document, please send us a sample copy.

EXPONATEC COLOGNE on Facebook:

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

Your contact:

Christine Hackmann
Communications Manager

Koelnmesse GmbH
Messeplatz 1
50679 Cologne

Germany
Tel.: + 49 221 821-2288
Fax: + 49 221 821-3544
c.hackmann@koelnmesse.de

Page
4/4

You receive this message as a subscriber to the press releases of Koelnmesse. In case you would like to dispense with our service, please reply to this mail under the heading "unsubscribe".