

Press release

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New exhibition centre Car Park Zoobrücke: Opening for dmexco

After a construction period of a little over a year, the first section of the exhibition centre Car Park “Zoobrücke” is opening in time for the dmexco, the global business fair for digital marketing (13 to 14 September 2017). The first 2,000 parking spaces will be available to trade fair visitors from 13 September. “With the new car park, we are offering our customers high-quality parking space close to the exhibition centre as well as helping to reduce traffic”, says Gerald Böse, Koelnmesse CEO, delighted about the good progress of the first construction project as part of the investment programme Koelnmesse 3.0.

Spacious and convenient, bright and safe

“We accompanied and closely monitored the construction of the exhibition centre car park Zoobrücke from the planning stage onwards. The car park scored particularly well in terms of user friendliness: it is of an excellent structural and technical standard”, says Martin Langlitz from ADAC Nordrhein e.V. Over a space of a good 14,400 square metres and five storeys, a modern, large car park is being built which, once the entire construction project is complete at the beginning of 2018, will provide 3,260 car parking spaces as well as the logistics space needed for transport to set up and dismantle the trade fairs, in the direct vicinity of the exhibition centre. From late autumn 2017, the accompanying logistics building will also offer offices and other utility rooms for logistics and customs.

Reduction in traffic for districts on the right bank of the Rhine River

With its direct connection to the Zoobrücke bridge access road, the car park will reduce car and lorry traffic in the adjacent districts on the right bank of the Rhine River significantly. The clever choice of ramp arrangement inside the building also enables quick filling and emptying of the car park during trade fairs.

Design meets needs of prominent location

For the car park and the accompanying logistics building, Koelnmesse launched a “Design and Build” competition in mid-2015. The winner was the Cologne-based firm schultearchitekten together with Deutsche Industrie- und Parkhaus GmbH (dip). The concept envisages a curved structure which fits into the surroundings with its unique use of form and meets the needs of the prominent location directly at the Zoobrücke bridge. One particular highlight is the design of the northern façade in the area of the Zoobrücke bridge. For this, Stuttgart-based firm wulf architekten designed a mounted façade made from metal scales with more than 3,000 individual elements - the only one of its kind in Germany.

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Investment in the future - Koelnmesse 3.0

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Koelnmesse 3.0 stands for the modernisation of Koelnmesse up to the year 2030, in particular the Southern Halls, the improvement of the traffic and parking situation, more attractive halls and a more appealing open space design. Furthermore, the plan, costing more than 600 million euros, includes the construction of the new Hall 1plus, which offers 10,000m² of extra space to compensate for the temporary construction work, a CONFEX[®] hall for new formats combining conferences and exhibitions, and a new entrance terminal for the Southern Halls, which will act as a modern and functional connecting boulevard from east to west.

The car park at a glance

- 3,260 parking spaces in total, of which 35 are disabled parking spaces, 10 electric charging points (expansion set-up for 30 connections) and 280 spaces for women
- Logistics space with central lorry registration and customs clearance
- Building plot: 29,500m²
- Usable space on 5 parking levels: 79,650m² (excluding ground floor/logistics space)
- Cost: Around 27 million euros
- Start of construction: 22/08/2016
- Overall completion: Beginning of 2018

You can find image material for the exhibition centre car park in the Koelnmesse image database:

<http://www.koelnmesse.de/Koelnmesse/Presse/Bilddatenbank/Koelnmesse-3.0/index.php>

You can find further information about Koelnmesse 3.0 on the website:

www.koelnmesse30.de.