

PARTNER ASSOCIATIONS AND INSTITUTIONS



Schweizerischer Verband für Konservierung und Restaurierung
Association suisse de conservation et restauration
Associazione svizzera per la conservazione e il restauro



SCHWEIZER MUSEUMSPASS
PASSEPORT MUSÉES SUISSES
PASSAPORTO MUSEI SVIZZERI
SWISS MUSEUM PASS



SWISS
CONSERVATION-RESTORATION
CAMPUS



Kanton Bern
Canton de Berne



cultura
JUISSE

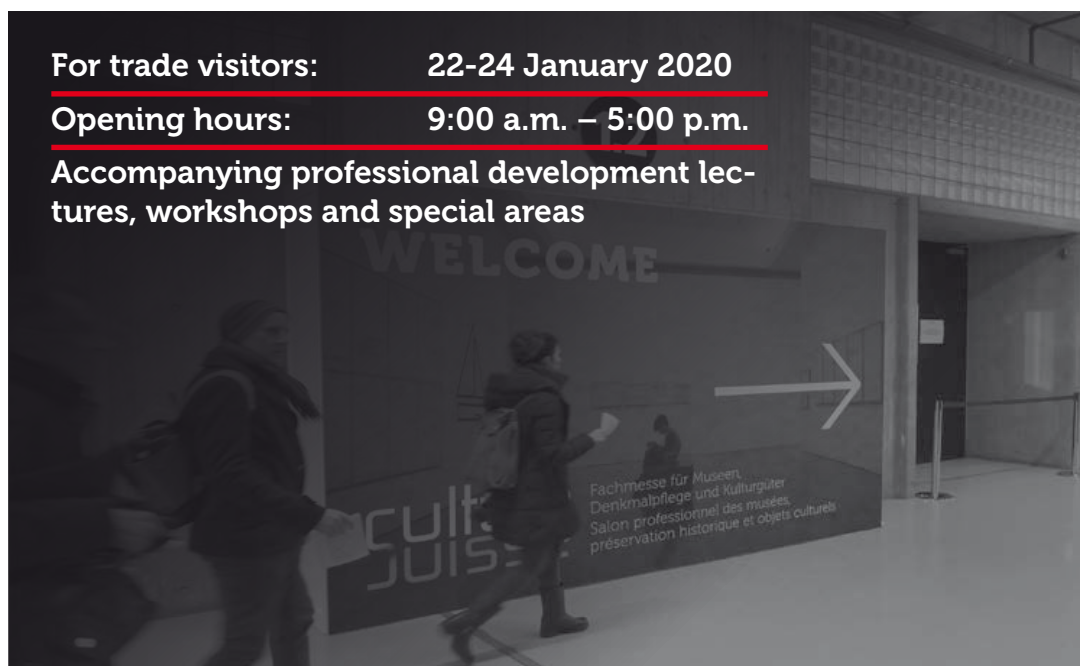
Fachmesse für Museen,
Denkmalpflege und Kulturgüter
Salon professionnel des musées,
préservation historique, objets culturels

22 - 24 JANUARY 2020 | **BERNEXPO**

For trade visitors: 22-24 January 2020

Opening hours: 9:00 a.m. – 5:00 p.m.

Accompanying professional development lectures, workshops and special areas

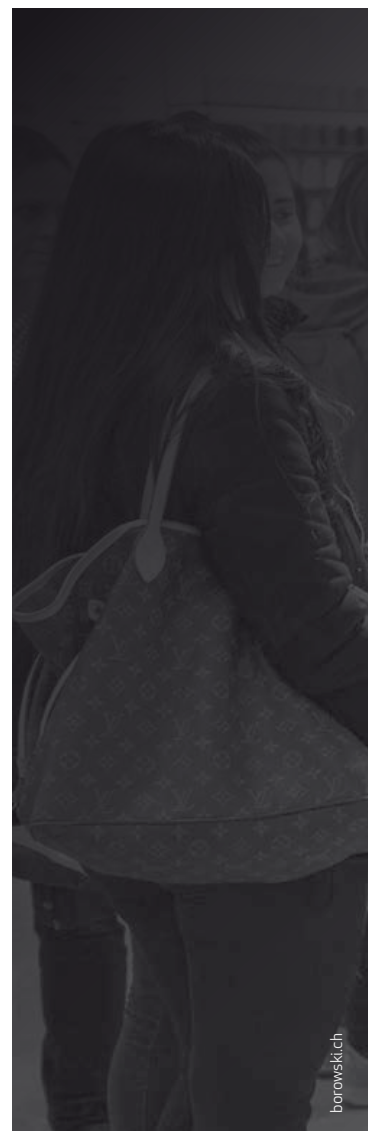


A project of:

event-ex ag

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Amtsstrasse 3
8610 Zurich-Uster
Switzerland

www.cultura-suisse.ch



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cultura JUISSE 2020

The Swiss trade fair for museums,
monument preservation and
cultural assets

22 - 24 JANUARY 2020 | BERNEXPO
www.cultura-suisse.ch

CULTURA SUISSE

info@cultura-suisse.ch

TRADE FAIR MANAGEMENT

| | | |
|--|------------------|--------|
| Peter Plan | +41 43 399 45 70 | Phone |
| CULTURA-SUISSE | +41 43 399 45 71 | Direct |
| pp@cultura-suisse.ch | +41 43 399 45 75 | Fax |

www.cultura-suisse.ch

CULTURA SUISSE is the largest trade fair in Switzerland for museums, museum technology and accessories, preservation and protection of historical monuments as well as for the preservation of our cultural assets. It is being held for the second time in 2020.

At the CULTURA SUISSE, which will take place in a two-year rhythm in the future, the exhibition segments of museums, preservation of historical monuments and cultural assets constitute the core of the trade fair. Moderated lectures and panel discussions in two forums enhance the exhibition programme.

The first CULTURA SUISSE 2019 attracted more than 2,500 trade fair visitors. Around 120 domestic and international companies, associations and institutions took advantage of the trade fair at BERNEXPO as an ideal platform for encounters to exchange ideas and cultivate their networks.

EXHIBITORS

The CULTURA SUISSE offers a one-of-a-kind platform to showcase products in an effective market and within a cross-industry framework. The forums that take place in the exhibition halls parallel to the trade fair – with a highly regarded specialist programme and panel discussions – also cover the needs for information exchange on the latest developments as well as the desire for professional development.

Orientation

The CULTURA SUISSE focuses on the Swiss domestic market but also takes up the main themes of museums, preservation of historical monuments and cultural assets on a cross-border basis. In addition, current topics such as big data, digitisation and eventisation are presented and discussed as well as modern techniques from the 3-D area.

Advantages for exhibitors

As a Swiss trade fair, CULTURA SUISSE offers:

- Official domestic trade fair platform on the topics of museums, preservation of historical monuments and cultural assets
- Customer care and business development
- Interested trade visitors for the showcasing of new products
- Interdisciplinary exchange and networking
- Knowledge transfer and industry get-together
- Optimal trade fair venue; BERNEXPO with professional infrastructure and connection to the public transport network

VISITORS

The CULTURA SUISSE offers its visitors topical information, products and services in the field of museum technology and preservation of historical monuments.

The trade fair provides an overview of cutting-edge technologies and equipment and generates new stimuli.

In 2019, the first CULTURA SUISSE already fulfilled high expectations: 97% of its visitors were satisfied to very satisfied with what the trade fair organisers had to offer and recommended a visit to the trade fair to others (visitor survey 2019).

The second CULTURA SUISSE welcomes monument conservators, architects, authorities, planners, museums, museum technicians, conservators, gallery owners, archaeologists, archivists, students, private monument owners, church conservators and many others as trade visitors.

Key figures

- 200 exhibitors from Switzerland and neighbouring countries (2019: 120)
- 3500 domestic and international trade visitors (2019: 2500)
- Two forums with presentations and panel discussions on the topics of museums/preservation of historical monuments & cultural assets

TRADE FAIR LOCATION BERN

The CULTURA SUISSE is the only exhibition of its kind in Switzerland – a country with over 1500 museums and one of the highest museum densities in the world – and fills a gap in the domestic and international exhibition landscape.

Many domestic authorities and institutions dealing with the preservation and restoration of historical monuments are domiciled in the federal capital, with its old town that has been protected as a UNESCO World Heritage Site for more than 30 years. In addition, the event venue Bern is located in the heart of Europe, surrounded by countries with a long cultural history and the associated need to preserve their cultural assets and make them accessible to future generations. Bern as a venue also benefits from its proximity to French-speaking Switzerland.

EXHIBITOR STRUCTURE

HISTORICAL MONUMENTS

- Preservation of historical monuments
- Historical monument conservation
- Universities
- Restorers
- Archivists
- Restoration and conservation
- Maintenance and restoration
- Building material
- Construction equipment, technical equipment and tools
- Historical garden maintenance, landscape maintenance, tree nurseries
- Building and safety technology
- Documentation and inventory
- Associations, publishers, foundations and public institutions

CULTURE

- Advice for the conservation of cultural assets
- e-culture and career prospects
- Music
- Award ceremony
- Antique book shops, scholarly literature, etc.
- Auctions
- Conservation and protection of cultural assets

- Art publishers and cultural publishers
- Promotion of culture and the arts
- Insurance solutions

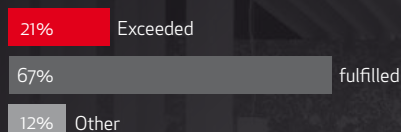
MUSEUMS

- Library and archive technology
- IT, energy efficiency, technology
- Promotion and research
- Photo and film
- Experts and appraisal
- Building technology
- Materials and machines
- Media presentation
- Multimedia in museums
- Museum infrastructure
- Museum and information management
- Museum construction and museum technology
- 3-D printing in museums
- Public offices, authorities, institutions
- Archaeologists, architects
- Automation in museums
- Lighting and exhibition lighting
- Culture apps and museum apps
- Transport and packaging
- Visual communication and production

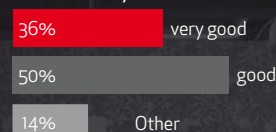
SURVEYS 2019

Exhibitors

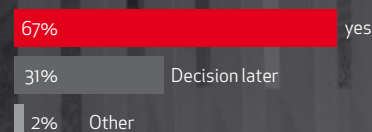
Were your expectations met?



The quality and the interest of the visitors at your booth

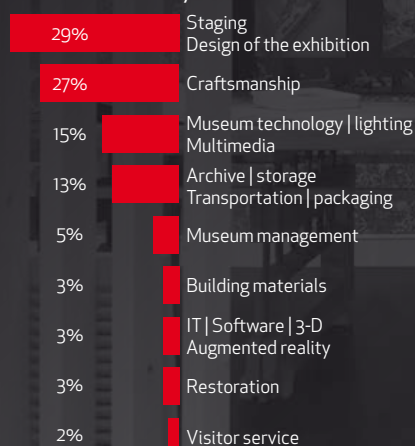


If you are interested in the next Cultura Suisse?

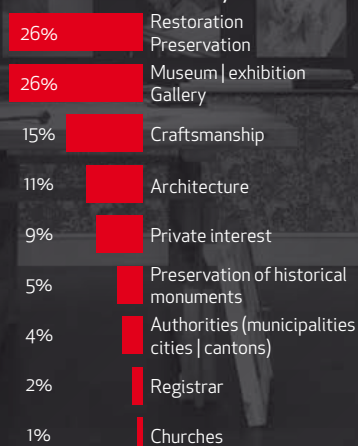


Visitors

What areas are you interested in?



Your field of activity



Where did you come from?

