



MEDIARELEASE

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CULTURA SUISSE – the new trade fair for museums, preservation of historical monuments and cultural assets – takes shape.

From 24-26 January 2019, the Swiss federal capital will become a magnet for Swiss high performers in the fields of museums, monument preservation and cultural assets. For the first time, the CULTURA SUISSE trade fair attracts visitors to Berne.

«With Cultura Suisse, the cultural message reaches our society»

Cultural assets and monuments will be the focus of national and international trade visitors at CULTURA SUISSE at Bernexpo in Berne in January 2019. The new trade fair will be a welcome platform for service providers, products and technologies, promoting the exchange of knowledge and awareness of cultural assets over three days. Andreas Franz, President of the Swiss Association for Conservation and Restoration SKR and supporter of CULTURA SUISSE, is convinced: "Our cultural heritage makes us understand where we come from and where we are going. We are committed to preserving and revitalizing our cultural heritage. With Cultura Suisse, this cultural message reaches our society."

The trade fair agency event-ex and its Managing Director Peter Plan are working hard to launch the new cultural heritage fair CULTURA SUISSE, as he says: "Not only in the World Heritage City of Berne, but also among numerous Swiss service providers, our fair opens many doors and we receive appreciative and encouraging feedback that Cultura Suisse will be a welcome enrichment of the Swiss cultural landscape". Initial contracts have already been signed with exhibitors from the fields of monuments, museums and cultural assets, and the organisers continue to expect a great deal of interest from around 150 exhibitors and over 4,000 trade visitors. "Cultura Suisse will be a Swiss trade fair with national exhibitors, complemented by top performers from all over Europe," explains Peter Plan.

comprehensive main topics

In the three areas of preservation of monuments, museums and cultural assets, CULTURA SUISSE will focus on the following main topics during the fair: Building materials, monument preservation offices with projects, archiving and maintenance, trade in monument preservation, training, associations and authorities, archive technology, museum and building technology, media presentation, exhibition infrastructure, lighting, IT/access systems, transport and packaging, protection and preservation of cultural assets. CULTURA SUISSE will be enriched by a forum with specialist presentations and panel discussions.

All information about CULTURA SUISSE at:

www.cultura-suisse.ch

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