

**PARTNER
TRADE FAIR
ADVISORY BOARD**

The Swiss contact points such as Museumspass, VMS Verband Museum Schweiz, ICOM International Council of Museums as well as ICOMOS (International Council of Museums or Sites) are benevolent supporters of CULTURA SUISSE and contribute their technical input.

Representatives from various fields make up the trade fair advisory board and actively participate in the strategic development of CULTURA-SUISSE.



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SUISSE**

Fachmesse für Museen,
Denkmalpflege und Kulturgüter
Salon professionnel des musées,
préservation historique, objets culturels

24. - 26. JANUARY 2019 | BERNEXPO

For trade visitors: 24.-26. January 2019

Open to the public: 26 January 2019

Opening times: 09:00 - 17:00

**Accompanying continuing education lectures,
workshops and special areas**

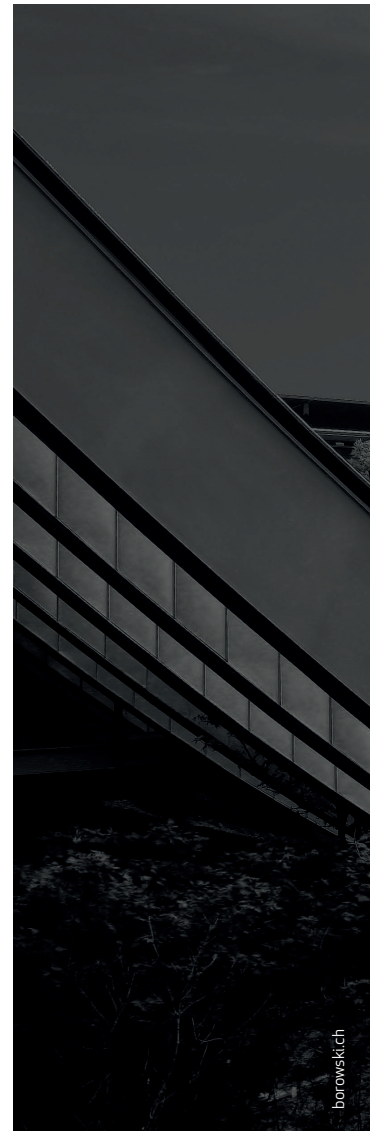


www.cultura-suisse.ch

A project of:

event-ex ag

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JUISSE

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24. - 26. JANUARY 2019
BERNEXPO, HALLE 2.2

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CULTURA SUISSE is:

the newly initiated trade fair for museums, museum technology and accessories, maintenance and protection of monuments, and cultural property and warehousing in Switzerland and with neighbouring countries.

A cross-border exchange, networking and knowledge transfer carried out by the Swiss market.

The platform for companies to showcase their services and products in an effective market and framework.

An interesting specialist programme in the accompanying congress is another key element of CULTURA SUISSE, which will take place every two years starting in 2019.

For **EXHIBITORS**, the trade fair is the appropriate platform for presenting services, products, technologies and innovative approaches, as well as the latest methods in the areas of monuments, culture and museums, and it is ultimately an intersectoral exchange.

Orientation

On the one hand, CULTURA SUISSE focuses on the domestic Swiss market and, on the other hand, offers the integration of neighbouring countries such as Germany, Austria, Italy, France and Liechtenstein.

The three focal points are taken up transnationally and discussed in terms of the observance of cultural continuance and further development. Museums as cultural and social meeting places fulfil their special meaning. Current topics such as BigData, digitization and eventing as well as modern techniques from the 3D area are also taken up.

Market positioning

International trade fair with 2 trade days and 1 public day. Workshops and an accompanying congress are the exchange platforms of experts and contribute to the general transfer of knowledge.

Advantages as an exhibitor

Why you should exhibit at the CULTURA SUISSE trade fair:

- The only and first platform of the topics Monuments.Culture.Museums in Switzerland
- Cross-thematic exchange and networking
- Knowledge transfer and industry meeting
- Business initiation and contact maintenance
- Presentation of new innovative approaches and products
- Service solutions
- Target audience: Trade visitors on the first two days
- Dialogue with interested audience (Saturday)

Product profile

- Industrial art in monument maintenance and restoration
- Construction and conservation work
- material
- Construction equipment and technical equipment, tools, machines
- Conservation and restoration of artistic and cultural assets
- Preservation and restoration materials
- Instruments, tools and technical equipment for restorers
- Preservation, protection and repair of cultural monuments and historic buildings
- Archaeological monument maintenance / Unexcavated monument maintenance

- Garden monument maintenance and cultural landscaping maintenance
- Town and village renovation
- Safety and building technology for public and private cultural monuments
- Data collection, information systems, documentation and inventory, scientific investigation methods
- Offices, institutions, chambers, ministries, foundations, associations, churches
- Specialist publishers, specialist literature
- Education and Training
- Tourism and monument maintenance
- Services
- Workshop - Area
- International attention
- Discussion platform with company representatives who publicly profess their active cultural preservation
- Exchange with knowledge carriers and decision-makers from politics and business

Expected figures

- 200 exhibitors from Switzerland and neighbouring countries
- at least 2 500 trade visitors from several countries
- a gross surface area of the trade fair of more than 5 000 m²
- Congress with around 200 participants and experts from Switzerland, Europe, World-wide

TRADE FAIR PROFILE

Main topics are restoration and preservation of monuments and exhibits in the museum, but space is also given to other topics such as safety or visitor management.

In addition to the trade fair, there will also be an accompanying congress, where the topic of restoration and conservation will be discussed. The exchange between experts from different disciplines makes it possible to form new contacts, which play a major role in this small and medium-sized company dominated area.

CULTURA SUISSE is the first trade fair of its kind in Switzerland - a country with more than 1100 museums and thus one of the highest museum densities in the world - and therefore fills

a gap in the exhibition landscape. In addition, the venue is located in the heart of Europe, surrounded by countries with a long cultural history and the associated need to preserve these cultural assets for future generations and make them accessible.

VISITORS

Are you are looking for information, products and services around



“ Cultural conservation is not backward-looking, but a future-oriented task. »

(eMagazine Credit Suisse)

the topics monument maintenance, renovation, restoration and modernisation? Or also individual solutions?

CULTURA SUISSE is the platform for communication and knowledge transfer, exchange of experience and specialist discussions. Visit us at Bernexpo, Hall 2.2.

NOMENCLATURE

MONUMENTS document the past. Each monument is unique and closely linked to the location where it stands. Monuments make our villages and towns unique and create identity. Monument maintenance refers to all activities related to the selection of protection objects, the determination of the scope of protection and the assessment or promotion of building measures. If legally binding measures for conservation are stipulated for monuments, this is referred to as monument protection. The term Homeland Protection is a generic term. Homeland Protection in Switzerland is understood to mean the maintenance and conservation of landscape and townscape as well as cultural monuments and archaeological towns.

- Monument maintenance
- Monument conservation
- Unexcavated monument maintenance
- Restorers
- Archivists
- Restoration and conservation
- Maintenance and installation
- Building materials
- Construction equipment, technical equipment and tools
- Historic garden maintenance, landscaping, nurseries
- Building and safety technology
- Documentation and inventory
- Associations, publishers, foundations and public institutions

CULTURE The confluence of different cultures and traditions makes Switzerland a melting pot within the heart of Europe. The cultural work is characterised by great diversity. Visitors are attracted by a plethora of small-scale music, theatre and literary festivals. On a journey through the Swiss art and culture scene you will meet names like Thomas Mann, Hermann Hesse, Le Corbusier, Alberto Giacometti and many more.

- Advice on cultural heritage
- e-culture and career prospects
- Music
- Prize-giving
- Antique shops, technical literature etc.
- Auctions
- Cultural Preservation and Protection
- Art and culture publishers
- Art and culture mediation

MUSEUMS Switzerland, with its approximately 1100 museums distributed throughout the country, is one of the countries with the most museums per capita. The museums cover a wide variety of interests. Starting with small regional exhibitions with historical artefacts up to the National Museum Zurich. In the last sixty years, the number of museums in Switzerland has risen sharply. Nearly sixty percent of Swiss visit a museum once a year and appreciate these cultural and social meeting places.

- Library and archive technology
- EDP, energy efficiency, technology
- Promotion and research
- Photo and film
- Appraiser and expert opinion
- Building technology
- Materials and machines
- Media presentation
- Multimedia in museums
- Museum infrastructure
- Museum information management
- Museum construction and technology
- Museum management
- 3D printing in museums
- Offices, authorities, institutions
- Archaeologists, Architects
- Automation in museums
- Lighting and exhibition lighting
- Culture and Museums Apps
- Transport and packaging