

# ESSEN

THE MAGAZINE FROM MESSE ESSEN

# AFFAIRS



## DEEP KNOWLEDGE

SCHWEISSEN & SCHNEIDEN: what the joining technology elite is discussing



# 100 YEARS OF MESSE ESSEN



**MY  
COMPANY**



**OUR  
HISTORY**



**140** YEARS **HOCHTIEF**

In 1873, the Helfmann brothers founded a small construction business—hoping that it would be a long-term success. In 2013, HOCHTIEF celebrates its 140th anniversary and is one of the leading global construction groups. A number of remarkable projects around the globe testify to the company's creativity. In its long history, HOCHTIEF has shaped living spaces, built spectacular landmarks, and delivered technically superlative solutions. In performing these activities, the Group could rely on its accumulated expertise and never had to be afraid of changes—a tradition HOCHTIEF can also build on in future.



Egon Galinnis  
Managing Director of  
Messe Essen GmbH

**Dear Readers,**

Not too much navel-gazing – we set ourselves this objective at the very start of ESSEN AFFAIRS. And your comments on our magazine have convinced us that this is still the right way to go. But we've made an exception for this issue. And I'm sure you won't hold it against us, for the occasion is unique: Messe Essen was founded 100 years ago, on 21 April 1913.



In the cover story on our 100-year jubilee, we not only take a look back but also gaze into the future – just like the many well-wishers who sent us their personal congratulations. I would like to take this opportunity to warmly thank all of them once again for their contributions.

With the upgrading of Messe Essen, a new chapter of our corporate history opens up in our anniversary year. Modernisation is also the keyword for ESSEN AFFAIRS. You can now read the magazine in a multimedia-enriched version for your iPad, as well as a version for Android tablets. By the way, the QR code on the cover of this issue leads you directly to our new image trailer.

We hope you enjoy reading our magazine on all the channels,

Egon Galinnis  
Managing Director of  
Messe Essen GmbH



**You can download ESSEN AFFAIRS from the Apple App Store in a multimedia version for the iPad. In the Google Play Store, you'll find a version of ESSEN AFFAIRS for tablet PCs. If you don't have an iPad or Android tablet – you can win one on page 43 of this issue!**





Photo: © Sarah Idelle Esen



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Publisher: Messe Essen GmbH,  
P.O. Box 10 01 65, 45001 Essen, [www.messe-essen.de](http://www.messe-essen.de)

Editorial responsibilities: Brigitte Schultes, Director of  
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Image processing: Lothar Kempkes

Photo credits: Rainer Schimm, Messe Essen; Schacht 2 – Studio  
für Werbefotografie (unless otherwise credited)

Cover image: Messe Essen, illustration: Tamara Bobanac

Realisation: Maenken Kommunikation GmbH,  
Von-der-Wettern-Str. 25, 51149 Cologne, [www.maenken.com](http://www.maenken.com)

Printing: Woeste Druck + Verlag GmbH & Co. KG, Im Teelbruch 108,  
45219 Essen-Kettwig, [www.woeste.de](http://www.woeste.de)

Print run: 17,000 copies

Publication date: 19 April 2012



## Marketing award

### ESSEN MOTOR SHOW wins the "Tackén"

The "new" **ESSEN MOTOR SHOW** has already conquered the hearts of its fans. Now it has also received a prize for its promotional campaign: the "Tackén" in gold, awarded by the Marketing Club Essen for its emotional advertising campaign. A few years ago, Messe Essen used the campaign to jump-start the engine of the car exhibition. "An achievement that deserves the highest recognition, especially in

light of the highly competitive trade fair landscape," as the Marketing Club's explanatory memo stated. The jury felt Messe Essen deserved the highest award in this year's competition for ensuring "that the **ESSEN MOTOR SHOW** promotes the city of Essen nationwide with its new and fresh image."

[www.marketing-club-essen.de](http://www.marketing-club-essen.de)



**Festive ceremony:** His Excellency Abdul Rahman Saif Al Ghurair (5th from left) opened the first **ARABIA ESSEN WELDING & CUTTING**.

## ARABIA ESSEN WELDING & CUTTING Strong start in Dubai

**ARABIA ESSEN WELDING & CUTTING** has more than lived up to expectations. From 7 to 10 January 2013, the latest subsidiary event of the SCHWEISSEN & SCHNEIDEN family opened its doors for the first time in the Dubai World Trade Center. It was held in conjunction with the **TEKNO ARABIA** and **TUBE ARABIA** exhibitions, ensuring outstanding synergy effects for a total of 3,487 trade visitors and 292 exhibitors from 27 countries. The dates for the second edition of the joint project of Messe Düsseldorf and Messe Essen as well as the local organiser Al Fajer has already been set: 10 to 13 January 2015.

[www.arabia-essen-welding-cutting.com](http://www.arabia-essen-welding-cutting.com)

## REISE + CAMPING / FAHRRAD ESSEN The travel world catches on

**More than 90,000 visitors** arrived from 27 February to 3 March 2013 at Messe Essen to experience the most beautiful time of the year. At **REISE + CAMPING**, they learned more about appealing destinations both near and far, and bought the latest caravans and motorhomes, along with tents and accessories. Under the motto "Travel. Camping. Cycling." 1,098 exhibitors from 43 nations created a unique holiday world for five days at the largest travel and only spring caravanning fair in North Rhine-Westphalia. This ensured both comprehensive information and shopping options – almost half of the visitors bought or ordered products directly at the fair.

There was also a good deal of praise for **FAHRRAD ESSEN**, which was held in parallel. As a result of huge visitor interest, it was held for the first time this year over four days. On over 2,500 square metres, visitors could ride their dream bikes. This offer was especially popular for e-bikes.

The next **REISE + CAMPING** will take place from 19 to 23 February 2014, with **FAHRRAD ESSEN** being held once again in parallel from 20 to 23 February.

[www.die-urlaubswelt.de](http://www.die-urlaubswelt.de)



**Travel, camping, cycling** – this trio inspired over 90,000 visitors from 27 February to 3 March 2013 at **REISE + CAMPING** and **FAHRRAD ESSEN**.



## Techno-Classica Silver jubilee

In 1989, Techno-Classica started up in Essen as the first major classic car show. This year, it celebrated its 25th anniversary with a brand new record: 25 international manufacturers showed from 11 to 14 April 2013 at the world's leading gathering point and marketplace for the international classic car scene. The manufacturers' exhibits were also driven by the theme of anniversaries. Audi looked back on a quarter-century of the Audi V8 and 80 years of V8 engines, BMW highlighted the 90-year-old tradition of its motorcycle division and 50 years of the Mini Cooper S, and Lamborghini also had good reason to celebrate: the Italian luxury carmaker was founded in May 1963.

[www.siha.de](http://www.siha.de)



22,160 trade visitors bestowed a new record upon E-world energy & water.

## E-world energy & water Growth in all areas

The 13th E-world energy & water grew once again in every area. A total of 22,160 trade visitors – an increase of seven per cent – met up from 5 to 7 February at Messe Essen, to make new contacts, exchange ideas and inform themselves about trends and innovations. With 610 exhibitors, there were more companies presenting themselves to visitors than ever before in E-world history. Exhibitors arrived in Essen from 22 countries to present their products and services in the fields of electricity, gas and water management, energy technology and energy efficiency. For the first time ever, they included Gazprom Energy, Total Energie Gas and GE Energy Germany.

Also in terms of the overall size, E-world 2013 was the largest in its history. The trade fair was spread out over 50,000 square metres. Also interesting to note is the fact that 93 per cent of the visitors and 95 per cent of the exhibitors said they intended to participate in the next E-world, which will be held from 11 to 13 February 2014 at Messe Essen.

[www.e-world-2013.com](http://www.e-world-2013.com)

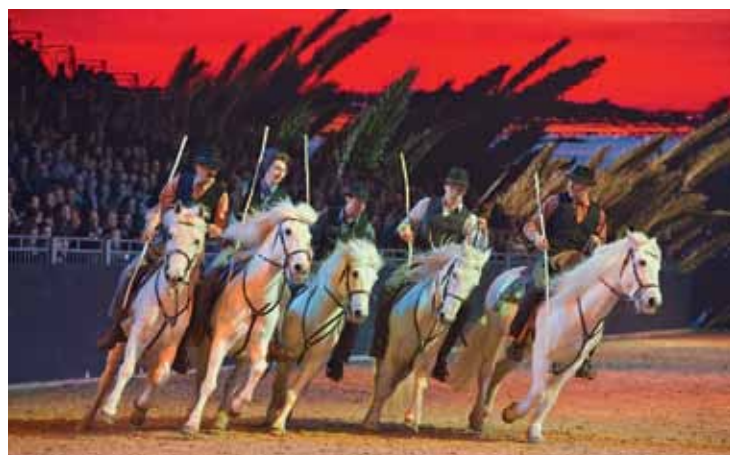
## HAUS GARTEN GENUSS Spring awakening

Some 43,730 visitors to HAUS GARTEN GENUSS were already gearing up for the outdoor season. While winter still held Germany firmly in its grip, spring floated into the halls of Messe Essen in all its glory from 13 to 17 February 2013. With its diverse range of shopping and entertainment programmes, HAUS GARTEN GENUSS gave a foretaste of the coming gardening season over a total of five days. A total of 289 exhibitors presented their new ideas for the balcony, terrace and garden, and also showcased creative and decorative items for the home and flat.

[www.haus-und-garten-messe.de](http://www.haus-und-garten-messe.de)



Over 70 per cent of the visitors to HAUS GARTEN GENUSS bought or ordered products at the trade fair.



## EQUITANA Simply "gigantic"

Germany's best show jumper described her impression in just one word. "Gigantic!" was how Meredith Michaels-Beerbaum summed up EQUITANA 2013. How true: there were 1,000 four-legged friends of 40 different breeds – a diversity one can only experience at this global exhibition of equestrian sport. Some 201,000 visitors attended the exhibition and evening events from 16 to 24 March 2013. EQUITANA grew this year internationally: 20 per cent of the visitors came from abroad; seven per cent from overseas. The next EQUITANA will open its doors from 14 to 22 March 2015.

[www.equitana.de](http://www.equitana.de)





Photo: PR

Nothing in the Ruhr is as constant as change. This is also reflected in the history of Messe Essen. ESSEN AFFAIRS sheds light on 100 exciting years, and important partners of Messe Essen express their wishes for the future.



Photo: © Archiv IG Rütenscheidt/Dr. Rolf Krause

**B**leibt alles anders" ("Everything remains different") was one of the biggest hits of Herbert Grönemeyer. Outside the homeland of the pop singer, who was born in Bochum, the song's title might sound mysterious. In the Ruhr metropolitan region, however, it needs no explanation. For nothing here is as constant as change. "No other region of Europe has been, or continues to be, a part of such major transformation as this area," write three top managers, Klaus Engel, Jürgen Grossmann and Bodo Hombach, in their introduction to the anthology "Phönix flieg!" ("Fly phoenix!").

**The former coal mines** provide an impression of the dimension of the current upheaval. These are now monuments to an era shaped by heavy industry, and,





# future

at the same time, laboratories of the culture industry. Though they are not the only emblems of structural change. Every company's history that goes back far enough has a similar tale to tell. Just like Messe Essen, which is currently celebrating its 100th anniversary.

## A "showcase" for a booming city

**Back then, in April 1913**, when "Essener Gewerbeschau GmbH" was established, the Ruhr region was in the midst of its first fundamental change. Up to the early 19th century, it was still a predominantly agricultural area, an idyllic yet relatively insignificant part of the world. But coal and steel changed the face of the Ruhr completely. The fact that the German Empire was the strongest economy on the continent on the eve of World War I was mainly thanks to the mines and smokestacks on the Ruhr River. Essen was the central powerhouse of the empire, home to Krupp, a global corporation long before the term "globalisation" was invented.

**In the wake of this giant**, Essen entrepreneurs were looking for a "showcase". A dozen members of the

**Yesterday and tomorrow:** this postcard (below), circulated in 1913 at the first "Essen Industrial Exhibition", documents the beginnings of the company's history – the model above shows how the east entrance of Messe Essen could look after the comprehensive modernisation.

## Hannelore Kraft, Minister President of North Rhine-Westphalia



Photo: PR

**ESSEN AFFAIRS:** What do you associate with Messe Essen?

**Hannelore Kraft:** *The enormous economic and innovative force in the Ruhr metropolitan region, which is more inter-linked than ever before with the world's largest economic powers and key trading partners; 100 years of hard work have paid off!*

What are your hopes for Messe Essen on the occasion of its 100th anniversary? Another 100 years of success.

## Reinhard Paß, Mayor of the City of Essen



Photo: Daniel Reith

*"100 years of Messe Essen also represents 100 years of successful business development and marketing for our city. Messe Essen is a driving location factor for our city; one can't imagine Essen without it. For its 100th anniversary, I wish Messe Essen every success for the future and may it always use its huge potential for the benefit our city."*

## Dr. Gerald Püchel, Chief Executive of the Chamber of Commerce and Industry for Essen, Mülheim an der Ruhr, Oberhausen zu Essen



Photo: PR

*"Essen and trade fairs – two concepts that go together. Messe Essen is a major job creator for many local and regional service providers; at the same time, it is an important factor in the internationalisation of the region."*

*For instance, approximately one-third of all exhibitors come from abroad; visitors arrive in Essen from about 150 nations of the world. So for the 100th anniversary of Messe Essen, I wish it all the best and many more successful events with huge international appeal."*





**The scent of the great, wide world:** the "Essen Tobacco Exhibition" in 1922



For the 500,000 residents of the city, times were hard in the 1920s and 1930s. But no one doubted the importance of the exhibition grounds. The construction of the exhibition halls became a local economic development measure and found broad support among Essen's citizens. The main goal was the revival of trade, mid-sized industry and the transport sector – creating a counterweight to the city's lopsided economic structure, with its focus on mining and the iron industry. In 1921, a highly regarded electro-technical exhibition was held. Achema, the world's largest exhibition for chemical devices, a tram show and a large building exhibition in 1925 were further milestones which Essen used to showcase its reputation as the city of trade fairs.

**Symbols of the economic miracle:** when Ludwig Erhard opened the German Mining Exhibition on 18 September 1954, not only were Essen's coal mines and chimneys smoking, but also Erhard's cigar in XXL format

**It's all in the mix:** both public attractions such as REISE + CAMPING (right) and trade shows like SCHWEISSEN & SCHNEIDEN (far right) have constituted the Essen exhibition mix since the 1950s.



local construction guild eventually founded "Essener Gewerbeschau GmbH". It took just three months to build the first exhibition hall on Norbertstrasse. Some 287,000 visitors brought spectacular success to the trade show, a "milestone in Essen's development", as the delighted Mayor William Holle said, before the war dashed everyone's hopes.







## The GRUGA – also part of exhibition history

In the conference sector, Essen had also earned a good reputation. However, the ambience of the conference venue did not meet the requirements of the time. But virtue was made of necessity.

**“Build a garden** around the exhibition grounds – it will be good for business,” the Founding Director of Essen’s House of Technology, Heinrich Reisner, recommended to the Mayor Hans Luther. Four years later, the Ruhr Area Gardening Exhibition was opened, also known as the GRUGA.

In this way, the GRUGA is also part of Messe Essen history – a history that became increasingly dark in the years following 1933. When the GRUGA, the “flower wonder on the Ruhr”, attracted almost three million visitors to the Reich Garden Show in 1938, this also took place under the sign of the swastika. The terrible consequences of Nazi policy also brought a profound turning point for Messe Essen. In 1944, the fairgrounds were destroyed by bomb explosions. ▶

**The ESSEN MOTOR SHOW** – a shot from 1975 at the top – has been one of the most visited exhibition events in Germany for more than four decades.

**Very British:** Princess Anne visits EQUITANA in 1983

## Annette Jäger, former Mayor of the City of Essen



Photo: PR

*“As a member of the Supervisory Board of Messe Essen for 20 years, including ten years as Chairwoman, I certainly need offer no further evidence of my special bond with this company. Two decades in which times were not necessarily carefree for Messe Essen, yet it was able to continually grow and move forward. In the face of competition from other trade fair cities, it was always necessary to redefine the position, profile and targets, and harmonise with the tight conditions of urban construction. A process that has remained constantly moving, and continues with the current “Elevation” project. I congratulate Messe Essen on its 100th year, and wish it a refreshing development in hopefully what will soon be calmer waters, also in the interest of Essen’s economy and the city as a whole.”*

## Peter Hülzer, Executive Chairman of the German Tire Retailer and Vulcanisation Trade Association (BRV)



Photo: PR

*“As I have just reached my own quarter-century anniversary in the service of BRV, I only have the utmost respect for Messe Essen’s 100 years of service. I can’t really say much about the first 75 years of these, but for me personally, the last 25 have been characterised by close, trusting and very successful collaboration; the outcome being that REIFEN Essen has matured over the years into the leading trade fair for the tire industry. I wish Messe Essen a successful “facelift” for its birthday – giving it an appealing look for the second century of its existence as well and bringing in many new fans for the Ruhr as an exhibition venue!”*



**One of the most successful new concepts in the German trade fair landscape is E-world energy & water, established in 2001.**



**More than twelve million people** have visited the **ESSEN MOTOR SHOW** so far.

**Guests at Messe Essen come from nearly 150 countries** – on the right, an image from the **International Plant Fair IPM**.



**Welcoming the world to the Ruhr metropolitan region:** Egon Galinnis, Managing Director of Messe Essen, talks about **REISE + CAMPING 2013** in the video.

## One fan's hunch – and the future Far East market

**The German economic miracle** of the reconstruction years was also fuelled by coal and steel from the Ruhr, and for its comeback in 1949, Messe Essen caught the spirit of the age. Instead of the expected 70,000 visitors, some 600,000 attended the building exhibition “Dach und Fach”. At the same time, energy and technology issues continued to influence the exhibition programme – including SCHWEISSEN & SCHNEIDEN, which celebrated its premiere in 1952. This makes it the trade fair with the longest tradition at a location that has flourished with an unusual number of concepts over the decades.

**Though it was not the only thing flourishing.** Concerts and shows have been performed in the Grugahalle since 1958. At its opening, architectural critics called it a “bold jewel of the reconstruction”. In the exhibition halls next door, a new wanderlust had been awakened the previous year – at REISE + CAMPING. With increasing prosperity, recreational needs grew further. Finally, in 1968, at the height of motorisation,



a 25-year-old car enthusiast from Essen had a crazy idea: an international sports and racing car exhibition. But Wolfgang Schöller's hunch proved correct.





The ESSEN MOTOR SHOW continues to make history even today.

**The following two decades** were also dominated by new formats, though the mix of trade and consumer exhibitions remained. First, EQUITANA was inaugurated, which since 1972 has been the Mecca of the equestrian world, followed by SECURITY in 1974. Both helped ensure that the year 1977 broke all previous attendance records at Messe Essen, with 1.6 million guests. In 1983, board game fans first scurried through SPIEL; in 1988, the classic car show Techno-Classica followed – both events drew six-digit attendance figures every year. The Essen trade fair organisers also successfully rooted the exhibition grounds in the green industry. In 1983, the International Plant Fair (IPM) first opened its doors. Early on, the future Far East market was also discovered. The year 1987 saw the opening of Messe Essen's first international event – BEIJING ESSEN WELDING & CUTTING.

**The headquarters** took on their current appearance from 1998 to 2001. In the western part of the compound, the largest investment programme in company history was completed, based on the designs of Italian architect Mario Bellini. Following the expansion, Messe Essen could provide more than 110,000 square metres of exhibition space, making it one of the top ten German trade fair companies. ▶

**Professional visitors to SHK 2012** experienced fascinating brand presentations.

## Jürgen Mertz, President of the Central Horticultural Association (ZVG)



Photo: PR

*"For us gardeners, Messe Essen has been, and continues to be, a competent partner of the International Plant Fair (IPM). Together, we have developed IPM in a consistent, future-oriented and international manner for over 30 years, so that it is now the world's leading exhibition for the green sector. We owe a great deal of thanks to the outstanding strengths of Messe Essen for this. Essen as a trade fair location has been shaped by a committed staff, professionalism and a global network. Today, it would be hard to imagine Essen without its professional fairgrounds. We therefore wish Messe Essen all the best for its 100th anniversary, and flourishing success in the future!"*

## Berthold Köster, Chief Executive of DVS – German Association for Welding and Related Processes



Photo: PR

*"100 years of Messe Essen – from the perspective of DVS, over 60 years of these have been characterised by a partnership that is reliable and enduring in equal measure. The trade fair city Essen is home to SCHWEISSEN & SCHNEIDEN, whose development from a small trade exhibition into the world's leading trade fair for the welding and joining industry is primarily the result of Messe Essen's commitment. Together, we have now brought an entire SCHWEISSEN & SCHNEIDEN family to life and taken the trade fair abroad. We look forward to continuing our active partnership in the future and congratulate Messe Essen on its 100th birthday."*

## Prof. h.c. Bodo Buschmann, CEO of BRABUS GmbH and CEO of the Association of German Automobile Tuners (VDAT)



Photo: PR

*"Happy 100th birthday! Thank you for a century of entertainment and especially for 45 years of the ESSEN MOTOR SHOW, with which we are very closely connected. Many of the trade fairs now enjoy worldwide fame, and rightly so. In 100 years, Messe Essen has continued to revolutionise the entertainment of trade fair visitors every year. More than 1.4 million visitors and more than 14,000 exhibitors speak for themselves. We look forward to the next 100 years of Messe Essen!"*





*Since 1974, the top meeting place for security and fire safety experts from around the world has been SECURITY ESSEN.*

major industry meeting place, for example at the German Mining Exhibition 1954. The only difference back then was the smoking chimneys – like the cigar of Ludwig Erhard, who personally opened the exhibition in 1954.

**Since then, times have changed** for exhibition companies. They are no longer the landlord of mere “show-cases”, but a player on the markets. And because these are constantly changing, trade fairs also have to change their face from time to time. For this reason, DEUBAU, an institution in the construction industry since 1962, will become DEUBAUKOM. The ESSEN MOTOR SHOW was also reorganised a few years ago, so that it can continue to stir the masses. Speaking of

*More than 150,000 visitors tested more than 800 new products at the most recent edition of SPIEL last October.*



### Success through energy

**That same year**, an event was premiered that can be described, without exaggeration, as one of the most successful new concepts in recent German trade fair history, namely E-world energy & water. In just a decade, it has evolved into Europe's most important event for the water and power industries.

**E-world is also an excellent example** of the fact that it pays to remain faithful to one's themes, to develop them further and to adapt them to the zeitgeist. This is because the “energy capital of Europe” was once a





which, at the previous edition, the trade fair organisers were able to welcome their 12,000,000th visitor in the history of the MOTOR SHOW. Twelve million visitors – only four other German trade fairs have managed this feat.

## A "Place of Events" for visitors from around 150 countries

**More than numbers**, today Messe Essen is a place that offers class and quality. Exhibitors who set the trends in their industry, visitors who are true decision-makers – the guiding principle of leading trade fairs. Hardly any other key figure demonstrates this fact more than internationality. In 2010, visitors to

**The shows of EQUITANA** are good for breathtaking moments. The global equestrian fair is held every two years in Essen.



## Hartmut Miksch, President of the Chamber of Architects of North Rhine-Westphalia



Photo: PR

*"With large trade fairs such as DEUBAU, Messe Essen ensures that the Ruhr metropolitan area has a forum for information, communication and technical discussion in terms of design and construction. The NRW*

*Chamber of Architects has been a cooperation partner of the fair for many years. The architectural conference "Planning and Building with Steel", which we organise with the Steel Information Centre as part of DEUBAU, is a highlight of the industry, with up to 2,000 participating architects and engineers. I look forward to the realignment of our leading trade fair as DEUBAUKOM!"*

## Wolfgang Schöller, founder of the ESSEN MOTOR SHOW



Photo: Jens Peters

*"My life has been closely interconnected to Messe Essen for the past 45 years. With my commitment, the "Sports and Racing Car Exhibition" founded in 1968 has grown into a global automotive fair. Over the decades, the*

*fair has grown in size – similar to the Messe Essen exhibition grounds – to 110,000 square metres. Each year, the ESSEN MOTOR SHOW fascinates more than 340,000 visitors and is one of the five most visited exhibitions in Germany. The ESSEN MOTOR SHOW is a meeting place for the top players in the motor sport scene. For the world's best and most successful on two or more wheels, the Essen exhibition halls have always been a Mecca – and will continue to be so in the future. I wish Messe Essen and the ESSEN MOTOR SHOW an exciting ride for the future."*

## Günter A. Steinmann, artist and marketing expert



Photo: PR

*"I am connected to Messe Essen in many ways. I am a diligent visitor of public exhibitions, and as an artist was given the chance to create a few art pieces for Messe Essen. I also take many of our guests to Messe Essen where I present it to them. For its 100th anniversary, I wish Messe Essen a long and successful future. In the end, the exhibition grounds are among the few urban institutions that have brought fame to the city of Essen, both in Germany and abroad. It draws the most visitors to Essen and generates revenue, while also employing people in a wide range of Essen-based companies."*



Messe Essen came from some 150 countries. Their proportion among the total number of visitors was 24 per cent. Among the trade fair exhibitors, 30 per cent arrived from abroad. Compared to 2000, this represented a 30 per cent increase among exhibitors and a 60 per cent increase among visitors. Particularly at a time in which companies are evaluating the effectiveness of marketing activities very closely, these numbers say more than a thousand compliments.

**A few more facts can also be stated here.** In Essen, every third day is an exhibition day. More than 14,000 exhibitors and 1.4 million visitors are welcomed annually in Norbertstrasse to more than 50 different trade shows and exhibitions. Twelve of these trade shows are No. 1 in their industry internationally. Messe Essen is represented in all four BRIC countries – Brazil, Russia, India and China – with spin-offs of the parent events. And that's not all. The Congress Center



Essen (CCE) also runs in a high gear, even when it's not an exhibition day in Essen; 781 events on 193 event days took place in 2011 in the CCE. Though here, too, one thing applies: quality over quantity. To illustrate the former, the CCE will host about half a dozen top medical conferences over the next twelve months. And then there are also about 70 concerts and shows, meetings and corporate events in the Grugahalle each year. Messe Essen can rightly boast the slogan "Place of Events". The fact that it is also a showcase for city marketing and image and an important employer needs no further explanation.

**Still, the 100th anniversary of Messe Essen** is not only a time for the residents of the city to celebrate together. Under the anniversary motto "Meine Messe. Meine Stadt" ("My fairgrounds. My city."), it will also be more present in the urban landscape. A poster campaign featuring photos of Essen citizens has got the ball rolling. At the end of this month, the experience and information format "Messe goes City" will go on tour for the first time. Until early October, Messe Essen teams will tour various locations of the city in a foldable cube. For those who want to know more, there's much in the way of background information at [www.meinemesse-meinestadt.de](http://www.meinemesse-meinestadt.de).

### Both efficient and aesthetic

**The focus has already moved forward.** After all, the next chapter of its corporate history has already begun: the comprehensive modernisation of Messe Essen. Essen City Council already set the course for the future at the end of 2011, when it authorised the base investment by a large majority. For now more than ever in the 21st century, exhibition grounds need an infrastructure which can guarantee even greater efficiency, such as ground-level exhibition halls for





easy loading and deliveries, or spatial concepts that allow visitors with limited time an immediate overview and quick tours.

**The design** by the Düsseldorf architectural office sla-  
paoberholzpszczylny | architekten enables all this. It was presented as part of an international architectural competition. The task was complex, so the jury found the plans even more convincing – plans that definitely have that certain something. Messe Essen will soon present itself suffused with light, transparent and open, almost like an extension of the city. At the same time, the modernisation enhances the status of the adjacent GRUGA, with its sensitive green spaces and recreational areas. The plan, referred to internally as “Project EME” (Elevating Messe Essen), offers four new major exhibition halls with foyers and conference areas. And this with modular construction – i.e. performed during running operations at the exhibition grounds. The start of construction is planned for this autumn, and the new face of Messe Essen will be unveiled for all to see in 2017.

**Speaking of face**, as important as up-to-date infrastructure is, a focus on people will continue to drive the trade fair business in the future. In addition to industry expertise, the right contacts and a good nose for market opportunities, the Essen trade fair organisers have one key competence, at least according to their clients: enthusiasm. And the gift of being good hosts! □

**“We’re celebrating too!”**  
Under this motto, Essen’s residents took part in the photo campaign for Messe Essen’s 100th anniversary (left). They are already looking forward to the new face of the fairgrounds (above a model view of the main axis).

[www.messe-essen.de](http://www.messe-essen.de)

## Marc Heistermann, Managing Director, Ruhr Retail Association



Photo: PR

*“As an Essen native, I can’t imagine our city without Messe Essen. Visits with my father to the Jochen-Rindt-Show (now the ESSEN MOTOR SHOW) remain unforgettable experiences from my early youth. For its anniversary, I hope Messe Essen continues to be resourceful enough to continue to evoke fascination. The 1.4 million visitors are also 1.4 million customers, who benefit not only the exhibition grounds, and whom our city can’t do without. Messe Essen – a strong part of Essen!”*

## Prof. Franz Xaver Ohnesorg, Director of the Ruhr Piano Festival



Photo: Peter Wieder

*“Half as old as Richard Wagner and four times as old as the Ruhr Piano Festival: Congratulations, Messe Essen on your 100th! If one interprets the term generously, then a trade fair is also a performing art. And to this end, 1913 was obviously a very good year: Benjamin Britten was born in England, Danny Kaye in Brooklyn and Gert Fröbe and Robert Lembke in Germany. Not a bad year! So break a leg for many successful premieres in the future!”*

## Hermann Tomczyk, ADAC Sport President



Photo: PR

*“In 100 years, Messe Essen has become a solid and reliable partner to the automotive industry. As a trade fair location, and particularly through the ESSEN MOTOR SHOW, Essen has made a name for itself far beyond the borders of the state. Continuity and reliability – in both good and difficult times – this is what distinguishes Messe Essen and its team. This is another reason why ADAC has long been the conceptual partner of the ESSEN MOTOR SHOW and warmly congratulates Messe Essen on its 100th anniversary. To the next 100 years!”*



**Find more about the past, present and future of Messe Essen and a current overview of all of the anniversary year activities at:**  
[www.meinemesse-meinestadt.de](http://www.meinemesse-meinestadt.de)



# "There's no aura on the Internet"

Photo: Anja Koehler

Dr Jörg Beier on the recipe for success behind trade fair participation, the impact of globalisation – and why digital media and trade fairs are not a contradiction in terms.

**Dr Jörg Beier** directs the degree programme Exhibition, Conference and Event Management at the Baden-Wuerttemberg Co-operative State University (DHBW) in Ravensburg. All major German trade fair companies, including Messe Essen, educate junior employees here. Dr Beier is also author of the study "The International Exhibition Industry and its Future", commissioned in 2011 by the Global Association of the Exhibition Industry UFI.

**ESSEN AFFAIRS:** Dr Beier, you have been involved with trade fairs since 1986. What has changed most during this time?

**Prof. Dr Jörg Beier:** I see no difference in the core business: people meet up, do business and build long-term relationships. This is the basic logic behind trade fairs. Sure, there are nuances and different waves in perception. Sometimes, image building was more important; other times, customer loyalty. But it is easy to forget that business transactions are at the core. Right now, we feel that companies are paying very close attention to a return on investment. This was also confirmed by the study that I carried out in 2011 on behalf of the Global Association of the Exhibition Industry UFI.

**The figures of the Association of the German Trade Fair Industry AUMA show that trade fairs have become increasingly important, accounting for 43 per cent of marketing budgets by 2011. What do you attribute that to?**

Anyone who has understood what a wonderful instrument trade fairs can be will focus his or her marketing efforts on this highlight.

**What do you mean by "understanding trade fairs"?**

You have to realise that trade fairs not only cost money, but that, above all, you as an exhibitor are responsible for ensuring that the customers come to you. And you can ensure this. My motto is: I need to know before the trade fair that it will be successful. Of course, many visitors do not equate to higher sales, but the decisive factor is getting customers to your stand. In my opinion, at least in the B2B sector, this is less a matter of eye-catchers and drawing visitors in. Instead, you have to convince potential visitors. And to do this, you have to maintain databases and make sure all customer loyalty tools are working in one direction.

**And the exhibition companies?**

In the future, they will be more and more obliged to be thought leaders, to take the customer by the hand and carry out professional lead management. That means offering tools and instruments which can be used to build contacts – either at the show itself or afterwards. The new interactive social media will take on an increasingly important role in this context. You will be directed by your smartphone to a specific stand; those passing a stand will be able to download pam-



phlets; there will be programs that can find visitors with similar interests.

**Don't you see a contradiction between digitisation and the need for trade fairs to maintain personal contact?**

Not at all. Digital media is always just an aid. The basic problem, especially with relatively interchangeable products, is how does one build trust? The only way is through personal contact. There's no aura on the Internet, so you can't boost customer loyalty there. What's more, total virtualisation contradicts human behaviour, which is socially and group-oriented. Even the digital natives in my seminars are like that. However, I do venture to predict that in the future there will also be a virtual component to every trade fair.

**Will there be classic globally leading trade fairs in this scenario?**

There is an unmistakable trend at the moment of bringing trade fairs to the buyers. Personally, I believe that this will ultimately lead to a central trade fair being supplemented by a range of individual fairs, if not being replaced by them altogether. But I have to hand it to the German trade fair companies, they have understood in time how to globalise their offerings. I think this is a very important component. However, this is not possible as a lone warrior, but only through cooperation.

**With local partners and associations, as practiced by Messe Essen for example?**

This will certainly be a profound future focus, in order to achieve a global presence. But I am also thinking of cooperation with all service providers at the location. Some of the service providers have more contacts with exhibitors and visitors than the exhibition companies themselves. So the exhibitions have to teach the service providers to offer the same quality that they do. But this is only possible through long-term partnerships. Internationalisation also has other facets. For instance, risk management will take on a larger role in the future, and trade fairs will also be in demand as part of communication strategies.

**What does that mean in practical terms?**

I recently sat next to a mechanical engineer from the Black Forest on a plane. He goes to all the relevant trade fairs around the world, probably 30 or so. And he told me that he doesn't always know exactly how to respond to customers in different countries. There are cultural differences that can't be found in any textbook. But he also said: "Trade fairs are my tool." □

[www.dhbw.de](http://www.dhbw.de)

**Uwe Bartmann, CEO Siemens Building Technologies and Chairman of the Advisory Board of SECURITY Essen**



Photo: PR

*"I have enjoyed a close partnership with Messe Essen within the framework of SECURITY Essen in my role at Siemens, as well as my honorary post at ZVEI. I wish Messe Essen further positive development and hope it will cleverly combine all its skill and tradition with future enhancements. Working together, I hope that we can continue the successful cooperation between Messe Essen and the security industry."*

**Hans-Joachim Erbel, CEO Reed Exhibitions Germany**



Photo: PR

*"Essen, the shopping city, is still visible from afar with its sign on the roof of the Commercial Court, which welcomes guests from around the world. I hope for Messe Essen that one day the sign says, 'Essen, trade fair city', because the city of Essen has long enjoyed an immense treasure with the exhibition grounds. Through annual trade show business, Messe Essen ensures millions in sales in hotels and restaurants, retail, the manual trades and the taxi industry. Particularly since the 1980s, Messe Essen has joined the top ten league of German trade fair venues. Now it is time to prepare for the next decade and to raise awareness about what an important economic pillar Essen has with the exhibition grounds."*

**Dr. Peter Neven, Managing Director of the Association of the German Trade Fair Industry AUMA**



Photo: PR

*"As I spent my first 50 years on the Rhine and Ruhr, it is certainly understandable that I not only know Messe Essen from case documents, but also as a frequent trade fair guest, and will continue to do so. AUMA, the Association of the German Trade Fair Industry, considers Messe Essen to be a distinctive part of Germany as a trade fair location. The Essen fairgrounds are home to a representative cross-section of these offers, with high-quality global trade fairs, nationally established trade shows and exhibitions for the general public. I wish Messe Essen a constructive future, accompanied by its structural upgrading. All the necessary steps have been taken to ensure this. If the trade fair location of Essen wants to compete internationally – and I hope for this with full conviction – it needs a competitive infrastructure. All the best from Berlin for your 100th anniversary, and good luck!"*

**Dr Niels Ellwanger, CEO of con | energy ag**



Photo: Daniel Roth

*"For the 100th anniversary of Messe Essen, I warmly congratulate the partners, management and staff. For 15 years, we have been working closely together as partners and have developed E-world energy & water together into one of the leading energy trade fairs in the world. We appreciate Messe Essen as a strong and reliable partner. Thank you for the excellent collaboration. May it continue for a long time!"*



# Deep knowledge

An event as unique as it is outstanding: Essen not only hosts the most important joining, cutting and surfacing technology exhibition in September. Top researchers from the welding world also meet up in events associated with SCHWEISSEN & SCHNEIDEN. An appraisal before the summit.

Photo: PR

**The countdown is on for SELCO.** In just months, the moment will arrive for the welding specialists from just outside the northern Italian city of Padua. Marketing & Communication Manager Dedro Gagno calls it a “strategic moment”. Then SELCO will present

the products and technologies that have been developed for the past four years, in an “indispensable, international showcase”, namely SCHWEISSEN & SCHNEIDEN.





*Underwater welding is an extreme challenge, even for specialists. But this technology is essential, e.g. when building offshore wind farms.*

### **"The industry's innovation event"**

**There are many companies** in the joining, cutting and surfacing technology industry that feel the same way. For years, the dates for the 18th edition of the "global fair for joining, cutting and surfacing" – from

16 to 21 September 2013 – have been marked in red on industry calendars. "SCHWEISSEN & SCHNEIDEN is the industry's innovation event," says Claus-Peter Regiani, Director of Exhibitions and Trade Fairs at Messe Essen. That's what makes it such a highly ►



**Promoting young talent is a key interest of the DVS – German Association for Welding, Cutting and Allied Processes. Three national and international youth competitions will take place at SCHWEISSEN & SCHNEIDEN this year.**

ual partner of SCHWEISSEN & SCHNEIDEN, the DVS – German Association for Welding, Cutting and Allied Processes. The DVS expects at least 700 participants to attend these events.

**Although an annual meeting** of the IIW was already held once in Essen (in 1957), Jens Jerzembeck, Director of Research and Technology at the DVS, is still sure that the combination of conference and exhibition represents “an outstanding event in the world of welding technology that has never before existed in this form”.

**Such a high-class yet compact information** and innovation platform is indeed a unique opportunity – both for science and the economy. “The technological trends that will be discussed and developed in the international working groups of the IIW are reflected in the products and services of SCHWEISSEN & SCHNEIDEN. What is being discussed in the working groups can be viewed in practice at the trade fair – in a dimension never seen before,” explains Jens Jerzembeck.

### **In focus: automation as a mega-trend**

**Visitors to SCHWEISSEN & SCHNEIDEN** can get a good idea of the specific application areas of automation at the IIW International Conference, which will take place under the motto “Automation in welding”. For as Jens Jerzembeck knows, automation is one of the mega-trends in welding.

successful trade fair. More than 52,000 experts from 128 countries arrived in Essen in 2009, and 1,016 exhibitors from 42 countries presented their innovations. In other words, the most exhibitors, the most visitors, the highest level of internationality – these are the hard facts with which SCHWEISSEN & SCHNEIDEN underpins its slogan “No. 1 in the world”. “We hope that we can top these records once again,” says Claus-Peter Regiani, who has worked on the success of SCHWEISSEN & SCHNEIDEN since 1993.

### **A unique opportunity for business and science**

**In one sense, this is sure to happen.** Never before in the 61-year history of Messe Essen has so much welding expertise been gathered in one place as it will be this autumn. In the run-up to SCHWEISSEN & SCHNEIDEN, the International Institute of Welding (IIW) will hold its 66th annual meeting in the Congress Center Essen. On the first two days of the trade fair, the IIW International Conference will also take place. Both events are being organised by the concept-







Photo: (2) - PR

**One of the major challenges** here is designing “automation solutions in an economical and competitive way while pinpointing which manual processes can achieve even better results with automated processes. Another special challenge is to find automation options for individual components or small and micro-series which could previously be obtained only manually. The more international the exchange is on such issues, the better.”

**Automation will also play a major role** at the SELCO stand. “Part of our exhibition is dedicated to the new product line for automatic and robotic welding,” says Fedro Gagno. And a newly developed series, “equipped with a range of accessories, which corresponds to the most modern standards in automated welding”, will be celebrating its world premiere in Essen.

### “Tribute to internationalism”

**For their part**, the Young Welders’ Competitions are all about true manual craftsmanship. Talented young welders will compete in three contests. One is the 10th

DVS Federal Competition “Jugend schweisst” (Young welders). WELCUP will also celebrate its premiere, attended by teams from 15 European nations. An international competition involving China concludes the events – “a clear tribute to the special international character of the IIW and SCHWEISSEN & SCHNEIDEN time in Essen”, as Martin Lehmann, Director of Training and Certification at the DVS, points out.

### Accents in a polarised market

**However, in the face** of the global economic crisis, which has led to a “polarisation of the market”, it is crucial for exhibitors such as SELCO to position themselves clearly. Fedro Gagno notes: “on the one hand, there are companies and businesses that propose cheap products with minimal service and show little understanding for user needs. On the other hand, however, there are companies that identify with high-tech products, that offer a high level of technical and commercial advice and attain an extremely high level of technical and applicative specialisation.”

**There is no need to explain** which group SELCO belongs to. The company is linked to SCHWEISSEN & SCHNEIDEN by a special tradition. This year marks its 25th anniversary as an exhibitor. □

[www.schweissen-schneiden.com](http://www.schweissen-schneiden.com)

[www.iiw2013.com](http://www.iiw2013.com)



**The most exhibitors, the most visitors and the highest level of internationality – SCHWEISSEN & SCHNEIDEN is the key innovation event in the welding industry.**

# "Like you stepped into a *Star Wars* movie"

From rags to riches: Mary Franklin lived in a remote village in Alaska and was an ardent *Star Wars* fan. Today, she organizes the largest fan event worldwide. Now, she brings *Star Wars* Celebration to Europe.



**"Essen has a number of features that are perfect for *Star Wars* Celebration,"** says Mary Franklin, Sr. Events Lead at Lucasfilm.

**A true community:** As in Orlando last August, the fans celebrate at *Star Wars* Celebrations also themselves (right).

**ESSEN AFFAIRS:** Ms Franklin, how did you become Sr. Events Lead at Lucasfilm?

**Mary Franklin:** It was a life-changing event for me to be asked to apply for a job at Lucasfilm. I was living in a fairly remote fishing village in Alaska at the time. An ardent *Star Wars* fan since 1977, I got involved in the early internet *Star Wars* fan clubs in the mid-1990s. Some folks at Lucasfilm started subscribing to my weekly e-mail newsletter, I think just to get an idea of what the fans were talking about. When it was time to hire an events person to work on *Star Wars* Celebration II, they asked me to apply, and of course I jumped at the opportunity!

**On which other things do you work?**

Events and trade shows for any of the divisions at Lucasfilm. My team works on pavilions and programming for shows like San Diego Comic-Con International and New York Comic-Con. We produce recruiting events, company meetings, parties, help with red carpet premieres, and anything else that's needed here. I love all the work, but the *Star Wars* Celebrations are my very favorite productions.

*Star Wars* is one the most successful movie franchises of all time. Why does it still fascinate people over the generations, since the first movie was released 36 years ago?

The themes in *Star Wars* are timeless. There is a central theme of good vs. evil, but also deeper themes like the power of friendship, loyalty, and redemption, of believing in forces larger than oneself. Characters are asked to make choices, and those choices matter in the broader universe, not just to the characters themselves. These themes resonate through all ages and generations.

After London 2007, the festival is held in Europe for the second time. Why did you choose Essen? What was your impression?

Essen has a number of features that are perfect for *Star Wars* Celebration. The Messe is well equipped and is a good size for our large crowds, and the staff is friendly and welcoming. Essen sits in the Ruhr Valley, which is highly populated and easy to travel to for people from other parts of Germany, Europe, and the world. The area around the Messe has a number of hotels, restaurants, and the kind of atmosphere that is easy for our fans to enjoy. During the show they will be walking around the streets in costumes, so other visitors could feel like they stepped into a *Star Wars* movie!







Photos (6): Lucasfilm Ltd.

What is so unique about the celebrations that they attend up to 30,000 visitors?

The Celebrations are huge fan festivals, that often seem as much about the fan community as they are about *Star Wars*. What sets Celebrations apart is that fans contribute so much to the show: displays, costumes, events, entertainment, and panels. *Star Wars*-fans feel a strong connection to the rest of their fan community, and look forward to celebrating together with them. We also bring a level of *Star Wars* entertainment that only a show produced by Lucasfilm can provide, with unique behind-the-scenes looks at what's coming up, and with celebrity hosts like Warwick Davis, and guests like Ian McDiarmid, Carrie Fisher, and Dave Filoni.

One of the main topics of discussion will surely be the news around Lucasfilm. When Disney bought Lucasfilm for 4 billion US Dollars in October, the company announced three new episodes, starting 2015. Rumors say that Harrison Ford will play Han Solo again. If you had just one wish regarding the cast or anything else – what would it be?

I wish for new *Star Wars* characters in new locations in the galaxy far, far away, but with that same classic *Star Wars* feel to the worlds and the story. I want to see new and visually amazing things on the screen, while still knowing that I am in the *Star Wars* universe. With the outstanding production teams that Kathleen Kennedy has brought together, I'm confident I'll get my wish. □

[www.starwarscelebration.eu](http://www.starwarscelebration.eu)

**Legendary:** Han Solo (played by Harrison Ford), Darth Vader (David Prowse), Luke Skywalker (Mark Hamill, below) and Princess Leia. Actress Carrie Fisher will be a special guest at the Stars Wars Celebration Europe from 26 to 28 of July in Essen.



**Not just for fans:** the original *Star Wars* trailer from 1977 – the first adventure “in a galaxy far, far away.”





# Infinitely hot

Geothermal energy is the newcomer among renewable energies. Yet the earth's heat is very old – and will be abundant for millions of years. For its premiere, the GEO-T Expo will show the great industrial potential this topic has internationally: Turkey is the official partner country.

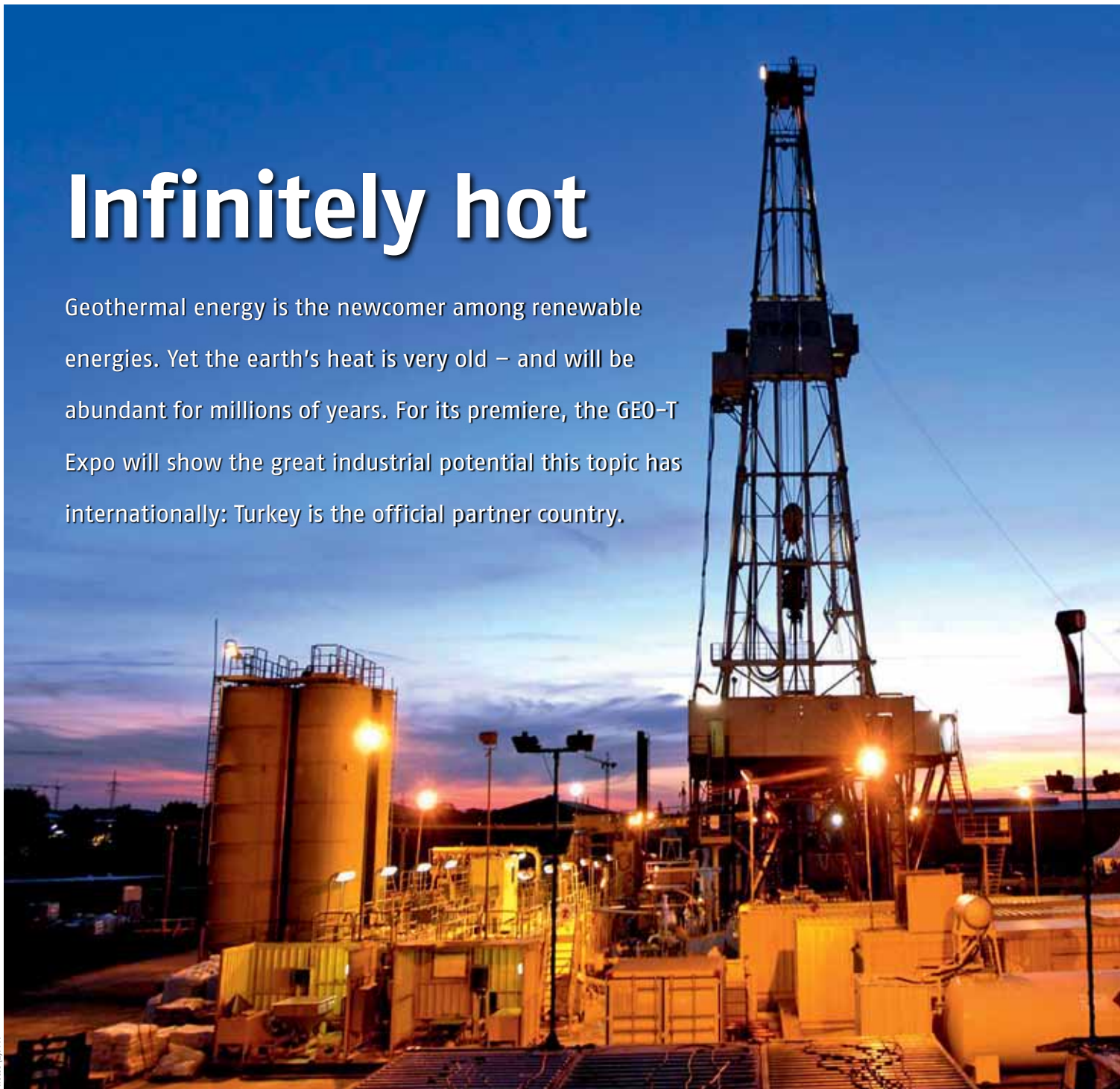


Photo (2): PR

**The dimensions are beyond the scope** of imagination. When the earth was created billion years ago, gravitational heat was released. Residual heat does still exist. Together with the process of radioactive decay, this is responsible for the enormous temperatures below the surface of the earth. At one thousand metres deep, temperatures are 40 °C in Middle Europe. Every 100 metres, the temperature increases by about 3 °C. At its core, our planet reaches a maximum temperature of a stupefying 4,800 °C.

**The earth is a storehouse** that will remain warm for millions of years. In addition, there are two factors ensuring that investments are currently being made globally in geothermal electricity and heat production. The production generates almost no carbon dioxide. And unlike wind and solar power, geothermal

energy is available around the clock, and is not subject to seasonal changes, the weather or climate conditions.

## The Ruhr district is a world leader

**Some regions on the planet** are focusing on research, development and industry. The Ruhr district is one of them. The city of Bochum, for instance, where the International Geothermal Centre (GZB) is headquartered, declared itself a "geothermal city" in 2011. Furthermore, Ruhr University Bochum and the University of Bochum founded a joint graduate school for the study of geothermal energy in January. And in the autumn, Essen will play host to the renowned DGK, the Congress of the German Geothermal Association (GtV-BV) within the framework of the



**Geothermal energy as a future market:**  
In Germany alone, public utilities, energy suppliers and private households invested nearly one billion euros in 2011 – for heat pumps, point heaters and district heating plants, for example.

example of how these factors are two sides of the same coin. But: “The need for global investment is so high that it is essential to have a communication forum for the geothermal sector.”

## A focus on the Mediterranean and Central America

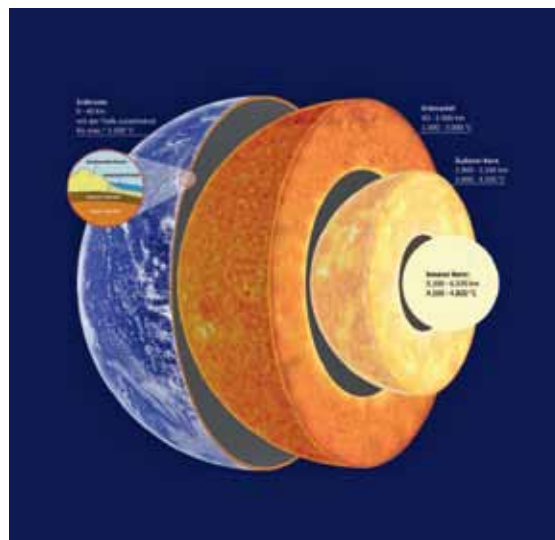
**Accordingly**, the focus is on international growth markets. Last year, together with the GZB, the German Society for International Cooperation (GIZ) was secured to sponsor an expert forum at the exhibition on the potential of geothermal energy in Central America. Mexico, El Salvador, Costa Rica, Nicaragua, Chile and Peru are currently investing heavily in the utilisation of their geothermal resources. Looking at the European market, expert assessments have indicated that the leading two nations have formed a trio in terms of geothermal power generation: Italy and Iceland will be joined by Turkey in the coming years. It currently has facilities for 80 megawatts of electricity capacity. But by 2015, this capacity will be increased more than seven-fold to nearly 610 watts.

**So Messe Essen is all the more pleased** that the GEO-T Expo, organised jointly with Lorenz Kommunikation, has gained Turkey as the official partner country for the exhibition. In addition to a joint stand with exhibitors from Turkey, various delegations are expected to attend from the Mediterranean country. Yusu Aznar, Director of the Renewable Energy Department in the Turkish Energy Ministry, expects much from this “great platform”: “The year 2013 will be marked by the 250-year-old history of Turkish-German relations. Our participation in this exhibition underlines once again how vital these relationships are, also on the economic level.” □

[www.geotexpo.com](http://www.geotexpo.com)

GEO-T Expo, which will celebrate its premiere from 12 to 14 November 2013. More than 150 lectures, also on international issues, are scheduled for the conference.

**How important German politicians** assess the importance of geothermal energy for the success of the energy turnaround can be seen by the fact that after Johannes Remmel, Minister of the Environment of North Rhine-Westphalia, Peter Altmaier, Federal Minister of the Environment, has also assumed the patronage of the GEO-T Expo. “As a pure trade fair reflecting the entire value chain of geothermal energy, the GEO-T Expo will dedicate itself more to industry-specific energy issues and less to energy policy issues,” stressed Klaus Reich, Divisional Manager of Messe Essen. Germany is indeed a good



**From blue to red:** While the temperature just below the earth's surface is about 10 °C on average in Middle Europe, it increases towards the core by 3 °C every 100 metres.

# New in Essen

At a glance: four formats to enrich the 2013 exhibition calendar

## INTERGEO

Kongress und Fachmesse für Geodäsie,  
Geoinformation und Landmanagement

### Around the country

**The experts meeting up from 8 to 10 October at INTERGEO are concerned with measuring the world.** This year, the focus of the leading international geodesy, geoinformation and land management exhibition and congress is on economic structural change. Essen is the ideal fair location "to show the transformation from mining to a technology and service region", said the event organiser, the German Association for Geodesy, Geoinformation and Land Management (DVW). The DVW expects more than 16,000 professional visitors as well as 1,400 conference participants from around the world.

[www.intergeo.de](http://www.intergeo.de)



Fachmesse und Forum  
für den Markthandel

### At the market

**The North Westphalia Chamber of Industry and Commerce is certain:**

"No other city event brings more life to the city and gets spending power in full swing 52 weeks a year than a clean and well-functioning farmer's market!" The latest products and services from the world of mobile trade can be found at the Mein WOCHENMARKT expo, which celebrated a successful premiere in 2011, in Cologne. On 25 August, the expo will move to Essen and hopes to establish itself here in a two-year cycle. "The Ruhr region, with its density of cities and neighbourhood markets, is the perfect commercial area for our exhibition, and we are pleased to be able to come to Essen," says Werner Schnitzler from the event organiser, Zukunftsforum Wochenmarkt GmbH.

[www.mein-wochenmarkt-essen.de](http://www.mein-wochenmarkt-essen.de)

### On the road



**Big, Bigger, BIG BIKE EUROPE:** on 11 and 12 May, the name of the trade fair says it all. Motorcycles with an engine capacity above 500 cc will be exhibited in Essen and can also be viewed in live action – from powerful superbikes through touring, enduro and cruiser motorcycles to custom-built choppers. The premiere is being organised by the American publisher Dealer World, which prints the motorcycle industry's leading magazines.

[www.bigbikeeurope.com](http://www.bigbikeeurope.com)

### For the kids

**The world of kids may seem small** – but products for families have reached mass proportions. BABYWELT, Germany's largest public exhibition for the world of children, promises a good orientation from 24 to 26 May 2013. The products on display range from fashion, through food and baby care products, to furniture. Health insurance funds, hospitals and family counselling services will also present their services. Fun for the little ones is also guaranteed.

[www.babywelt-rhein-ruhr.de](http://www.babywelt-rhein-ruhr.de)

**Babywelt**  
Die Messe rund um Ihr Kind



The world's best pianists give wings to the new European Metropolis:

# Ruhr Piano Festival

4. May - 19. July 2013

[www.klavierfestival.de](http://www.klavierfestival.de)

Pierre-Laurent Aimard | Martha Argerich | Kit Armstrong & Adrian Brendel | Emanuel Ax & Frank Peter Zimmermann | Elena Bashkistrova | Alfred Brendel (Lecture) | Khatia Buniatishvili | Till Brönner & Quintet | Michel Camilo | Chick Corea & „The Vigil“ | Leon Fleisher | Hélène Grimaud | Marc-André Hamelin | Evgeny Kissin | Michael Korstick | Katia & Marielle Labèque | Igor Levit | Paul Lewis | Oleg Maisenberg, Gidon Kremer & Giedre Dirvanauskaitė | Gabriela Montero | Murray Perahia | Maria João Pires | Olga Scheps | András Schiff | Grigory Sokolov | Andreas Staier | Yaara Tal & Andreas Groethuysen | Nikolai Tokarev | Daniil Trifonov | Yundi | Krystian Zimerman and many more



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**For 25 years:  
Listen to what makes you happy!**

**Happy Birthday to our  
dear friends from the  
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STIFTUNG  
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Cultural partner

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Deutsche Post

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FONO FORUM

# Where the world is growing fastest

Eight foreign events will feature on Messe Essen's calendar of events. Here is an overview.



## **BRAZIL WELDING SHOW** 01.–04.10.2013

**Brazil offers top prospects to suppliers** of welding and joining technology. According to the Federation of German Industries (BDI), more than 2.8 trillion euros will be invested here in infrastructure, logistics and construction projects by 2030. Forty-four oil and gas projects are planned alone, and in the short term, major events such as the 2014 World Cup and 2016 Olympic Games have ensured full order books. Against this backdrop, the BRAZIL WELDING SHOW will increase considerably, compared even to the success of the 2011 premiere. As was the case two years ago, the trade fair will be a collaborative project with the CCM – Corte & Conformação de Metais, South America's top industry event for metal forming and fabrication.

[www.brazil-welding-show.com](http://www.brazil-welding-show.com)

## **FLOWERS IPM** 28.–30.08.2013

**From 28 to 31 August 2013**, FLOWERS IPM MOSCOW will expand. A cut-flowers exhibition will be part of the joint venture between Messe Essen and the Moscow trade fair organiser International Exhibition Complex (IEC of AREC). The broader product range also requires more space: some 26,000 square metres of exhibition space are being planned.

[www.ipm-moskau.com](http://www.ipm-moskau.com)

## **RUSSIA ESSEN WELDING & CUTTING** 25.–28.06.2013

**In the economy of the Russian Federation**, all signs point towards growth. Accordingly, there is great interest in innovative products and new technologies. At the fifth RUSSIA ESSEN WELDING & CUTTING, which will be held from 25 to 28 June 2013, in Moscow, international companies will have the chance to present their latest developments from the joining, cutting and coating sectors. The choice of dates ensures maximum efficiency: simultaneous to RUSSIA ESSEN WELDING & CUTTING, thematically related trade fairs will be held in adjacent halls, such as Wire Russia, Tube Russia, Metallurgy-Litmash and Aluminium/Non-Ferrous. Together, they form a perfect platform for cross-industry business contacts.

[www.russia-essen-welding-cutting.com](http://www.russia-essen-welding-cutting.com)





● Shanghai



## HORTIFLOREXPO IPM SHANGHAI 17.–20.04.2013

Even by Chinese standards, growth has been fast-paced: the sales volume for horticulture and landscaping in China has grown by 20 per cent annually. In particular, the need for urban and real estate landscaping has continued to grow. In light of this, from 17 to 20 April 2013, China's most influential horticultural fair will be held for the second time under the name HORTIFLOREXPO IPM.

HORTIFLOREXPO and IPM ESSEN, the global fair for market gardening, organised their first joint exhibition in 2012, held in the Beijing Exhibition Center. This year, the event rotates on schedule to the Shanghai World Expo Convention & Exhibition Center, the newest and most modern exhibition centre in the city. The event will also feature a comprehensive supporting programme.

[www.hortiflorexpo-ipm.com](http://www.hortiflorexpo-ipm.com)

## BEIJING ESSEN WELDING & CUTTING 18.–21.06.2013

Last year, BEIJING ESSEN WELDING & CUTTING impressively underpinned its position as the second most important exhibition for joining technology: 936 exhibitors ensured a new record with 22,436 visitors from 74 countries and regions being counted. The oldest foreign spin-off of SCHWEISSEN & SCHNEIDEN family, which premiered in 1987, is now held annually, alternating between Beijing and Shanghai. At the 18th edition, which gets underway from 18 to 21 June in the Shanghai New International Expo Center, Messe Essen, DVS – Deutscher Verband für Schweißen und verwandte Verfahren e.V. and the Chinese Mechanical Engineering Society are once again anticipating a high turnout of international clients and exhibitors.

[www.beijing-essen-welding-cutting.com](http://www.beijing-essen-welding-cutting.com)

## REIFEN CHINA 13.–15.11.2013

REIFEN CHINA has been held half a dozen times – and has meanwhile become firmly established in the Asian market. Some 12,000 visitors were registered, and 80 per cent of the exhibitors at the latest edition last November reserved their spot on the last day for the 2013 edition. This will take place from 13 to 15 November in Shanghai, as usual in parallel to Rubber Tech China, the trade fair for rubber processing and rubber production. The conceptual sponsor of REIFEN CHINA is the Federal Association of Tire Dealer and Vulcanising Crafts (BRV).

[www.reifen-china.com](http://www.reifen-china.com)

## IPM DUBAI, WOP DUBAI 17.–19.11.2013

The relocation and new date were certainly worth it. This was the consensus from IOM Dubai and WOP Dubai, which took place for the first time in the Dubai World Trade Center – and for the first time in November. The two exhibitions attracted over twelve per cent more visitors. Even more important was the quality of the visitors, which ensured happy faces among the exhibitors: 95 per cent were very satisfied with the outcome. The next edition of the trade fair for the green industry and the industry event for temperature-sensitive goods is scheduled for 17 to 19 November.

[www.ipm-dubai.net](http://www.ipm-dubai.net)  
[www.wop-dubai.com](http://www.wop-dubai.com)

*Glasses, sailing cap and his heart in the right place: Uwe Lyko alias Herbert Knebel (2nd from left) with his "Affentheater"*



## An icon by chance

A single sentence was enough for Uwe Lyko to invent an alter ego. On 29 June, "Herbert Knebels Affentheater" will celebrate its 25th stage anniversary – in its native Grugahalle, of course. WDR TV will broadcast the event live.

**Smoking is bad for your health.** But it did wonders for Uwe Lyko's career. One evening in 1988, the telecommunications technician and punk singer was sitting with two friends, when suddenly, in the typical slang of the Ruhr district, he let slip the sentence that would change his life: "This old yellow finger! I won't

get it clean again in my lifetime. Holy Toledo, we've been smoking like chimneys!" And from his phrase about the yellow finger, Lyko developed a fictional character: Herbert Knebel.

**Lyko appeared on stage as Herbert Knebel**, sometimes solo, sometimes together with the musical



"Affentheater". Now the band is celebrating its 25th stage anniversary. Naturally, the venue will be the biggest stage in Lyko's hometown: the Grugahalle.

## Retired for 25 years already

**In some ways**, Uwe Lyko has been a pensioner for a quarter of a century. For whenever the 58-year-old slips into the skin of Herbert Knebel, he assumes the identity of a 60-year-old. The most striking characteristics are the unfashionable glasses, a sailing cap – and a man with his heart in the right place. However, Herbert Knebel also knows everything better than anyone else and doesn't mince his words when it comes to his everyday observations.

**What Knebel & Co. bring to the stage** as "Affentheater" is an indescribable mix of musical pastiche, slapstick and an anarchist desire for pure nonsense. The Simon and Garfunkel classic "Bridge Over Troubled Water" is lampooned in German, as is the cover version of "Highway to Hell" by ADAC. In fact, this piece is one of the highlights of the night, also because Herbert Knebel brings movements to life that one reviewer described "as a robot gone crosswire".

**One could assume** that the classics will play a big role at the anniversary concert. But Uwe Lyko doesn't want to reveal anything in advance. Though he does disclose one thing: "It will be a very special show, one we have put together under the aspect '25 years of Herbert Knebel's Affentheater'. The whole evening will be enhanced by guests who will be brought on stage to interact together."

## Fictional character without fear of clichés

**A purely local phenomenon?** "Affentheater" plays with this cliché in the programme text: "We were overrun by spectators everywhere we went, so we even had to go out and take to the stage in Duisburg and Dortmund. Our entry into the big, wide world!" But make no mistake, Herbert Knebel's Affentheater fills auditoriums all over Germany, and it's not without good reason that WDR TV is broadcasting the anniversary concert live.

**The fact that you can find** true originals like Herbert Knebel in the Ruhr area from time to time is something that makes no difference to Uwe Lyko. "And even if this type of guy no longer existed in the Ruhr area," he says, "it would still be possible to bring this character to the stage. It was never our intention to be authentic with this figure. Herbert Knebel is and remains a fictional character. I mean, seriously, whose grandpa would get up on stage and sing 'Smoke on the Water' or 'Whole Lotta Love'?" □

[www.herbertknebelsaffentheater.de](http://www.herbertknebelsaffentheater.de)



**Bizarre and hilarious:** the Affentheater live on stage.



## Sustainability is "RIGHTandFAIR"

**The Congress Center Essen (CCE) and the Grugahalle** remain committed to their responsibility with regard to sustainability in the organisation and execution of events. For years, sustainable business management has been a key issue at the CCE and Grugahalle. Since 2010, this division of Messe Essen GmbH has been a member of the ÖKOPROFIT Network in Essen. To boost commitment to resource conservation even further, the sustainability code "fairpflichtet" ("RIGHTandFAIR") was signed at the end of last year.

**Many of the guidelines** of the code are nothing new to the CCE and Grugahalle teams. "For years, we have considered it our duty to be competent partners for sustainable business with our customers," explains Egon Galinnis, Managing Director of Messe Essen. One example of this commitment is the photovoltaic system that was installed on the roof of the Galeria and which produces approximately 170,000 kilowatt hours of electricity per year. Another example is the complete modernisation of all sanitary facilities in the exhibition halls, including the installation of modern fittings, which has already resulted in water savings of 20,000 cubic metres per year.

**"There are diverse possibilities of sustainable management,"** explains Galinnis, going on to say that "many of our planners and customers have been selecting conference and event venues from the standpoint of sustainability for quite some time, and expect the relevant knowledge and guidance."

[www.fairpflichtet.de](http://www.fairpflichtet.de)



# Among the elite



More than 3,000 top physicians will be visiting Essen in the coming months. The Congress Center Essen will underpin its reputation as a top international location.

**As a top physician**, one cannot be travel-shy. Shanghai, for example, is now a popular venue for large international conferences, as are London, Vienna, Seoul – and Essen. Without exaggeration, one could say that when it comes to the area of medical congresses, the Ruhr city has taken a spot in the “premier league” of world metropolises.

**This seems obvious** with one glance at the jam-packed calendar of events for this and next year at the Congress Center Essen (CCE). In the medical sector alone, half a dozen top conferences have been announced.

*At the very highest level: six international medical congresses are scheduled for the CCE up to May 2014.*

## Short distance for the president

**In many cases**, one not entirely unimportant group of participants benefits from fairly short travel distances: the conference presidents. For instance, the 52nd Annual Conference of the Particle Therapy Co-Operative Group (PTCOG), the Congress of the Society of European Robotic Gynaecological Surgery in May 2014 and the 25th Annual Conference of the German Society of Human Genetics will be organised next March by the University Hospital Essen – the latter, incidentally, with 1,000 expected participants, making it the largest medical event in Essen in the near future.

**Even the congress president** of the 3rd ITLT, which will focus on the interdisciplinary treatment of liver tumours, comes from Essen. Dr Hansjochen Wilke is the Medical Director of the Essen-Mitte Hospital. Also Dr Christopher Mohr, President of May's 63rd Congress of the German Society of Oral and Maxillo-facial Surgery, is professionally based at Essen-Mitte Hospital.

**The medical expertise alone** would not be reason enough to meet in the Ruhr metropolis. Only when combined with excellent service, flexible conference facilities and ideal transport connections for guests from around the world has Essen become such a popular conference venue. □







## 2013

**02.-04.05.**

### INTERNATIONALE BRIEFMARKEN-MESSE

The world of philately

**11./12.05. BIG BIKE EUROPE**

European headquarters expo for performance, custom and tuning

**24.-26.05. BABYWELT**

The expo that's all about your child

**15.-18.06. MODATEX FASHION FAIR**

International trade fair for bride and evening wear

**26.-28.07.**

### STAR WARS CELEBRATION EUROPE

Join the party!

**25.08. MEIN WOCHENMARKT**

Trade fair and forum for market trading

**16.-21.09. SCHWEISSEN & SCHNEIDEN**

Global fair – joining, cutting, surfacing\*

**26.09. LOCATIONS**

The trade fair for unusual venues and event services

**08.-10.10. INTERGEO**

Exhibition and congress for geodesy and geoinformation

**11./12.10. AZUBI- & STUDIENTAGE**

The expo for training and studies

**19./20.10. EUROTEDDY**

International teddy bear and stuffed animal expo

**24.-27.10. SPIEL**

International gaming days with Comic Action

**02.-04.11. GESUND.LEBEN**

The health expo for the Ruhr district

**02.-10.11. MODE HEIM HANDWERK**

Simply a better life

**07.-10.11. NRW – VOM GUTEN DAS BESTE**

The exhibition of the NRW food industry

**12.-14.11. GEO-T EXPO**

International geothermal exhibition & congress

**30.11.-08.12. ESSEN MOTOR SHOW**

For drivers and dreams

### FOREIGN TRADE FAIRS:

**17.-20.04.2013**

### HORTIFLOREXPO IPM SHANGHAI

International plants expo Asia (Shanghai)

**18.-21.06.**

### BEIJING ESSEN WELDING & CUTTING

International trade fair joining, cutting, surfacing (Shanghai)

**25.-28.06.**

### RUSSIA ESSEN WELDING & CUTTING

International trade fair joining, cutting, surfacing (Moscow)

**28.-30.08. FLOWERS IPM**

International plants expo Russia (Moscow)

**01.-04.10. BRAZIL WELDING SHOW**

with Corte e Conformacao de Metais by Aranda Eventos (São Paulo)

**13.-15.11.2012 REIFEN CHINA**

Asian Essen tire show (Shanghai)

**17.-19.11. IPM DUBAI**

International plants expo Middle East (Dubai)

**17.-19.11.**

### WOP DUBAI – WORLD OF PERISHABLES

International perishables expo Middle East (Dubai)

\* For professional visitors only.

Valid as of April 2013. Subject to modifications.



## Grugahalle 2013

**18.04. RW E AG**

Annual general meeting

**03.05. E.ON AG**

Annual general meeting

**11.05. DDT**

"Different"

**15.05. CITY OF ESSEN**

Employee meeting

**26.05. SPARKASSE ESSEN**

Company party

**30.05. MARTIN RÜTTER "Nothing doing!"**

**01.06. DIDF**

**16.06. EVANGELICAL BAPTISTS**

**29.06. 25 YEARS OF HERBERT KEBELS AFFENTHEATER "The 25th anniversary"**

**12.-21.07. 42ND SUMMER FESTIVAL AT THE GRUGA**

**07.09. OVER-30S PARTY**

**14./15.09. HINDENBURGER HEIMATTREFFEN**

**18.09. OTTO "Born to be silly"**

**28.09. WELCOME TO CARMEN NEBEL**  
Major ZDF TV gala – live

**17.10. KITA ZWECKVERBAND**  
Employee meeting

**18.10. TEDDY SHOW**  
"What are you talking about?"

**08.11. TONY MARSHALL**

**09.11. OLDIE NIGHT**

**10.11. RECORD EXCHANGE IN THE FOYER**

**14.11. CINDY AUS MARZAHN**

"Pink is bjutiful"

**16.11. KONCERT GWIAZD**

**19.11. ENSEMBLE ALEXANDROW**

**30.11. OVER-30S PARTY**

**06./07.12. MARIO BARTH**

"Men are to blame, women say"

**15.12. PAUL PANZER "Back to the beginning"**

**21.12. WISE GUYS Anti-Depressant Tour**

**28.-31.12. HOLIDAY ON ICE**

## Congress Center Essen 2013

**18.-20.04. 3RD ITLT KONGRESS – INTERDISCIPLINARY TREATMENT OF LIVER TUMOURS**

**07.05. HOCHTIEF AG**

Annual general meeting

**14.05. NORTHWEST HANDEL AG**

Annual general meeting

**23.05. GRADUATE JOB FAIR NRW**

**22.-25.05. 63RD ANNUAL CONFERENCE OF THE DGMKG (German Society of Oral and Maxillofacial Surgery)**

**02.-08.06. PTCOG 2013 – 52ND ANNUAL CONFERENCE OF THE PARTICLE THERAPY CO-OPERATIVE GROUP**

**08.06. DIABETES TOUR**

Your local health day

**10./11.06. GERMAN CONVENTION BUREAU**

Members' meeting

**10./11.06. GESUNDHEIT & MARKE**

**21./22.06. UPDATE HAEMATOLOGY / ONKOLOGY 2014**

**11.-17.09. IIW ANNUAL ASSEMBLY**

**22.-24.09. PREMICON AG**

Annual general meeting

**25.09. IT TRENDS MEDICINE / HEALTH TELEMATICS 2013**

**26.09. LOCATIONS RHEIN-RUHR**

The expo for unusual venues and event services

**02.10. MEDION AG**

Annual general meeting

**19./20.10. EURO TEDDY**

**02.11. 64TH CITIZENS AND POLICE FESTIVAL**

**09.11. FESTIVAL OF FESTIVALS**

**15.11. PRINCE'S PROCLAMATION**

Valid as of April 2013. Subject to modifications.

*Dr Peter Zec has directed the Design Centre North Rhine-Westphalia since 1991. Under his leadership, the venerable "red dot design award" has established itself as an international reference.*

# Good, better, red



The red dot design museum is a temple of good taste. Some 2,000 products can be seen at the Zollverein Coal Mine Industrial Complex – from cars to washing machines. Something they all have in common is that the most renowned design competition in the world has honoured them with the red seal of approval.

**The Audi on display**, hanging upside down from the ceiling, is an unusual sight, but definitely worthy of being showcased. Even the chairs and lamps seem to be in just the right place. But what is a hammer drill doing in a museum?

**The red dot design museum** possesses not only the world's largest, but probably most unusual collection of contemporary designs. Over 2,000 objects are on display on five floors, and as different as they are – from MP3 player to chainsaw, from miniature helicopter to washing machine – they do have one thing in common. They were all distinguished by the world's most prestigious design competition – the “red dot”.

### The four qualities of good design

**But what qualities does an object have to have** to be included in this temple of good taste? “Good design is characterised by four aspects,” explains Dr Peter Zec, who has stood at the helm of the Design Centre North Rhine-Westphalia, and who devised the venerable award marked by the characteristic red spot, later known as the “red dot design award”, before establishing it internationally. The first quality is the function, “i.e. the intended use itself”. Quality number two describes the seductive power, “in a positive sense: do I want to have this product?”

**Ease of use is the third important attribute**, though “use in contrast to function describes the way I handle the product”. Last but not least, good design is distinguished by responsibility, both ecologically and socio-culturally. And only when all four qualities attain a perfect symbiosis can the product earn a red dot – provided that an international and independent jury agrees.

**This was the case for the Hilti hammer drill.** In 2010, the Hilti design team was declared the “red dot: design team of the year” – thereby joining the ranks of design teams from Apple, Audi, Bose, BMW, Sony, No-



kia and Adidas. For even if function, safety and use stand in the foreground of a utilitarian object – no one will buy a drill if it isn't appealing.

### “Against making the world an uglier place”

**The presentation platform** perfectly befits the elitist character of the red dot award. Peter Zec also had a significant effect in shaping it. For he was the one who suggested the British architect Lord Norman Foster as chief architect for the reconstruction of the Zollverein Coal Mine Industrial Complex's former boiler house. Foster's work in 1995 to 1996 became influential for the overall style of the UNESCO World Heritage Site, once called “the most beautiful coal mine in the world”.

**But it also requires an explanation** as to why a design Mecca can be found in the Ruhr region, 18 minutes by tram from Essen's central station – a ▶

*Since 1997, the boiler house of the Zollverein Coal Mine Industrial Complex, remodelled by Lord Norman Foster, has had some 2,000 objects on display.*



reddot design award

The **red dot design award** is presented annually in three categories. The submission deadlines in the category product design has already expired for this year. Design concepts can still get submitted. Under the slogan "Inspire the world!" creatives can submit their work until 24 May 2013 for the red dot award: communication design. Whether as posters, games or annual reports – a jury of internationally renowned design experts examines each work, live and on site, with an expert's eye. More information at: [www.red-dot.de/cd](http://www.red-dot.de/cd)



region which the world can thank for "Gelsenkirchen Baroque".

**As with so many things in Essen**, the story is closely interlinked with the Krupp concern. After World War II, the firm was looking for ways to revamp its tarnished reputation and open up new sales markets. Turning design into profit – in this discipline, U.S. companies were far ahead of their German competitors in the early 1950s.

**When Krupp** and the Federal Association of German Industry (BDI) formed the "Industrial Design Association" in 1954, there was less talk about design. Instead, values beyond a "purely mercantile profit motive" were evoked. The institution's guiding principle was to promote the "character-building value of beautiful, clear and simple form in the lives of people" and also rally against "making the world an uglier place". To this end, a product design competition was launched in 1955.

### How much good design is worth

**"We exist in this tradition,"** stresses Peter Zec, who breaks down his task these days into three components: "We qualify by selecting and presenting." The "Design Centre North Rhine-Westphalia", as the institution has been called since 1990, has meanwhile freed itself from any ideological and missionary zeal. It is easier to promote "good design", as our zeitgeist is currently attuned to this area. "No manufacturing company can risk abandoning good design today," says Peter Zec. Especially in saturated markets, differentiation is only possible by highlighting quality. **Nevertheless**, Peter Zec believes precious few companies know the value of good design. All too often, design has been considered merely a cost factor, and not an investment. "Though companies know they are paying for design, they don't know what it can do for them." Zec wants to change this, so he wrote the book "Designwert" ("Design Value") in collaboration with





Burkhard Jacob (AV edition, 247 pages, €4.90 euros). Here, he sets out on the trail of an unknown dimension – not metaphorically, but economically.

**As an indicator**, the authors draw on earnings before interest and taxes (EBIT), adjusted for non-design-related divisions. “We then examine design continuity, i.e. experiences and successes with design over a period of ten years, along with the design strength, which measures the innovative power of the past five years,” explains Peter Zec. The red dot award winners are used as benchmarks here. The result is that companies which use design as a strategic management tool attain clear advantages in the market.

### Asia is rapidly catching up

Those who hear Peter Zec juggle with formulas sense that a passionate researcher is at work. But he also has strong entrepreneurial genes – and has brought his organisation onto a path of growth and expansion.



**Function, seduction, use, responsibility:** these four qualities must come together for a product to receive one of the coveted red dots.

**Since 2005**, there has also been a red dot design museum in Singapore, which has become a huge success. This doesn't surprise Peter Zec in the least. “What we know as industrial design is essentially a Western achievement, created in the mid-19th century out of an intense discussion about quality. Asia has an immense need to catch up in this area,” he explains.

**However**, understanding is growing, and is doing so rapidly. This is shown by the number of entries for the red dot award. This year, for example, there were 4,662 entries from 54 countries in the product design category. Germany still submits. But several hundreds of entries came from China. □



*Since 2009, Suvad Memovic has been head chef at Parkhaus Hügel.*

# Old splendour, freshly polished

A venerable building is being carefully modernised. And close to Messe Essen, one can find criminally good food: ESSEN AFFAIRS presents the best new addresses for superb dining.



**At times**, it can fill you with envy to see what a nice working environment a chef can have. Suvad Memovic can't really complain, anyway. After all, Parkhaus Hügel has a beautiful view overlooking Baldeneysee lake. At the foot of Villa Hügel, the Dortmund native has found his culinary homeland. And this is also where he will gently introduce this venerable establishment, where once the captains of industry and guests of state dined, to the current zeitgeist.

## Accustomed to stars, rooted in the Ruhr region

**The 37-year-old is suited** for this task like no other, for he combines the down-to-earth attitude of a child of the Ruhr with expertise gained in a two-star restaurant. For twelve years, Suvad Memovic worked in Thomas Bühner's "La Table" at Casino Hohensyburg, most recently as sous-chef. "It was a wonderful time," he recalls. "I gained a good deal of experience and brought a lot of ideas to life in working with Thomas Buehner." When Bühner and his restaurant moved out of the Dortmund Casino in 2006, Memovic moved with him to Osnabrück as chef de cuisine of "La Vie", where the two recaptured both stars the team had gained in Dortmund.

**But it was clear from the start** that his journey would eventually lead him back to the Ruhr – after all, his wife and children were still living in Dortmund. And the idea of being self-employed also lured him back. After two short interludes, Suvad Memovic found his way to Parkhaus Hügel in November 2009 – much to the delight of the restaurant owner, Hans-Hubert Imhoff.

## A voyage through the history of cuisine

**Suvad Memovic made his first big splash** in the spring of 2011. For the 55th anniversary of the establishment, 200 guests were offered a "historical-critical" excursion into the history of cuisine. Classic dishes of the economic miracle were presented on a buffet, while Memovic's guests could also taste new interpretations in a "flying dinner". For instance, "trout fillet with Waldorf salad" became a modern "mousse of smoked trout with green apple jelly", while "potato bake with smoked sausage and monkfish" was turned into "roasted monkfish and creamy potato puree with ground pork and beurre blanc", and "onion mustard roast with roasted potatoes and mixed salad" became a "Hohenlohe beef burger with fried foie gras, green asparagus and smoked hollandaise". And classic "Königsberg meatballs with caper sauce" found its modern equivalent in "Savoy cabbage, capers and glazed potatoes".

**So far**, Suvad Memovic's thoughtful experiment has been crowned a success. The guests are thrilled and have quickly come to appreciate the new cuisine, which has also been noticed by professional restaurant critics. It wouldn't be surprising if a star were soon to shine above Parkhaus Hügel. □

**Parkhaus Hügel**  
Freiherr-vom-Stein-Straße 209  
45133 Essen  
Daily from 12.00 noon  
Phone +49(0)201/471091  
www.parkhaus-huegel.de

## CoCoLÁ

**There's not much missing in and around Rüttenscheider Strasse**, Essen's restaurant mile. But finally the finest Vietnamese cuisine can also be found in the form of CoCoLÁ. The streamlined interior and an uncluttered menu provide clues to the main concept: it's all about authentic Asian cuisine here. Our tip: CoCoLÁ rolls that you make at the table, and for dessert the fried dough twists made from water chestnut flour with a hint of pandan leaves. Sounds exciting? It also tastes that way.

Kortumstrasse 43, 45130 Essen  
Mon.–Fri. 11.30 a.m. to 10.00 p.m.,  
Sat. + Sun. 1.00 to 10.00 p.m.  
Phone +49(0)201/79989480  
www.co-co-la.de

## Tatort Essen

**No, Tatort Essen has nothing to do with Germany's favourite TV detective series "Tatort"**. But the cuisine here, which Jean Mathis has been conjuring up since March 2012 on the "Ru", is criminally good. And a bit alternative – which simply means that "Tatort Essen" places a firm focus on freshness. Incidentally, despite its young age, the restaurant does have one classic dish: braised ox cheek with pointed cabbage, bacon and red onion jam for 19 euros. Even the most demanding gourmets will be satisfied.

Rüttenscheider Strasse 182, 45131 Essen  
Tue.–Sat. 12:00 to 2:30 p.m. + 6.00 to  
10.30 p.m., closed Sun. + Mon.  
Phone +49(0)201/32039980  
www.tatort-gastronomie.de

## Zizou

**Wasn't there a French football superstar with this nickname?** A look inside the chic brasserie quickly clarifies: no, it's not a fan pub for Zinedine Zidane or the tricolour team. Instead, the name of the game here is understated elegance with wood nuances, while the giant blackboard features classic French cooking based on traditional recipes. And as befits a French restaurant, the wine list is simply superb.

Rüttenscheider Strasse 77–79, 45130 Essen  
Tue.–Thu. 11.30 a.m. to 12.00 midnight, Fri. 11.30 a.m.  
to 1.00 a.m., Sat. 10.00 a.m. to 1.00 a.m., Sun.  
10.00 a.m. to 11.00 p.m., closed Mondays  
Phone +49(0)201/773434  
www.zizou.de

# Essen goes app

With these companions, you're always well informed on the go.



Photo: Strandperle

## Essen goes out

For more than a decade, **ESSEN GEHT AUS!** (ESSEN GOES OUT!) has been an indispensable companion when navigating the restaurant capital of the Ruhr district. Now this editor's pick is also available "to go". More than 200 restaurants, bistros, pubs and beer gardens were tested by knowledgeable connoisseurs for the current edition – and for the first time ever, the trendy area in neighbouring Mülheim an der Ruhr was also examined in detail. You'll receive all the restaurant recommendations in a clearly arranged manner as maps or lists. And a direct-dial option immediately connects you with the restaurant of your choice.

**Available for: iPhone, iPod Touch and iPad**

**Price: 3.59 euros**



## Cultural line 107

Those who want to discover Essen's soul have to take the tram. The best option is to take the 107 line. Along 17 kilometres between the Bredeney district in southern Essen and Gelsenkirchen's main station, you'll see more diversity in 46 minutes than an afternoon in Berlin-Mitte. The tram goes through exclusive residential areas, service centres, industrial sites, working-class districts and trendy neighbourhoods – making its way through a wealth of cultural attractions. The audio guide will provide information about no less than 56 places; an orientation map and interactive hall plan are also part of the package. Incidentally, the Martinstrasse bus stop is just one underground stop away from the Messehaus Ost and can be reached in less than ten minutes.

**Available for: iPhone, iPod Touch and iPad**

**Trice: 1.79 euros**



## Merian Scout Ruhr

Those who want to explore the diversity of the entire Ruhr region by smartphone have the perfect option with this multimedia travel guide. Whether hotels or bars, recreational facilities and shopping options, business trip or day excursion – the Merian editors provide added value to suit every taste. Even locals will find a new discovery or two. No wonder, with over 1,000 tips and ideas at your fingertips.

**Available for: iPhone, iPod Touch and iPad**

**Price: 3.59 euros €€**



## Ruhrtal bicycle route

No other German river combines culture and nature in such a multifaceted way as the Ruhr. Discover its most beautiful side on the 230 kilometre-long Ruhrtal bicycle route. The accompanying app, developed in close collaboration with Ruhr Tourismus GmbH and Sauerland e.V., is an ideal companion. Tour recommendations, maps, overnight accommodation, background information on over 400 tourist attractions and much more – nothing is missing here that could be relevant for cyclists.

**Available for: iPhone, iPod Touch and iPad**

**Price: 4.49 euros**



# Answer our question and win one of three prizes. Good luck!



## 1st prize

The **iPad4 Wi-Fi**

+ **Cellular 32 GB** ensures

great performance is worth seeing.

The 2,048 x 1,536-pixel Retina

Display offers crystal-clear texts and incredibly detailed images.

Enhanced colour saturation

with deeper and brighter colours completes the impressive

image quality on the 24.6 cm display. The graphic representation

is also breathtaking. Thanks to quad-core graphics, the iPad responds

quickly to your commands when editing photos, watching videos or

playing games. Despite these display qualities, the iPad ensures up to 10 hours of

battery life. You can shoot fantastic photos and HD videos in 1080p with the 5-megapixel iSight camera. With this iPad, you'll make a good impression from every angle.



Photos (2): PR

## 2nd prize

The **Samsung Galaxy Tab 7.0 Plus N Wi-Fi** combines powerful hardware and the latest Android functionality in a user-friendly format. The tablet is 9.96-mm thin and weighs just 345 grams. So it not only fits well in the hand, but can also be conveniently placed in a jacket pocket. With a diagonal of 17.78 cm, the display offers ample space for work and leisure. The tablet offers extensive power reserves for demanding apps, websites and personal entertainment from its 1.2 GHz dual-core processor.



## 3rd prize

"Energy" is the name of a sculpture that the artist Günter A. Steinmann created for Messe Essen. Now you can secure your own personal energy supply for every day! As a decorative object, the valuable **acrylic sculpture "Energy"** is an absolute eye-catcher, whether in the office or on the coffee table. This collector's item has been produced as a limited edition.

## Participate and win!

**What was the name of the first exhibition in 1913 in Essen?**

- a) Essener Leistungsschau
- b) Essener Motorschau
- c) Essener Gewerbeschau

**We will raffle off** an iPad, a Samsung tablet and an "Energy" sculpture from among all the correct entries. Simply send us the attached postcard with your answer.

You can also fax us: +49 (0)201 724 4545

or e-mail us: [carola.may@messe-essen.de](mailto:carola.may@messe-essen.de)

**We would also like to invite you** to participate in our reader survey. This will not affect your participation in the contest.

**The entry deadline is 26 July 2013.**

**We wish you the best of luck!**

The judges' decision is final. Employees of Messe Essen GmbH or companies involved in the production of this issue may not participate.

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**ESSEN**



## What is your overall impression of ESSEN AFFAIRS in terms of ...

... the contents / the topics?

☐ excellent   ☐ good   ☐ satisfactory   ☐ poor

... the optics / the layout?

☐ excellent   ☐ good   ☐ satisfactory   ☐ poor

How much do you read, roughly, in one issue?

☐ I read (nearly) everything   ☐ more than half  
☐ less than half   ☐ I only leaf through it

How long do you spend reading an issue?

☐ more than an hour   ☐ up to one hour  
☐ more than 30 minutes   ☐ 30 minutes at the most

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# READERS' SURVEY Tell us what you think!

## How do you like ESSEN AFFAIRS?

Your opinion is important to us! Help us by answering the questions on the back side – so that we can make ESSEN AFFAIRS even better for you!

