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EXPONATEC COLOGNE 2017 shows the latest trends as well as products and provides valuable impulses for the industry

Every two years, the international museum, restoration and conservation industry meets for the leading trade fair EXPONATEC COLOGNE. The focus of this year's EXPONATEC COLOGNE is on the future of exhibiting. From 22 to 24 November 2017, the future of exhibiting will be the focus of this year's EXPONATEC COLOGNE. In four exhibition areas, institutions and companies from all relevant segments of the cultural market will present new products, solutions and concepts revolving around exhibiting, restoration and cultural heritage thus providing groundbreaking impulses to the visitors. Questions of the museum and information management, security, transport and logistics, as well as multimedia or augmented reality concepts will be important topics of the trade fair again.

The central topic will be cultural heritage, which is increasing in importance with a view to the European Cultural Heritage Year 2018, with its central theme of "Sharing Heritage". The focus of the discussion is the protection of the European cultural heritage, the identification with our heritage and the willingness to preserve it, also as a part of what connects us with Europe and beyond. The goal in future is to actively guide even broader segments of society, especially the young generation, to our cultural heritage.

Corresponding to these aims, EXPONATEC COLOGNE 2017, with its new meta-plaza and the integrated Innovation City area, also offers a new platform for startup companies. This should offer young innovative companies not only an area for presentation, but especially promote the exchange of future-oriented ideas and proven concepts in the industry. In addition to this, organisations and associations present best practice models from all areas involving the preservation and presentation of cultural heritage and monuments in the exhibition area "Cultural Heritage". The focus here is primarily on methods and technologies best suited for preserving cultural heritage.

For the young generation in the industry, especially for students, EXPONATEC offers a diverse programme, as well as direct contact with exhibitors as potential employers. The trade fair thus presents an ideal platform for the Cologne Institute for Conservation Sciences (CICS) of the Technical University of Cologne, as well as for the Berlin University of Applied Sciences to present their diverse and ambitious fields of research to all those interested. In addition to the Master Day on 23 November, with presentations of the master themes of the last two years, CICS offers insights into the work of conservation sciences at its stand.



EXPONATEC COLOGNE

22.11.-24.11.2017

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The prospects for a successful trade fair are very good: numerous well-known associations and companies from 15 different countries have already confirmed their participation. The trusting cooperation in a spirit of partnership with important associations and institutions will also be continued, as these contribute decisively to the success of the trade fair with their themes. These include, among others, Europa Nostra with its conference on the theme of "Digital Monument", the association of restorers (VDR) with the conference "Trompe-l'oeil - Illusion and reality", the Deutsche Museumsbund e.V. (German museum federation), the Museumsbund Österreich (Austrian museum association), the Network of European Museum Organisations (NEMO) and the European Heritage Association. The latter has already used EXPONATEC COLOGNE for the eighth time to present prizewinning projects and concepts of European museums and cultural institutions to an international public in the context of the Best in Heritage Excellence Club. A winning project of the multimedia and technology segment "Imagine", which has existed since 2016, is also taking part for the first time.

Last but not least, the autumn trade fair reflects the current trends of the museum, restoration and conservation segment with its varied supporting programme: museums, libraries, archives and other cultural institutions therefore utilize EXPONATEC as a central industry meeting point for presenting the most important new products and developments. How modern technology like virtual reality (VR) can be integrated into brand presences or which presentation forms best speak to which target groups are central questions that will be answered at EXPONATEC.

You can find the preliminary exhibitor list here:

<http://www.exponatec.com/EXPONATEC/Exhibitors/index.php>

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