

No. 01/ Kau/ January 2017, Cologne

New special event concept at EXPONATEC COLOGNE 2017 focuses on innovative companies and replaces former EXPO-CASE area

Innovative design from the studio Drasdos - Form follows came out on top in a competition tendered for this purpose

The competition for the redesigning and realisation of a special area for start-ups at EXPONATEC COLOGNE 2017 tendered by the association of exhibition designers in Germany (VerA) on behalf of Koelnmesse has been decided. The winner is the studio Drasdos - Form follows us, which, with its concept of a METAPLAZA, convinced a jury consisting of Helmut Kessler, managing director of Kessler & Co. GmbH, Stefan Kokkes, project manager of EXPONATEC COLOGNE, Matthias Kutsch, president of the VerA and partner of Impuls-Design GmbH & Co. KG, as well as Klaus Würth, treasurer of the VerA and managing director of WÜRTH & WINDEROLL.

Criteria like the innovation of the concept, design quality, as well as functionality and accessibility played a central role in the evaluation of the projects. Here Drasdos - Form Follows Us was able to score points with its sustainable design for an urban jungle with creativity, aesthetics and innovation in dealing with the materials used, as well as with a strong graphic concept as a design roadmap. Its modular construction method provides companies with a flexible framework for their presentations and enables an expansion of the special event.

About the presentation platform Innovation City

Companies and agencies with up to 10 employees can present their products and services on the newly designed platform Innovation City. A cafe offers the possibility to carry out discussions in a pleasant atmosphere. The special show offers visitors surprising innovations from all areas of EXPONATEC COLOGNE.

About VerA

VerA is the Verband der Ausstellungsgestalter in Deutschland (Association of exhibition designers in Germany) and unifies all those who work with exhibitions from the disciplines of curation, architecture and scenography, as well as of text, graphics and audiovisual media.

Your contact:

Peggy Krause
Communications Manager



EXPONATEC COLOGNE

22.11.-24.11.2017
www.exponatec.com

Your contact:

Peggy Krause

Tel.

+49 221 821-2076

Fax

+49 221 821-3544

E-mail

p.krause@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

info@koelnmesse.de

www.koelnmesse.de

Executive Board:

Gerald Böse

(President and Chief Executive Officer)

Katharina C. Hamma

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

Koelnmesse GmbH
Messeplatz 1
50679 Cologne
Germany
Tel +49 221 821-2076
Fax +49 221 821-3544
p.krause@koelnmesse.de
www.koelnmesse.com

Page
2/2

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>

Koelnmesse 3.0 investment programme

Koelnmesse 3.0 stands for the modernisation of Koelnmesse until 2030, in particular the modernisation of the Southern Halls, improvement of the traffic and parking situation, more attractive halls and better traffic routes. The plan has a total volume of over Euro 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 conference and exhibition formats; and a new entrance terminal for the Southern Halls, which acts as a modern and functional boulevard in the direction east-west. The construction measures will commence in 2016 with the building of a new car park with around 3,260 parking spaces.

Further information on Koelnmesse 3.0 is available on the Koelnmesse website:

www.koelnmesse.com/Koelnmesse/The-Company/Koelnmesse3.0/index.php