

Press release

No. 28 / Cologne, 8 September 2016

Koelnmesse lays cornerstone for new car park at Zoobrücke

First new construction project of Koelnmesse 3.0 programme is launched

On 8 September 2016, Koelnmesse laid the cornerstone for the new car park at the Zoobrücke to launch its ambitious Koelnmesse 3.0 investment programme. "Today is an important milestone on the path to our goal of making our exhibition centre fit for the trade fair business of the future," said Gerald Böse, President and Chief Executive Officer of Koelnmesse. This is the first new construction project of the Koelnmesse 3.0 investment programme. The state-of-the-art car park, which will be finished at the end of 2017, will be directly adjacent to the exhibition grounds. In addition to 3,260 parking spaces, it will also have extensive logistics areas for the vehicles involved in stand construction and dismantling. That will reduce the volume of traffic in the Cologne districts on the right bank of the Rhine.

Koelnmesse had announced a "Design and Build" competition for the planned car park and its attached logistics building in mid-2015. The winning concept, which envisions a building with dynamic curves, was submitted by the Cologne-based architectural practice schultearchitekten together with Deutsche Industrie- und Parkhausbau GmbH (dip). "We wanted to create a building with an independent design language that fits into its surroundings. At the same time, the car park will be an architectural landmark for Koelnmesse and for its urban environment," said Wilhelm Schulte from schultearchitekten. The car park at the Zoobrücke will be clearly visible from afar for many Cologne residents and guests coming to the city. A special highlight will be the structure of the northern façade of the car park at the Zoobrücke. For this façade, the Stuttgart-based architectural practice wulf architekten designed a curtain wall made of metal tiles and consisting of more than 3,000 individual elements – a design concept that has never been seen before in Germany.

The main requirements the car park is expected to fulfil include ensuring a smooth flow of traffic during trade fairs and providing a combination of parking and logistics areas. As a result, the car park will consist of two structures that are connected by interior ramps in order to make a smooth flow of traffic possible. A further advantage of the car park is that it will have separate exits for traffic going into the city and out of it. The planners gained additional space for the logistics area on the ground floor by designing an elevated structure.

To ensure that customers and guests of Koelnmesse have a pleasant arrival, in the future the car park will be connected to the exhibition centre by a high-quality transitional area. This will be the result of the planned modernization of the exhibition centre's outdoor area, which is part of the Koelnmesse 3.0 investment

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programme. The plan calls for the basic restructuring of an area extending from the Entrance North to the MesseCity and eastward to the future car park at the Zoobrücke. In order to solve this planning challenge, Koelnmesse conducted a workshop selection process that was won in July by the landscape architecture firm urbane gestalt. The concept submitted by this Cologne-based firm fulfils the functional requirements defined by Koelnmesse, including the connection of the exhibition centre with the most important points of arrival for visitors, such as the Köln Messe/Deutz train station. The detailed planning phase began with a kick-off ceremony for everyone involved at the beginning of September 2016. In addition to meeting purely functional requirements, the concept for the renovation of the outdoor area has to create a welcoming atmosphere for customers and visitors from the moment they arrive in Cologne, even before they enter the exhibition grounds.

Investment in the future – Koelnmesse 3.0

Koelnmesse 3.0 is a modernization programme for the Cologne exhibition centre. The programme will be completed in 2030. It will particularly affect the Southern Halls and the traffic and parking situation, and it will create more attractive halls and more pleasant outdoor areas. The plan has a total volume of over €600 million and also includes the construction of the new Hall 1plus, which will offer 10,000 m² of additional exhibition space to make up for the constraints caused by temporary construction measures; the CONFEX® Hall for new formats that combine a conference and an exhibition; and a new entrance terminal for the Southern Halls. The new terminal will serve as a modern and functional boulevard that connects and leads into the eastern and western parts of the exhibition grounds.

An overview of the car park

- 3,260 parking spaces in total, including 35 parking spaces for drivers with disabilities, ten electric charging stations and 280 parking spaces reserved for women
- A logistics area with stations for central truck registration and customs clearance
- Area of the construction site: 29,500 m²
- Usable space on five parking decks: 79,650 m² (excluding ground floor/logistics area)
- Cost: approximately €27 million
- Start of construction: 22 August 2016
- Date of completion: End of 2017

You can now find photographs of the cornerstone ceremony and graphic visualizations of the new car park in the Koelnmesse image database:

<http://www.koelnmesse.com/Koelnmesse/Press/Image-Database/Koelnmesse-3.0/index.php>.

Further information about Koelnmesse 3.0 can be found on the Koelnmesse website: <http://www.koelnmesse.com/Koelnmesse/The-Company/Koelnmesse3.0/index.php>.