



denkmal

Europe's Leading Trade Fair for Conservation,
Restoration and Old Building Renovation

OUR CULTURAL
HERITAGE.
OUR LEADING
TRADE FAIR.

5 - 7
November
2020

in Leipzig

Parallel

**MU
TEC**

International Trade Fair for
Museum and Exhibition Technology



Under the patronage of
UNESCO

United Nations
Educational, Scientific and
Cultural Organization

www.denkmal-leipzig.com

“Euphoria and a sense of optimism”

Bernd Jäger,
Chairman of Restauratoren im Handwerk e.V. (Restorers in Craft Association)

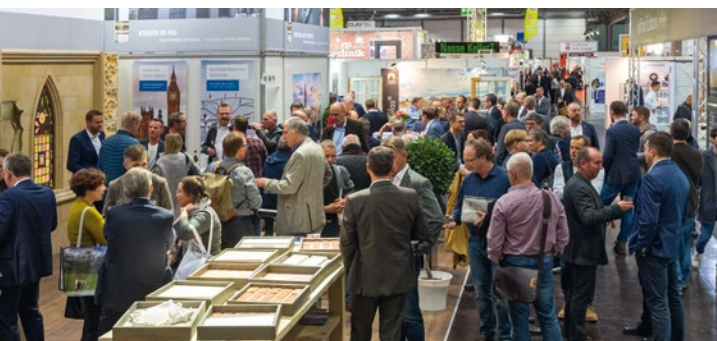
BE PART OF denkmal 2020!

denkmal is the leading European trade fair for the conservation, restoration and old building renovation. Every two years, national and international players from the trade meet in Leipzig – from craftsmen and restorers to architects and planners to building owners, volunteers and representatives of public institutions.

denkmal IMPRESSES

- as a business platform for innovative products, tried and tested solutions and specialised services
- as an international meeting of experts for cross-sectoral and interdisciplinary exchanges
- because of its liveliness - experience traditional and rare handicraft techniques live
- with a large number of offers for the recruitment of junior staff
- with over 200 specialist events covering all areas of monument conservation and restoration
- together with MUTEK, the parallel trade fair for the preservation of cultural heritage, which is unique in Europe

denkmal is a must for everyone!





“European summit of technical expertise”

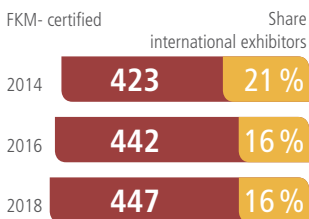
Dr. Markus Harzenetter,
Chairman of the Association of State Monument Conservationists
in the Federal Republic of Germany

The diversity of the offer and the highly qualified visitors make denkmal the most important **industry platform**.

In the exhibition it demonstrates the entire spectrum – from market leaders to small specialists, from innovative solutions to traditional techniques.

This variety continues in the top-class conference programme and is also reflected on the visitor side: international stakeholders are represented at denkmal, as are highly qualified visitors and experts from the region.

DEVELOPMENT OF EXHIBITOR NUMBERS

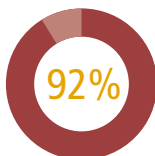
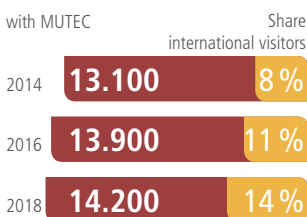


EXHIBITOR SATISFACTION

Scores 1- 6; 1 = excellent, 6 = insufficient

| | |
|--------------------------------|------------|
| will participate again in 2020 | 1,9 |
| would recommend | 1,6 |

DEVELOPMENT OF VISITOR NUMBERS



of exhibitors rate visitors' professional competence positively

of exhibitors are satisfied with their trade fair achievements

Source:
Survey of denkmal 2018 visitors and exhibitors

“Europe’s leading trade fair”

Dr. Christian Müller,
Authorised Signatory, Corporate Development and Performance Management at OTTERBEIN

denkmal offers the perfect setting for professional exchange on a local and European level. Every seventh visitor to denkmal and MUTEK 2018 came from abroad. With a foreign share of 16% from 19 countries, the **internationality** of denkmal exhibitors rose again in 2018.

Networking is guaranteed in Leipzig, because with the International Cooperation Exchange, the Leipzig Chamber of Commerce together with national and international partners actively supports and assists the exchange of exhibitors and visitors.

Another highlight for exhibitors is the awarding of the coveted gold medals for outstanding achievements in European monument conservation.

14% international visitors

37% of visitors travel from more than 300 km away

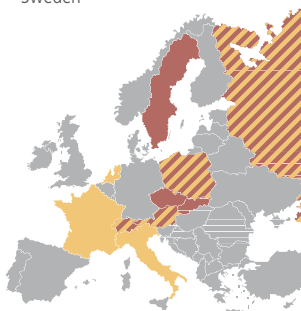
TOP COUNTRIES (excl. Germany)

Visitors

- Russia
- France
- Austria
- Italy
- Poland
- Switzerland
- The Netherlands
- Sweden

Exhibitors

- Poland
- Czech Republic
- Russia
- Switzerland
- Hungary
- Austria
- Sweden



Source:
Survey of denkmal 2018 visitors and exhibitors





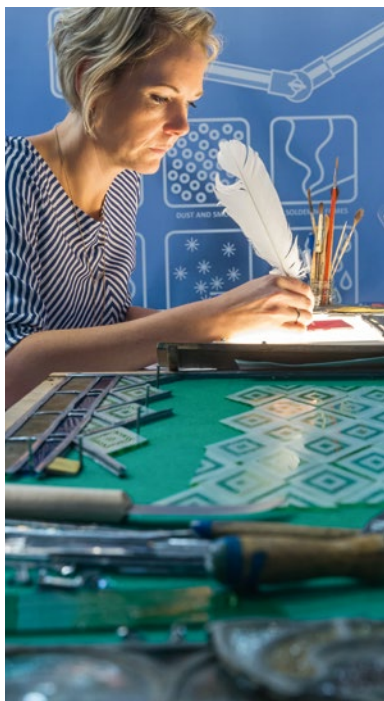
“denkmal is quite special”

Leonid Kondrashev,
Deputy Chairman, Moscow Chief Archeologist from Moscow Government
Moscow City Cultural Heritage Department

Much more than a trade fair: the focus on traditional, rare crafts and restoration techniques is a **special feature** of denkmal. With the „Living Workshops“, activity areas and live demonstrations, the passion and dynamic atmosphere can be felt at all times.

Experiencing traditional trades up close is what distinguishes them and gives them an air of exclusivity. denkmal 2020 will once again provide a special focus for these trades and their specialists in the fields of ornamental trimmings, gilding, belting, metal, glass, traditional roofing, historical timber construction, historical furniture, natural building materials and many more.

Here these specialists get to interact with an interested and highly qualified audience in search of experienced companies, craftsmen and restorers for the execution of demanding projects.



“Focus on recruiting young talent”

Dr. Ulrike Wendland,
State Curator at the State Office for Monument Preservation and Archaeology Saxony-Anhalt



Attracting young people to the preservation and restoration of historical monuments and training them as specialists is a key task for anyone who cares about our cultural heritage. The shortage of skilled workers is not just a problem for the trades, but affects all areas of the industry and is accordingly a focus at denkmal.

For the **skilled workers of tomorrow**, denkmal demonstrates the numerous opportunities that the industry has to offer – from youth projects to training and further education opportunities to studying at universities.

For you as an exhibitor, denkmal offers the perfect setting to meet interested young people from the industry and to inspire them with your own offers and exciting insights into your profession.





“In-depth discussions throughout the whole fair”

Volker Schweizer,
Head of the Fraunhofer IRB Publishing House

The **conference programme** is one of denkmal’s most noteworthy feature. Numerous congresses, workshops, specialist discussions, lectures and award ceremonies take place directly at the exhibition stands, in the Congress Center Leipzig or in the forums of the exhibition hall.

It is not without reason that denkmal is considered Europe’s biggest further and advanced training programme in the entire industry.

Here exhibitors and visitors will find practice-oriented suggestions, groundbreaking topics, projects and exciting solutions.

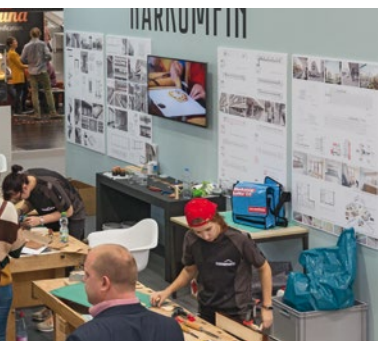
All possibilities are open to take part in the European platform’s exchange of experience and knowledge.

The conference programme for denkmal will gradually be launched online starting in summer 2020 at www.denkmal-leipzig.com/agenda.

INTERDISCIPLINARY CONFERENCE PROGRAMME WITH A VARIETY OF FORMATS

6.600 Participants could gather information at over 200 practice-oriented events during the three days of the fair

93 % Evaluate the quality of the conference programme as good



Source:
Survey of denkmal 2018 visitors and exhibitors

“Within two days, we had reached our goal”

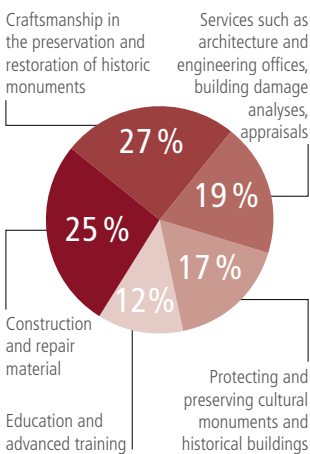
Jens Hanschmann,
Area Manager East of Multipor/Xella Germany

There is no other trade fair in the industry that covers the spectrum of historic preservation, restoration and renovation in such a versatile way as denkmal.

PRODUCTS AND SERVICES OVERVIEW

- Skilled crafts for building conservation and restoration
- Construction and renovation materials
- Construction equipment, tools, machines
- Conservation and restoration of works of art and the moveable heritage
- Preservation and restoration materials
- Instruments, tools and technical equipment for restorers
- Preservation, safeguarding and repair of cultural monuments and historical buildings
- Archaeological conservation of sites and remains
- Town and village renewal
- Garden and landscape conservation
- Security technology and technical services for public and private listed buildings
- Computer systems and software, documentation, inventory, scientific methods of examination
- Public authorities, institutions, Chambers of Commerce, government departments, foundations, associations, churches
- Specialist publishing houses, specialist literature
- Training and further education
- Tourism and heritage conservation
- Services
- Earth (Product index at Trade fair on building with earth)

TOP 5 EXHIBITOR PRODUCT RANGES



Source:
Survey of denkmal 2018 visitors and exhibitors



“A very competent audience”

Dr. Klaus Rupp,
 Authorised Signatory and Technology Department Head at KEIMFARBEN

At denkmal you will find qualified and interested trade visitors, meet partners and make new contacts.

BREAKDOWN OF VISITORS BY SECTOR

- Architect, planner, engineer
- Craft, construction work
- Restorer
- Official agency, foundation, public institution
- Restorer for restoration
- Education and training, research and development
- Historical properties
- Construction industry
- Building material trade
- Redevelopment agency, project developers, investors
- Private individuals
 (owners of historical buildings, builders, volunteers in monument conservation and committed citizens, art and culture lovers)

TOP 5 VISITORS' JOBS BY INDUSTRY

- 31 % Architect, planner, engineer
- 27 % Craft, construction work
- 12 % Restorer
- 12 % Official agency, foundation, public institution
- each 8 % Restorer in the trade as well as training and further education, research and development

VISITOR SATISFACTION

(Scores 1-6, 1 = excellent, 6 = insufficient)

will participate again in 2020 **2,2**

would recommend **1,9**



Source:
 Survey of denkmal 2018 visitors and exhibitors

“Even more expertise and international flair”

Ralph-Uwe Johann,
Managing Director of Deffner & Johann

MU TEC

MUTEC – INTERNATIONAL TRADE FAIR FOR MUSEUM AND EXHIBITION TECHNOLOGY

www.mutec.de/en

Museums, archives and libraries play a key role in preserving cultural heritage. MUTEC, the international trade fair for museum and exhibition technology, which takes place parallel to denkmal, is dedicated to the diverse requirements of these cultural institutions. At the exhibition, international companies present a cross-disciplinary range of products and services from the fields of museum technology, exhibition design, visitor service, media presentation and museum infrastructure, as well as archiving and digitalisation.

Together, denkmal and MUTEC form a **trade fair network** that is unique in Europe, building a bridge between the various sectors and inspiring interdisciplinary dialogue around the preservation of cultural heritage. Exhibitors and visitors will benefit from a complementary spectrum of products at both fairs.



LEHMBAU – TRADE FAIR OF THE GERMAN ASSOCIATION FOR BUILDING WITH EARTH

www.dachverband-lehm.de

Resource-saving and environmentally friendly construction methods are becoming ever more important. Loam products in particular are widely used in the preservation of historical monuments and the renovation of old buildings.

Since 2004, the **Lehmbau trade fair** has supplemented denkmal's products and services and is a popular meeting place for experts and anyone interested in earth as a traditional building material.



“denkmal just works!”

Paul Grasse,
Consultant for professional policy at the VDR Verband der Restauratoren
(Association of Restorers)

PRICES FOR denkmal 2020

EMPTY FLOOR SPACE

| | |
|-----------------|--------------------------|
| Row stand | 129.– EUR/m ² |
| Corner stand | 134.– EUR/m ² |
| Peninsula stand | 147.– EUR/m ² |
| Island stand | 156.– EUR/m ² |

MANDATORY ADDITIONAL COSTS

| | |
|----------------------------|-------------------------|
| AUMA Fees | 0.60 EUR/m ² |
| Communication flat rate | 230.– EUR |

All prices plus sales tax.

EARLY BIRD DISCOUNT

If you register by **31.3.2020** you will receive a **10% discount** on the price for the undeveloped area. Please register online at **www.denkmal-leipzig.com/registration**.

MORE SERVICE

FAIRNET offers you attractive stand construction solutions and comprehensive service for the optimum presentation of your company.

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fairgourmet is your partner for gastronomy, stand service and catering. Benefit from Leipzig's advantage as a trade fair location and from our many years of experience in trade fair catering.

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DENKMALBRIEF

Subscribe to our
"denkmalbrief" newsletter at www.denkmal-leipzig.com!

denkmalbrief

OPENING HOURS FOR VISITORS

5 to 7 November 2020

5 and 6 November 9:30 am to 6:00 pm

NEW: Saturday, 7 November, 9:30 am to 4:00 pm

STRONG TOGETHER – WITH SUPPORT FROM OUR PARTNER

Fair Advisory Board, denkmal Board of Trustees and

VDL Vereinigung der
Landesdenkmalpfleger

VDR Verband
der Restauratoren

Restauratoren
im Handwerk (VRH)

IN PARALLEL WITH denkmal FOR THE NINTH TIME



Lehmbau – Trade Fair of the German
Association for Building with Earth



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