

Essen, June 21, 2017

Modernisation of Messe Essen

## SCHWEISSEN & SCHNEIDEN 2021 on the New Fair Site in Essen

### The Fair Location of the Future is Being Created in Essen at the Moment

This year, the world's premier fair, SCHWEISSEN & SCHNEIDEN, will take place in Düsseldorf as a guest event for once. The reason for this is the modernisation work on the fair site in Essen. Upon the conclusion of this, exhibitors and visitors will find optimum conditions at Messe Essen. The New Messe Essen will be characterised by open, functional architecture, simple orientation, flexible logistics and modern technology. The construction work which started in May 2016 is right on track so that the new foyer covering an area of 2,000 m<sup>2</sup> and the new Hall 6 will already be inaugurated in November of this year at the end of the first construction phase. The modernisation will be concluded in 2019 so that the next SCHWEISSEN & SCHNEIDEN in 2021 will take place in Essen again.

One of the technically most modern fair sites in Germany is being created in Essen at the moment. The modernisation concept is concentrating on the demands of exhibitors and visitors. "We have listened to our customers carefully and are implementing their expectations for a contemporary fair site in a consistent way," explained Oliver P. Kuhrt, CEO of Messe Essen. "Thanks to modern architecture, a spacious, single-storey hall structure with simple path guidance and high technical standards, Messe Essen will offer perfect conditions for both trade and consumer fairs in the future."

In detail, the concept makes provision for the clear structuring of the halls. Thus, 18 previous, sometimes small-scale halls are now being turned into eight large halls in total. That will simplify the orientation and the logistics and will also offer completely new possibilities for booth construction. For example, all the halls will permit even two-storey booth structures in the future.



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## INFORMATION

In the first construction phase, the architectonic highlight of the New Messe Essen will be created by November 2017. The modern glass foyer covering an area of around 2,000 m<sup>2</sup> in the East entrance area will be an inviting starting point into the day at the fair and will be linked directly to the underground railway by its distinctive, deep-projecting canopy. New conference and congress rooms which will have various sizes, will all be equipped with the newest event technology and will meet the growing demand for conference area will be connected to the foyer.

Moreover, the conversion will encompass the energy supply and the air conditioning so that the newest ventilation technology will ensure a stable temperature and a high air quality across various halls. After the complete modernisation in the autumn of 2019, the entire fair site will be on a uniformly high technical level.

The new appearance of Messe Essen will be rounded off by the setting-up of a Guest Club with its own entrance and a separate access road. Here, visitors will have the opportunity to retreat into an appealing ambience for discussions or simply to take a timeout from the hustle and bustle of the fair.

<https://www.messe-essen.de/essen-fairground/modernisation/>



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