# EXPONATEC 2017 trade fair and congress

EXPONATEC COLOGNE ? Europe's leading communications platform of the museum, conservation and restoration segments will present valuable information, solutions proven in practice, surprising visions and international exchange of experiences in 2017.

In four exhibition areas, institutions and companies from all relevant segments of the culture market will show new products, solutions and concepts revolving around exhibiting, restoration and cultural heritage and thereby provides groundbreaking impulses.

With its combination of trade fair and congress, EXPONATEC provides exhibitors and visitors valuable impulses for their work. The exhibition in hall 3.2 of Koelnmesse, with more approx. 160 exhibitors from 16 countries, is accompanied by a first-class supporting programme that offers relevant associations and institutions of the industry interesting lectures and workshops.

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For the seventh time in a row, the **European Heritage Association** is using EXPONATEC COLOGNE as a platform for presenting prize-winning projects and concepts of European museums to a specialist public. Thus, the "Projects of Influence" winners from the event in Dubrovnik of 2016 and 2017 will be presented in the context of the Best in Heritage Excellence Club symposium on 22 November from 10:00 a.m. to 2:00 p.m. In addition, successful projects with a focus on New Technologies, as well as multimedia of the "Imagine" event, which this year took place for the first time in the context of the conference in Dubrovnik, will be presented. Best in Heritage also offers many more presentations on 23 and 24 November. Here visitors receive insights into the quality standards for current museum, restoration and conservation projects from around the world.

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On the occasion of the European Cultural Heritage Year 2018 (ECHY), the **German-speaking European restorer associations within E.C.C.O.** VDR (Germany), SKR (Switzerland), ÖRV (Austria) and VRKS-ARCA (South Tyrol) would like to shift the focus to the connecting elements in the European cultural region and deepen their cooperation with a joint specialist conference. The theme of the conference, 'Trompe-l'oeil ? Illusion and reality', deals with a genre of visual arts that makes demands of conservation and restoration in an interdisciplinary fashion. It provides an opportunity to discuss a variety of themes and materials for "deceiving the eye" from many artistic disciplines with inspiring individual solutions.

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Our world is no longer conceivable without digitality. It characterises both our work routines and our private lives equally. Digitality opens up possibilities and makes many things much easier, but it is at the same time seductive and influences thought and action. Critical reflection on its benefits is therefore an important basic ability, which people today need to acquire. The "Denkmal Digital" (digital monument) seminar of the European monument protection association **Europa Nostra** examines these questions with a view to monument preservation, whereby one area of focus is on questions of the digital distribution and mediation of content, goals and ideas relating to monument preservation. What is the digital monument, and to what purposes do we actually digitalise monument preservation? These are the core questions.

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The **Deutsche Museumsbund** (German federation of museums) is celebrating its 100th anniversary, and will this year offer daily Tea Time Lectures on the stage of the Meta Plaza of EXPONATEC in the form of short lectures by Dr Ulrike Lorenz, Director of the Kunsthalle Mannheim, and Dr Peter Assmann, Director of the Palazzo Ducale in Mantua on a pioneering project with a subsequent possibility to ask questions. You will soon be able to find the detailed programme at our website.

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EXPONATEC website with info and programme: http://www.exponatec.com