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Koelnmesse 3.0: Jury selects winning project

Architecture competition: Cologne-based JSWD wins

The jury has come to a unanimous decision: The design by Cologne-based architects JSWD will form the basis for the implementation of the new CONFEX® hall, the 1plus hall, the new central terminal in the southern grounds and the facade design. Gerald Böse, Chairman of the Board of Management of Koelnmesse, describes the design as an "architectural statement for the modern trade fair business." It constitutes a fundamental component of Koelnmesse 3.0, the largest investment program in company history. It encompasses investments of more than 600 million euros by 2030, which Koelnmesse will fund from its own resources.

The design by the JSWD architects ultimately convinced the 13 jury members chaired by Cologne-based architect Kaspar Kraemer in its meeting on March 21, 2016: "The design combines a clear, urban and confident architectural language with our demands on the quality of visiting conditions, flexibility and experience," explained Koelnmesse CEO Gerald Böse after the jury meeting which went on for several hours. "As such, we are taking another big step closer to our goal of creating the most attractive inner-city trade fair grounds in the world, here in Cologne." The Chairperson of the Supervisory Board, Mayor of Cologne Henriette Reker, agrees: "The construction plans promise an imposing architectural presentation for Koelnmesse. They will be image-shaping and present a symbol for Cologne and the region far beyond the state borders."

To find a solution for the plans, Koelnmesse decided to hold a competition for architects. From 81 initial applications, 20 companies were asked to develop suggestions. 19 companies ultimately submitted their work for assessment. An independent jury then selected seven promising concepts to be developed further in a second phase. After the designs from ingenhoven architects and JSWD had been selected by the jury for final further processing in December 2015, the designs were further concretized and meticulously assessed for practicability and financial feasibility over the past few weeks.

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Chairwoman of the Supervisory Board:

Mayor of the City of Cologne

Henriette Reker

Headquarters and place of jurisdiction:

Cologne

District Court Cologne, HRB 952

The jury's explanation

"The design by JSWD impressed primarily through the appearance of the elegant and open terminal and the architectural gesture of the East Entrance, which forms an outstanding presence in the urban area. The derivation of the architectural language arises conclusively through the subtle development of dominant elements of the existing trade fair buildings. The application of these on the new buildings and entrances was the right approach which ultimately convinced the jury. The inclusion of the distinctive vertical elements in the form of narrow columns pays respect to the history of Koelnmesse with its buildings from different eras while also creating a spectacular East Entrance, which represents the new dimension of Koelnmesse 3.0 in a future-oriented manner. The design for the terminal interior is simple and reserved, fulfills all functional requirements and provides a large amount of flexibility for all kinds of trade fair use."

The ongoing schedule

The new construction solutions will be implemented step-by-step. The year 2016 will be marked by preliminary and design planning. The first construction measures to hall 1plus are due to begin in mid-2017 and scheduled to end at the beginning of 2019. Afterwards, the bordering CONFEX® hall will be erected and is due to be completed in 2021. Initial plans for the new terminal, which is due to be completed at the end of 2024, will start at the beginning of 2017.

Koelnmesse 3.0 investment program

Koelnmesse 3.0 stands for the modernization of Koelnmesse in three phases until 2030, in particular the modernization of the south halls, improvement of the traffic and parking situation, more attractive halls and better traffic routes. Additionally, the plan includes the construction of the new hall 1plus, which offers 10.000 m² of additional space to offset the temporary construction measures, a CONFEX® hall for new conference and exhibition formats and a new entrance terminal for the south halls, which acts as a modern and functional connection and development boulevard in the direction east-west. The Supervisory Board has already approved an investment sum of 200 million euros in the first phase, which will run until 2020.

Image material on the winning design is available in the Koelnmesse image database:
http://koelnmesse.onlinemedianet.de/showLinkedImages.jsp?keywordPath=/ISY3/PresseMitteilungen/20160321_KM&cms=neu

Further information on Koelnmesse 3.0 is available on the Koelnmesse website:
<http://www.koelnmesse.com/Koelnmesse/The-Company/Koelnmesse3.0/index.php>