

ESSEN AFFAIRS

THE MAGAZINE FROM MESSE ESSEN

MESSE
ESSEN

ISSUE 2.2014

www.messe-essen.de



THE NEW MESSE ESSEN

Bright, flexible, attractive

UNITED FOR GREEN SPACE

Before IPM ESSEN: Creating the city of tomorrow

BIKES TO THE FRONT

How the e-bike inspires mobile visions

IN LOVE WITH IDEAS

Essen's City.Nord is a hotbed for creatives

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the best connections for great business.



Oliver P. Kuhrt

Dear Readers,

This is precisely the signal that you as an exhibitor or visitor and we as trade fair organisers hoped for. On 29 October 2014, Essen's City Council approved the new concept to upgrade Messe Essen. This creates the conditions for a viable long-term exhibition

location – in every respect. Naturally, before welcoming you to our completely modernised exhibition grounds in the autumn of 2019, we will do everything we can to ensure you have a pleasant and successful stay during the construction phase. You can gain a foretaste of what is to come from page 8.

The new Messe Essen is also setting a special accent on urban planning. Many topics in this issue deal with how cities could look in the future, including issues related to green city development (from page 14), new mobility concepts (from page 20) and forming creative districts, such as in Essen at the moment (from page 32).

We've also completely modernised ESSEN AFFAIRS. With this issue, the magazine presents itself in a new look – and with the app, it is more multimedia-based than ever.

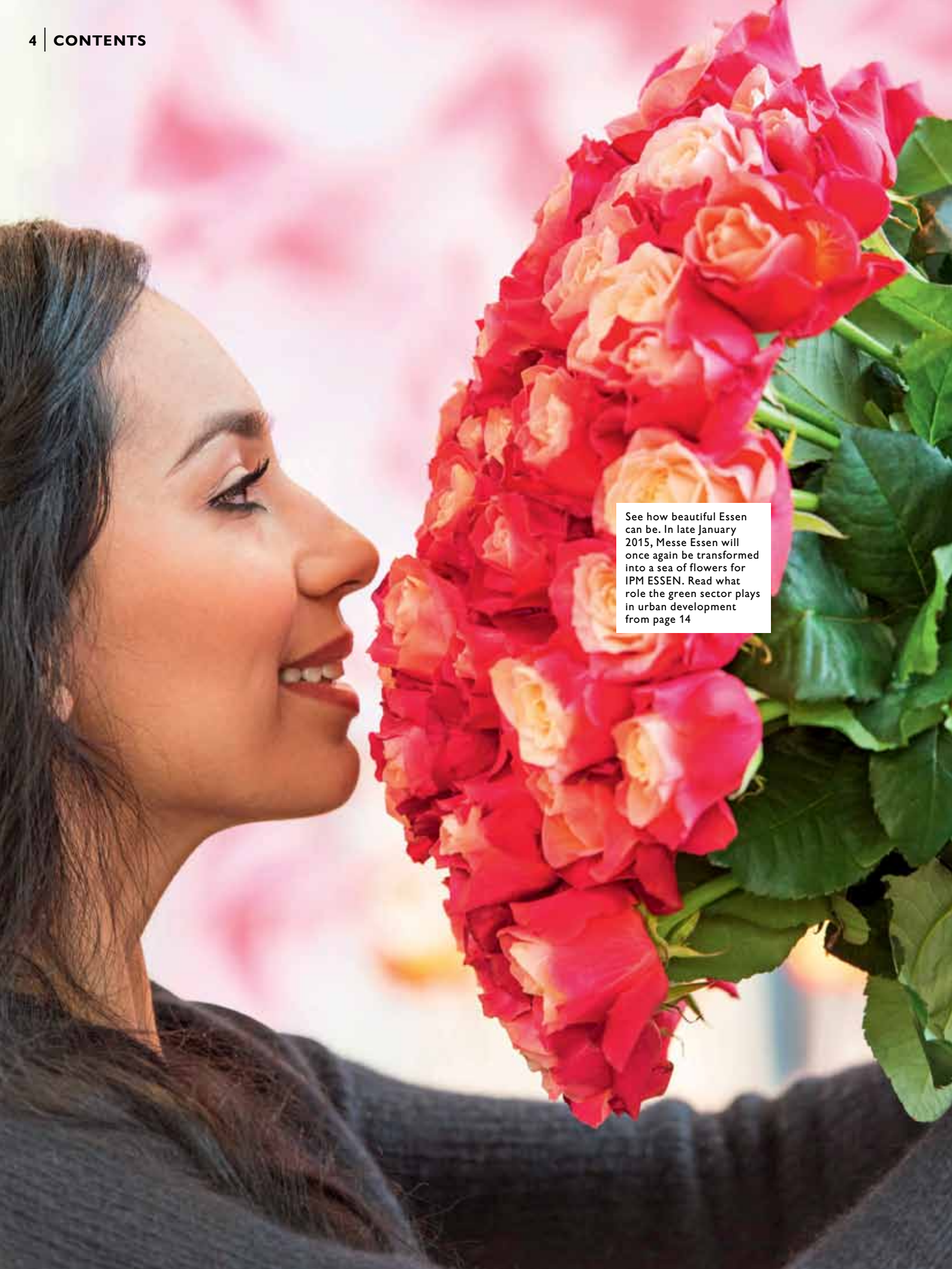
I hope you enjoy reading this issue.

Best regards,

Oliver P. Kuhrt,
CEO of Messe Essen GmbH



Discover the new ESSEN AFFAIRS, now available as an app for your tablet or iPad – with videos, image galleries and many extras.



See how beautiful Essen can be. In late January 2015, Messe Essen will once again be transformed into a sea of flowers for IPM ESSEN. Read what role the green sector plays in urban development from page 14

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» 158,000 VISITORS, MORE THAN 850 NEW PRODUCTS, OVER 60% INTERNATIONAL EXHIBITORS. SPIEL SET NEW RECORDS IN ITS 32ND EDITION «



The remake of a classic: You can now equip "Monopoly" with designs from your own printer. The photos can replace signs for Old Kent Road and Mayfair, and the game pieces can be customised with personal motifs. "My Monopoly" was one of more than 850 new products presented at SPIEL '14.

SPIEL' 14

LET'S START THE GAME

Not even the rail strike could stop the fans. Despite significant transport delays, SPIEL '14 lured huge crowds of gaming enthusiasts to Essen, both young and old. With 158,000 guests, the world's largest consumer fair for games even set a new attendance record. And this wasn't the only record the cult event broke in its 32nd edition, from 16 to 19 October 2014. Players could try out 850 new products – more than ever before. A total of 832 exhibitors from 41 countries took part. The exhibition was also more international than ever before. There is growing interest in classic board games, especially in Eastern Europe and Asia – and over 60% of the exhibitors came from abroad.



ACQUA ALTA WELL PREPARED

Increasingly heavy rainfall, storm floods and rising sea levels – when it comes to flooding, climate change is already noticeable today. New approaches to innovative flood control and disaster management were on view at acqua alta, which was held for the first time at Messe Essen on 18 and 19 November 2014. Its interdisciplinary approach of trade fair and congress is unique in Europe.

While internationally leading experts discussed solutions at the acqua alta Congress on the first day, the Ministry for Climate Protection, Environment, Agriculture, Nature Conservation and Consumer Protection of North Rhine-Westphalia used the second day as a platform for a symposium on flood risk management. The focus was on cities and communities in Germany's most populous federal state. The next edition of the acqua alta trade fair, with the accompanying congress, is scheduled for 2016.

Unfortunately, images like these will be common in the future. This makes innovative solutions to flood protection, such as those discussed at acqua alta in Essen, all the more important.





Egon Galinnis joined Messe Essen in 1981; he became Managing Director of the company in 2004. His tenure ended on 31 July 2014.

PERSONNEL

33 YEARS FOR MESSE ESSEN

As planned, effective as of 31 July 2014, Egon Galinnis said farewell as Managing Director of Messe Essen. His retirement brought a 33-year career at the company to an end in which the certified industrial business management assistant and Essen native arrived in 1981 as a project consultant. One year later, he became Project Director of Mode Heim Handwerk. In 1994, Galinnis became Divisional Manager and in 2000, Divisional Director for Messe Essen, before being appointed Managing Director in 2004 by the Supervisory Board. His name is particularly linked to IPM ESSEN, a trade fair he helped shape ever since its premiere in 1983. Under his direction, IPM ESSEN developed into the global fair of the horticultural sector. For his contributions to the industry, Egon Galinnis was awarded the Ernst Schröder Coin, in September 2014, by the Central Horticultural Association (ZVG).

MODE HEIM HANDWERK

SHOPPING AS AN EXPERIENCE

From 8 to 16 November 2014, Messe Essen was once again transformed into a shopper's paradise. At Mode Heim Handwerk, over 700 exhibitors presented a wide range of products in the themed environments "Fashion, Beauty & Luxuries", "Handcraft, Technology & Design", "Home, Leisure & Lifestyle" and "MHH Entertainment". North Rhine-Westphalia's largest consumer fair was accompanied by the health fair gesund.leben and the School Forum.



39%

Some 39% of the professional visitors at this year's security essen arrived from foreign countries, representing a 10% rise over the last edition. This is a clear indication of both the importance of security essen as a central meeting point for the industry and the increasing globalisation of technologies for civil security and fire protection. Their combined global market volume is estimated at 120 billion euros.



SERVICE

"How can I shorten waiting times during set-up and dismantling?"



MARTINA MERLE,
Head of Exhibition Services and
Logistics at Messe Essen

Use our traffic management system for your deliveries at selected trade fairs. online you can book the day, desired time, logistics area and the forklift you need. If a request cannot be met, the system automatically suggests alternatives. The goal is always to keep paths as short as possible. During the booking, an entry permit is created for down-load. The more exhibitors and stand builders participate in this system, i.e. the higher the acceptance rate is, the smoother workflow on-site will be. The result is an on-time logistics chain that saves time and money – and is easy on the nerves!

DO YOU HAVE A QUESTION ABOUT
THIS TOPIC? SIMPLY WRITE TO US!



THE NEW MESSE ESSEN

Transparent, flexible, attractive: from the spring of 2016, Messe Essen will undergo a facelift for exhibitors and visitors, with new glass facades, sophisticated architecture and state-of-the-art exhibition halls. ESSEN AFFAIRS presents views of a next-generation fairground.



Welcome! The glazed facade and projecting roof of Congress Center East, which arches over the metro entrance, form part of the new face of Messe Essen.



_____ Messe Essen is heading into the future. On 29 October 2014, Essen's City Council approved the "basic solution" for the upgrade. The term denotes comprehensive modernisation measures that not only promise real architectural eye-catchers, but also fulfil exhibitor and visitor requirements for a first-class →



The design's bright, spacious architecture can be seen in the 2,000 sq m foyer of Congress Center East.

→ exhibition centre. Attractive entrance areas, a spacious, one-storey hall structure and the latest technology – this mix will ensure the future viability of Messe Essen. “I am delighted that the City Council decided to support this decisive step towards making the fairgrounds more modern and competitive,” said Reinhard Paß, Mayor of Essen and Chairman of the Messe Essen Supervisory Board. Oliver P. Kuhrt, Messe Essen CEO, added: “The decision is a positive signal to our exhibitors, visitors, employees and →

» A DECISIVE STEP «

Reinhard Paß, Mayor of Essen

→ the city of Essen as a business location. It is very gratifying that the hard work of everyone involved over the past few months has been crowned with success.“

The solution envisions the elimination of the double-storey exhibition halls while preserving the volume of exhibition space. Five large hall areas with optimised logistics are being planned to replace 14 halls in the northern section. In addition, the upgrade envisions a modern glass foyer at the eastern entrance offering 2,000 square metres of space, as well as new facades to the east and north. New power supply and air-conditioning systems will also be included. State-of-the-art ventilation technology will ensure stable temperatures and a high level of air quality throughout the various exhibition halls. Finally, an area will be created in the current foyer to enlarge the conference and →



AT A GLANCE

Scope | The current double-storey exhibition halls will be demolished. Through conversions and new buildings, five new halls will be created with up to 12,100 sq m of exhibition space. All the halls have a single storey. A new 2,000 sq m foyer will be constructed in front of Congress Center East that features a glass facade. Its projecting roof arches over the metro entrance, so that visitors can reach the fairgrounds without getting wet. The previous foyer of Congress Center East will be converted into a conference area.

Start of construction | May 2016

Completion | September 2019

Development | The building measures will be carried out in three phases to ensure undisturbed operations during the entire construction period.

Exhibition capacity upon completion | 110,500 sq m

Investment volume | Up to 88.6 million euros

Space for business: the future lounge promises a professional yet pleasant ambience. A business meeting point will be opened on the upper floor of the new Hall 6.



Uniquely green: the transparent architecture of the new exhibition halls will increase guests' comfort while making the entrance to the Grugapark much more attractive.

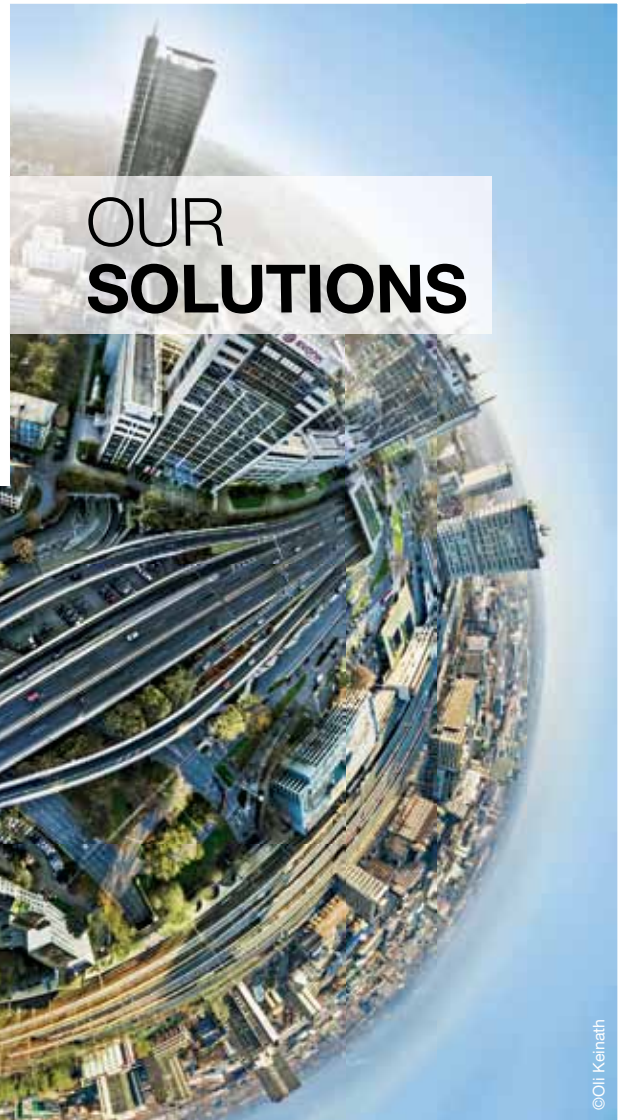


→ convention space. “The new plans show a trade fair location that more than meets all the requirements of our current and future exhibition portfolio,” says Oliver P. Kuhrt. “We will give our all to the upcoming planning stages and the construction bid invitation, in order to maintain the planned starting date in May 2016.”



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MY INFRASTRUCTURE



OUR SOLUTIONS



©Oli Keirath

Anyone who travels in their jobs or privately and takes part in social life uses it: modern infrastructure. Whether it's roads, bridges and tunnels, rail links, commercial and residential properties or public facilities such as schools, hospitals and theaters—HOCHTIEF as an international construction group delivers complex infrastructure projects that link people and facilitate their daily lives. That's how we design metropolises, for example Essen.

Turning Vision into Value.

11.1% of Essen's total area is used for recreation, sport and leisure activities. Hardly any other German city has as many green oases. The photo is of the park in front of the RWE Tower.

POEMS IN GREEN

Plants and trees, parks and open spaces – more and more citizens want such areas, and have become active themselves as urban gardeners. Horticultural experts are happy about this state of affairs – and there are other surprising alliances in the run-up to IPM ESSEN. Our photos show one of the greenest cities in Germany: Essen.



Two views of Essen: left, the Zollverein Coal Mine Industrial Complex; right, the city's latest major green project: Krupp Park. Upon completion, the park will cover an area of 23 hectares – right in the city centre.

“Siepental” is one of those green oases that Essen shouldn’t have, if one were to believe the cliché of the Ruhr area. It runs parallel to the highly frequented Ruhrallee, and is long and narrow. Especially on weekends, strollers enjoy this quiet idyll. Those who are curious might be drawn to a site at the edge of the valley. To whom does it belong? Who meets up here to sit under the tree? And what’s the story of the wooden signs scattered amongst the flower beds? “Green fin-

gers are the extension of an innocent heart,” one says. Another reads: “Life begins when you grow a garden”

Dr Rudolf Rabe is a member of a group that has brought poetry to the valley. He has a doctorate in biology and runs a hygiene laboratory in his professional life. But he’s also co-founder of the Siepental Community Garden, where, since March 2013, a dozen like-minded people have met every weekend to plant potatoes, ➔

Urban gardening is a new trend. In Essen, residents are joining up to garden together – as is the case here in Siepental.



→ cabbage and radishes. What also unites them is a certain discomfort with our throwaway culture and our alienation from natural food. “We want self-sufficiency to take on a higher significance again – not in the romantic belief that we can produce everything ourselves, of course, but simply to appreciate food more,” explains Rudolf Rabe.

» WE WANT MORE APPRECIATION FOR FOOD «

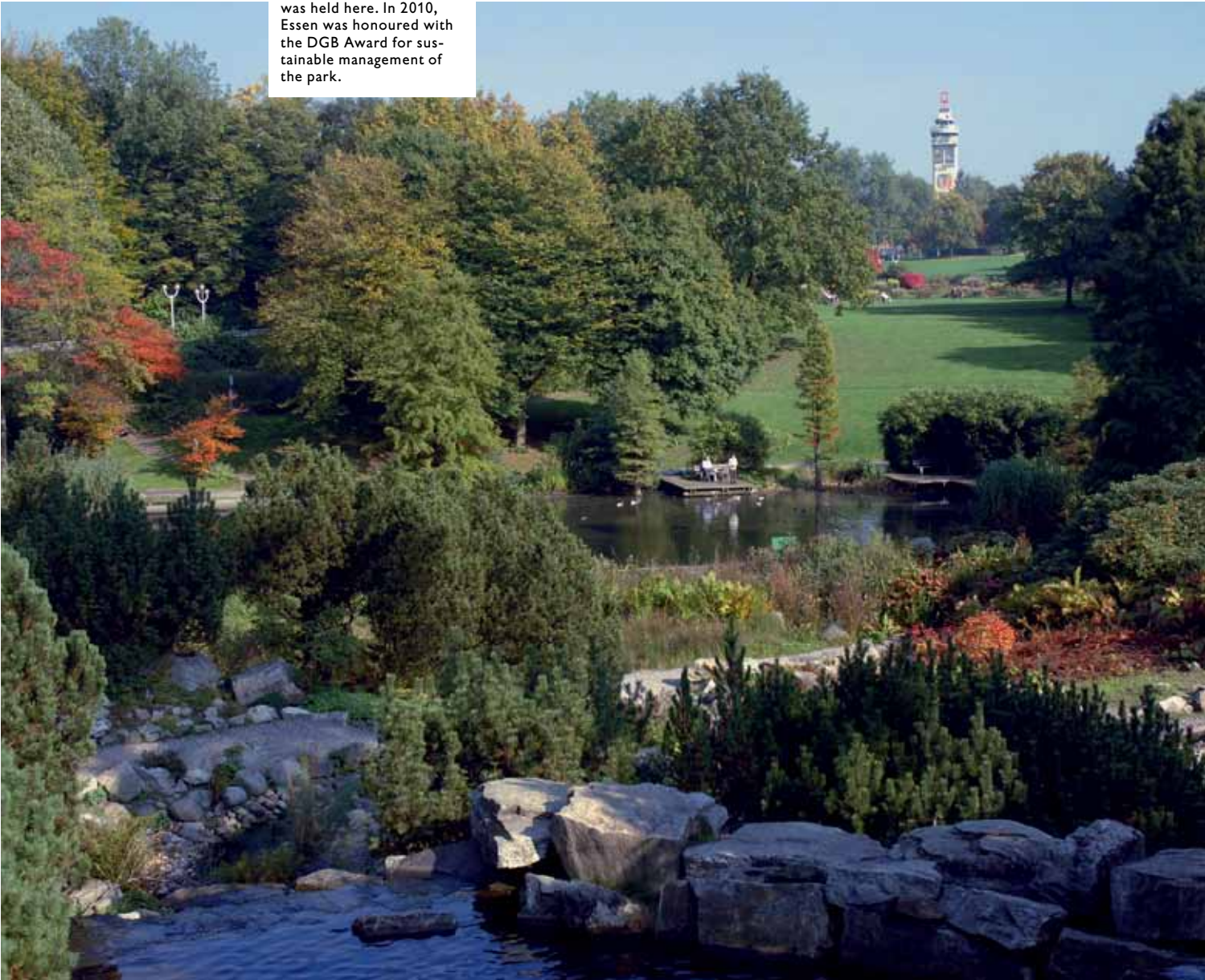
Dr Rudolf Rabe, urban gardener

There are currently three such community gardens in Essen. The city has made the land available and supports the recreational gardeners conceptually. If Rabe and his fellow campaigners have their way, the city will be covered with a comprehensive network of unusual gardens in a few years. Is this an isolated case? Hardly. Behind terms such as urban gardening and transition towns is a trend that can be observed in many cities around the globe. Increasingly, residents want more sustainability and greenery in their cities – and they are rolling up their sleeves to ensure this.

Some 57,000 specialists, expected at IPM ESSEN from 27 to 30 January 2015, are also following this phenomenon. And it's hard to miss, at least in Germany. Starting with a boom in magazines such as “Landlust”, through decorated metropolitan tree beds, to alternative forms of production, a certain longing for nature has moved into the cities. And regardless of which expert one talks to ahead of the world's leading horticultural trade fair, all welcome the hobby gardeners' commitment.

“This trend reflects the desire for green spaces,” says Franz-Josef Jäger, Managing Director of FGG Förderungsgesellschaft Gartenbau mbH. “As an association, our challenge is to raise awareness of this desire in local administrations.” Though the gap between →

Established in 1929, Grugapark next to Messe Essen is one of largest city parks in Germany. In 1965, the federal horticulture show Bundesgartenschau was held here. In 2010, Essen was honoured with the DGB Award for sustainable management of the park.



→ desire and reality has widened in many places. On the one hand, with urbanisation, more and more people have discovered that a city's quality of life is interlinked with green spaces. However the other hand, scarce municipal funds often mean that jobs or even entire parks departments are being cut.

However, there are many examples of how pressure from citizens and the green sector has prompted muni-

cipalities to keep such departments open. And not only that: this spring, the German government announced it will launch a "Green Paper on Green Urban Development". "The message that greenery will not spring up in the city on its own has been received," says Markus Guhl, Chief Executive of the Association of German Nurseries (BDB). But this is just the start. What matters now is the development of a national strategy. Along with more cooperation.



» THE MESSAGE HAS BEEN RECEIVED «

Markus Guhl, Chief Executive of the Association of German Nurseries (BDB)

→ As one example, it is undisputed that trees represent the ideal climate control system in cities. In nurseries and test plants, experts have long been looking for the urban tree of the future. The requirement profile is clear – this tree needs to be stress-

resistant to both aridity and parasites. There are numerous practical approaches. Climate researchers predict that in 20 years, Berlin will have a climate that corresponds to today's Budapest. Therefore, experts are looking for suitable candidates in the Hungarian capital. "But what we lack is appropriate funding for research," says Markus Guhl. He makes no secret of the fact that the subject is also an economic one in his sector. "A seedling planted today remains in the nursery for 10 to 15 years before it is planted in the city. Many gardeners are wondering if they're planting the right kind of trees."

Perhaps more importantly, cities are simply not the natural habitat of trees and plants. Keeping cities widely and permanently green requires a high level of expertise. "The idea that residents can take this task on themselves is naive," says Peter Menke, landscape engineer and chairman of the foundation "Die grüne Stadt" ("The Green City"). Nevertheless, he thinks social commitment can "only be positive", not least because it heightens awareness. "Anyone who has noticed how hard it is to grow kohlrabi or tomato plants tends to make different buying decisions."

In Menke's view, the most important innovations in recent years have been new alliances for more greenery. Surprising at first glance, these alliances appear natural on closer inspection. In Gießen, for example, the local administration and business world plan and fund some public spaces together – this is because it is a proven fact that pedestrians move more slowly through public spaces that are better maintained. The city of Freiburg has set up a bottle deposit system with merchants near parks, to reduce empty bottles and litter – a simple, yet very effective, idea. The first signatories of the charter "The Future of Cities and Green Spaces", initiated by the federal gardening association →

IPM ESSEN

The entire sector in a single location | When the International Plant Fair IPM ESSEN opens its doors from 27 to 30 January 2015, the entire green industry will be welcomed to Messe Essen. Regardless of whether products or services, plants, technology, floristry or equipment, the world's leading trade fair for horticulture is the only event to reflect the industry in all its diversity. "This makes IPM ESSEN a must for any company involved in the horticultural value chain," says Oliver P. Kuhrt, CEO of Messe Essen GmbH. This tremendous importance is also reflected in the level of international participation: more than 1,500 exhibitors from 50 countries and trade visitors from over 100 nations are expected to arrive in Essen in January. IPM ESSEN is also unmatched as a networking and information platform – not least thanks to a high-calibre supporting programme. On 29 January, the main theme will be perspectives on green urban development in times of tight budgets. Click on the QR code and tune into IPM ESSEN!



→ Bundesverband Garten-, Landschafts- und Sportplatzbau e. V. (BGL) and the foundation “Die grüne Stadt” (“The Green City”) include not only the Nature and Biodiversity Conservation Union (NABU) in Germany, but also the German Property Federation (ZIA). The fact that residential construction is also becoming greener is only logical for Menke, the foundation’s chairman. “People who moved into the countryside decades ago are now returning, and bringing their desire for open space and nature back with them.”

Not every wheel has to be reinvented. Germany has shown itself to be highly effective and versatile in the concept of garden shows, for example. That’s common knowledge in Essen: the Gruga exhibition in 1929 is now considered the mother of all horticulture shows. The federal horticulture show Bundesgartenschau (BUGA) was held next to Messe Essen in 1965. And in 2010, the city of Essen received the DGB Sustainability Award, as this precious green corridor is still a city park, nearly 50 years after BUGA took place. In Franz-Josef Jäger’s eyes, one “classic example” is the 2011 BUGA in Koblenz, where most of the exhibition grounds are right in the city centre – the impetus for creating the new tourism brand “Koblenz Garden Culture”. No less relevant is the concept of the International Garden Show (IGS), held in 2013 in Hamburg. The problematic district of Wilhelmsburg received rolling parkland, including outdoor sports facilities.

“Entente Florale”, an urban development competition funded, to a large extent, by the Central Horticultural Association (ZVG), also had several positive side effects. Since 2001, more than 250 municipalities have

met the challenge to boost green development, social engagement and an urban sense of solidarity. So it’s all the more regrettable that the competition had to be postponed for a time due to municipal financial difficulties. “We intend to use this instrument again in an adapted form,” promises Franz-Josef Jäger. After all, “dreary, grey cities cannot be our future”. This insight has always nurtured urban quality of life. After all, what did the Persians call the gardens and parks they so artfully and poetically designed 3,000 years ago? “Paridazea”, or simply translated “paradise”.



Source: Die Grüne Stadt: www.designcouncil.org.uk

www.die-gruene-stadt.de

www.gruen-ist-leben.de

www.g-net.de

AN EFFORTLESS FEELING

Regardless of whether New York, Paris or London, global cities are discovering the bicycle – not least thanks to the e-bike. The cities on the Ruhr are also planning big things: Germany's first highway for cyclists. Here is a status report before FAHRRAD Essen.

A landmark for bike fans: the Hovenring, a floating bicycle roundabout near the southern Dutch city of Eindhoven, is used daily by about 25,000 cyclists.



A moving bridge: watch cinematic impressions of the Hovenring.

One-hundred-and-twenty kilometres west of Essen is a haven for cyclists. At least here on the Hovenring, near the Dutch city of Eindhoven, cyclists move in higher spheres. The roundabout is 72 metres in diameter, and 25,000 cyclists a day have traversed the ring since its official opening in June 2012.

The 11-million-euro structure is just one example of a trend that can be observed throughout the world. More and more big cities are recognising the bicycle as an important part of a sustainable infrastructure. London, for example, plans to invest a billion euros over

the next ten years to expand its bike routes. Things are even more advanced in Paris. In the French capital, the bike rental system Vélib' was introduced in 2007. Today, it includes over 20,000 bicycles at more than 1,200 stations. And even New York – long considered the world's most dangerous city for cyclists, now boasts 600 kilometres of bike paths built over the past seven years.

The situation is similar in Germany; 71 million bikes were registered nationwide in August – more than ever before. "Bikes were once used purely for →

A vision for the Ruhr: in 2020, a 101-kilometre-long "superhighway" for bikes will connect ten cities and four universities in the region.

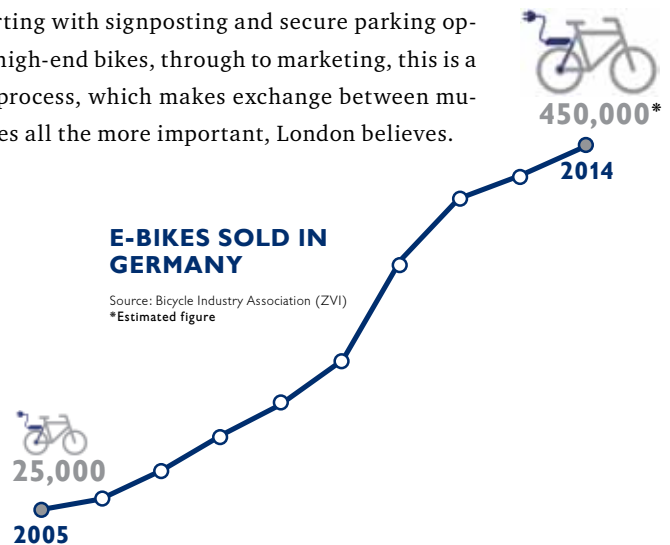


→ recreational purposes. Now they are increasingly becoming a part of daily personal mobility," says Siegfried Neuberger, Managing Director of the Bicycle Industry Association (ZIV). So it's no wonder that these days, not only recreational bikes but also cargo bikes are in fashion. Once typically used by bakers or craftsmen, they have made a comeback today as a smart means of family transport, with up to 200 kilograms of permissible load capacity.

The most important technological drivers of the boom, however, are electric power systems, as used in e-bikes and pedelecs. Initially ridiculed as bikes for pensioners, this segment attained a market share of 11% in Germany in 2013. ZIV believes that a 15% share is possible. "The boom has also come about thanks to bicycle trade shows," says Peter London from the Ministry of Construction, Housing, Urban Development and Transport of North Rhine-Westphalia. "Anyone on a test ride who has become acquainted with this feeling of effortlessness can't stop grinning." At the upcoming FAHRRAD Essen, from 26 February to 1 March 2015, one will see many smiling people. At the last edition of the only major bike show for consumers in North Rhine-Westphalia, e-bikes and pedelecs topped the interests of some 80,000 visitors.

Speaking of North Rhine-Westphalia, the bikeway system in Germany's most populous federal state is 24,000 kilometres long. Federal and state governments have invested 1.7 billion euros in bike routes since the late 1970s. But this alone is not enough to make cities more bicycle-friendly, says Peter London. "What's decisive is not working towards a single target, but expanding it continuously throughout the entire municipality," he

says. Starting with signposting and secure parking options for high-end bikes, through to marketing, this is a complex process, which makes exchange between municipalities all the more important, London believes.



The Association for Pedestrian and Bicycle-friendly Cities, Townships and Districts in North Rhine-Westphalia (AGFS) has been providing one such platform since 1993. A total of 72 municipalities in NRW, including the city of Essen, have teamed up here – not least in order to promote cycling. The federal state funds the association with one million euros each year, and its annual conference is held as part of FAHRRAD Essen. One of the topics at the next edition will surely be the Ruhr regional association's vision, which it intends to implement by 2020: a 101-kilometre-long "superhighway" for bikes, connecting ten cities and four universities in the region and stretching from Duisburg to Hamm. It would be the first project of its kind in Germany.

www.fahrrad-essen.de

www.agfs-nrw.de

www.rs1.ruhr



FORMULA FOR THE FUTURE

Photos (3): PR



Brilliant future: at the ESSEN MOTOR SHOW, Rinspeed shows how beautiful autonomous driving can be. The film will give you a first impression of the study – simply scan the QR code.

The ESSEN MOTOR SHOW, Europe's top trade fair for sporty automotive mobility, is turning its focus even more strongly to cars and the stories behind them – from a miraculous comeback to electronic visions.

— A driverless car at the ESSEN MOTOR SHOW? Years ago, one probably would have found this utopian. But tuning specialists have also discovered this huge issue for themselves. The autonomous car has certainly never looked more beautiful than the Rinspeed XchangE. Reading, drinking coffee, holding a meeting: the concept car from the Swiss think tank Rinspeed combines office and living room – at speeds of 120 km/h.

This study is just one of many highlights that are hard to overlook – all gathered this year at Germany's best-visited annual car show. "Once again, we are looking forward to a unique blend of sporty production vehicles, tuning, motor sports, classic cars and motorcycles," explains Marcel Gockeln, Director of Fairs and Exhibitions at Messe Essen. Up to 360,000 enthusiastic fans are expected at Messe Essen, from the opening day on 28 November until 7 December. They can choose between the offers of 500 exhibitors – including the

global tuning elite and numerous well-known manufacturers. This year, BMW and Peugeot have returned, amongst others, as part of the action.

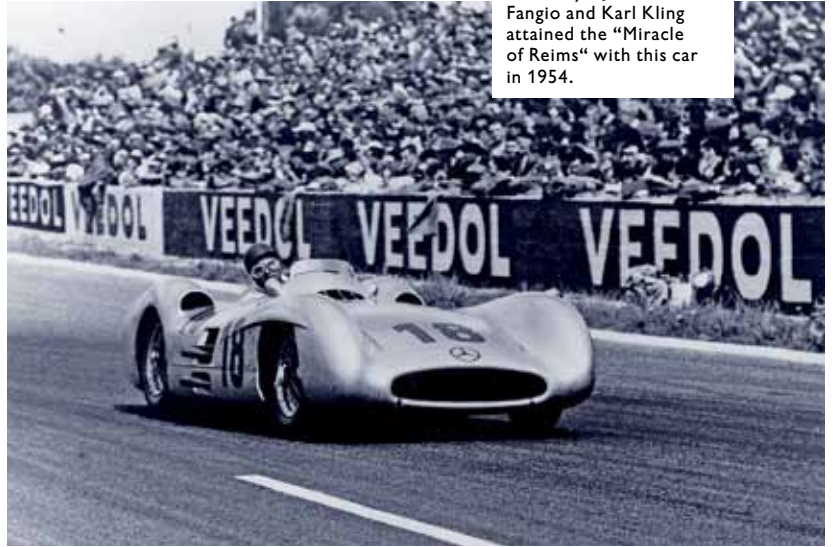
» 500 EXHIBITORS AND UP TO 360,000 FANS ARE EXPECTED IN ESSEN «

What's more, the Essen trade fair organisers continue to rely on emotionalisation, their formula for success. "We're placing the spotlight on the vehicles, along with the people and stories behind them," says Marcel Gockeln. One spectacular example here is the special exhibition "Formula 1 Made in Germany", ending with Sebastian Vettel's 2010 championship car. The secret high point of the exhibition may be the celebrated Mercedes-Benz W196 of Juan Manuel Fangio – precisely because of its legendary place in history. In →

→ 1954, just nine years after the end of World War II, Mercedes-Benz rejoined the Grand Prix after a 15-year break from racing. The manufacturer decided to launch the new W196 at the French Grand Prix on 4 July, at the ultra-fast racetrack in Reims. On the day of the "Miracle of Bern", Mercedes-Benz had a roaring comeback with the victories of drivers Fangio and Karl Kling.

The German manufacturer's success has continued unabated since then. By 2013, Mercedes-Benz, BMW and Porsche as factory teams or engine suppliers had won 14 world championship titles (drivers/design engineers) and 146 world championship races. Three of these victories were captured by Heinz-Harald Frentzen – so there will be lots to

talk about on the opening day, when the 1997 world champion runner-up appears on stage. Last Formula 1 season, Mercedes AMG Petronas dominated the racetracks of the world, and one person instrumental to these wins will also be in



Glorious past: the Mercedes-Benz W196 will also be part of the special exhibition "Formula 1 Made in Germany". Juan Manuel Fangio and Karl Kling attained the "Miracle of Reims" with this car in 1954.

Essen: Mercedes motor sport boss Christian "Toto" Wolff. He'll be one of the speakers at the SPONSORS Motorsport Summit, celebrating its third edition on 28 November, where he will be joined by Hans-Jürgen Abt, Managing Director of Abt Sportsline, who will report on his experiences in the new Formula E. "We believe in the future of electromobility," he declared as team manager of Audi Sport Team Abt in the run-up to the new racing series. Racing and electrical drives? Even this combination is no longer utopian.



Bright present: "Toto" Wolff enjoys being executive director and co-owner of Mercedes AMG Petronas. His team dominated Formula 1 this season. Wolff will be a speaker at the SPONSORS Motorsport Summit.



Experience the fascination of a unique event with the TV ad for the ESSEN MOTOR SHOW!

» APPEALS TO EVERY FAN «

Which themes will take on important roles at this year's ESSEN MOTOR SHOW?

And what are you especially looking forward to?

ESSEN AFFAIRS asked three key partners.



Hermann Tomczyk,
ADAC Sport President

For ADAC, junior staff development is the focus of the ESSEN MOTOR SHOW. I am particularly pleased about the new career development candidates in the ADAC Sport Foundation who will be at our stand on 28 November. We will also be showing visitors the entire breadth of our commitment to motor sport and classic cars – from the ADAC GT Masters to the ADAC MX Masters and ADAC Trentino Classic. One highlight will certainly be the presentation of the new ADAC Formula 4. So there will be something for every motor sport and vintage car fan. Another highlight will certainly be the special exhibition “Formula 1 Made in Germany”, which will provide a fascinating overview of the development of Germany’s involvement in the top tier of motor sport.



Harald Schmidtke,
Managing Director,
VDAT – Verband
der Automobil
Tuner e.V.

Both the concept and the combination of tuning, motor sport, modern classics, vintage cars and sporty production models give the ESSEN MOTOR SHOW its special charm. In addition, the organisers always manage to present high-profile special exhibitions featuring vehicles that you just won’t find in the streets or in car museums. This makes the show appealing to every age group, as well as an important presentation platform for tuners and manufacturers of sports car accessories. At VDAT, we are particularly looking forward to the tenth anniversary of the TUNE IT! SAFE! campaign, for which we are the conceptual sponsor. The campaign has been supported by a wide range of sponsors and organisations. Our thanks go out to all the supporters. We are looking forward to an action-packed and well-attended EMS 2014!



Dr Karl-Friedrich Ziegahn,
President, Deutscher
Sportfahrer Kreis e.V.

For the German sport drivers of Deutscher Sportfahrer Kreis e.V., the ESSEN MOTOR SHOW has traditionally been the culmination of a long season. For me and my colleagues on the executive committee, the show is also an important meeting point. No other event offers this level of exchange with our members and with decision-makers from the motor sport scene. All the most important national racing series are represented in Hall 6 – which has been the “home” to DSK for many years at the show. The sporty aspirations of the show are clearly highlighted in special exhibitions – this year, it’s “Formula 1 Made in Germany”. And yes, Germany is a nation of car and motor sport fans. I hope it will remain so for many years to come and that the Essen Motor Show benefits from this.



Want more? On the ESSEN MOTOR SHOW Facebook page, some 118,000 fans are already informing themselves about the latest automotive trends. Simply scan the QR code and be part of the action!





NETWORK OF TOMORROW

Smart energy and the amalgamation of the Internet and energy domains will be among the top issues at E-world energy & water.

From 10 to 12 February 2015, Messe Essen will be the venue for the most important platform of the European energy and water management sectors. For the first time ever, the thematic area "Smart Energy" will occupy three halls and part of the Galeria.

— "The domains 'energy' and 'information and communication technologies' (ICT) can no longer exist without one another," the Federal Ministry of Economic Affairs recently stated in the report "Smart Energy Made in Germany". Against the backdrop of the energy transition, "the entire system of production, storage, distribution and consumption needs to become more intelligent". With the "Energy Internet", there's already a new term for the consolidation of these domains.

Those behind E-world energy & water, Messe Essen and con|energy AG, together with exhibitors, selected this enormous transformation as a central theme from the very start. Since 2012, "Smart Energy" has had its own presentation area. Back then, 35 companies took part. In February 2015, this number will climb to over 100. This rapid growth in importance is reflected in both a new concept and size at Europe's largest and most important industry event for the energy and water management sectors.

"For the first time ever, the 'Smart Energy' segment will occupy three halls and part of the Galeria," explains Stefanie Hamm from con|energy. "What's more, the area will consist of two forums: 'Smart Tech' and 'Energy Transition'. In this way, we can preserve the consistency of the two previous forums while highlighting the area's new structure," Hamm adds.

The Smart Tech Forum addresses questions of network technology and management, as well as the legal and technical challenges associated with smart metering and big data management, amongst other topics. The subject areas in the "Energy Transition Forum" cover the future expansion of decentralised production units, the configuration of virtual power plants and the marketing and application opportunities involved in energy storage. Along with building efficiency, an intelligent combination of energy, communication and transport infrastructures in future cities will also be discussed.

The topics of this year's "Energy Leaders Meeting", which will be held on the day before the trade fair, illustrate the fundamental change that the industry is currently undergoing. Issues include "setting a new strategic direction for Europe's energy world of tomorrow".



Get a foretaste of the upcoming E-world energy & water here.

HARDWIRED FOR GROWTH

Showcasing emerging markets, allowing valuable contacts with decision-makers and new sales opportunities – over the coming months, Messe Essen will once again offer exhibitors and visitors global perspectives.

ARABIA ESSEN WELDING & CUTTING

10.–13.1.2015

After its successful premiere in 2013, ARABIA ESSEN WELDING & CUTTING invites the joining, cutting and coating industry to Dubai once again. From 10 to 13 January 2015, the most important industry platform in the Middle East will be held for the second time on the Persian Gulf. This year, Messe Essen, Messe Düsseldorf and Al Fajer Information & Services will be joining forces once again. In parallel with ARABIA ESSEN WELDING & CUTTING, Tube Arabia and the first-ever Metal Middle East will be held in the Dubai World Trade Center. The trio of exhibitions covers a wide range of metal processing – from metallurgy through foundry technology to various manufacturing processes. ARABIA ESSEN WELDING & CUTTING will receive technical assistance from its conceptual partner, the German Welding Society (DVS).

www.arabia-essen-welding-cutting.com

HORTIFLOREXPO IPM SHANGHAI

22.–24.4.2015

Both this year and next, the International Monetary Fund (IMF) estimates China's growth will top 7%. Providers of green services and products will benefit, especially from the demand for urban and real estate landscaping, along with major urban development projects in areas of high population density. Since 2013, the most important trade fair for horticulture in the world's largest trading nation has been Hortifloorexpo IPM Shanghai. At Shanghai's New International Expo Centre, the China Flower Association and Messe Essen expect over 450 exhibitors and 20,000 visitors from 22 to 24 April 2015. Germany, France, the Netherlands and Taiwan have already confirmed their participation with official national pavilions.

www.hortifloorexpo-ipm.com



REIFEN CHINA

3.–5.12.2014

China's mobile development continues to impress. According to statistics from the inter-trade organisation OICA, over 22 million cars and commercial vehicles were manufactured in China in 2013 – twice as many as in the USA, and nearly four times as many as in Germany. This rapid growth is also reflected in REIFEN CHINA statistics. The 2013 industry get-together, organised by Messe Essen and the China United Rubber Corporation, recorded record figures for exhibitors (120), exhibition space (11,500 square metres) and visitors (15,343). A similar turnout is expected at the next edition in December. Parallel to REIFEN CHINA, Rubber Tech China will be held, representing the preliminary stage of tire production with around 500 exhibitors.



REIFEN MEETS AUTOMECHANIKA

Together, two leading international trade fairs are strengthening their leading roles: Reifen and Automechanika. The strategic partnership formed by Messe Essen and Messe Frankfurt will already bear international fruit in 2015. At the 2015 foreign spin-offs of Automechanika in Istanbul, Dubai and Moscow, Messe Essen will organise joint stands for REIFEN exhibitors. Additional locations will be added in 2016. "We are paving the way for our exhibitors in future-oriented markets abroad by using the highly professional events of Automechanika, which welcomes some 500,000 visitors. We also expect positive reverberations from REIFEN in Essen," says Oliver P. Kuhrt, CEO of Messe Essen. Detlef Braun, Managing Director of Messe Frankfurt, adds: "Together with Messe Essen, we are bundling expertise for all tire-related matters under the umbrella of Automechanika, thereby strengthening our offers. This benefits both local trade visitors and Automechanika as a global brand."



» THE MARKET IS IN MOTION «

The ERGOMED Congress connects occupational therapists with physicians – thereby enhancing the profile of an entire professional group. Christine Donner, Managing Director of the German Association for Occupational Therapists (BED e.V.), explains why this is needed now.

ESSEN AFFAIRS: Literally, occupational therapy means “treatment through work”. What does this mean? How would you explain the concept?

Christine Donner: That’s not so easy, and we gave this a lot of thought in the association. Our occupational profile is very broad. In a nutshell, our definition of occupational therapy includes the treatment of all people with congenital or acquired limitations, allowing them the best-possible independent and self-determined lifestyle. We are primarily interested in the self-determination aspects.

What form do these take?

This varies greatly, depending on the patient. A typical example is an older person who is partially paralysed after a stroke. Self-determination in this case could involve going back home to live alone, preparing food by oneself or even brushing one’s own teeth. But the occupational therapy approach is even more

comprehensive. For instance, stroke patients often suffer from depression. Our task is to first find out what intrinsic motivators a person has. Simply put: What does he or she want to be able to do again?

Are older people the primary concern?

No, not at all. Due to demographic change, society is demanding more from younger people. They need to be sick less often and simultaneously achieve more at work. These demands can lead to stress. At the same time, supporting communities, particularly families, have become less common. Statistics clearly show an increase in psychological disorders. Simply consider the issue of children’s behavioural problems.

On the association’s website, you state that upcoming years will be “decisive for the future of occupational therapy”. Which important foundations are being laid?

The German health care market is in motion. As a result, professional boundaries are changing and becoming blurred. This sometimes leads to a scramble for skills. For instance, in the context of “activating care”, occupational therapy is often taken over by nurses; at the same time, occupational therapists are sometimes being hired as nurses due to staff shortages. In many other professional fields, there is the desire or requirement to expand responsibilities, such as in teaching, medical assistance and other professions. Our most important task as an association is to identify and preserve the identity of occupational therapy – which is no easy task, precisely because we are so diversified.

„We want to establish the ERGOMED Congress permanently in the Ruhr area,” says Christine Donner, Managing Director of the German Association for Occupational Therapists (BED e.V.). On 25 and 26 October 2014, the congress had its premiere. It will be held every two years in the future.

A TOP LOCATION FOR HEALTH

→ **But the first ERGOMED Congress mainly focused on technical subjects such as neurology and paediatrics...**

... along with the unification of two professional groups that until now have rarely met on equal footing: namely, occupational therapists and physicians. One of the goals of the ERGOMED Congress is to create prospects for new cooperation.

» WE'RE BEING WELL LOOKED AFTER «

How did this new congress format come about?

On the one hand, our association has existed for ten years now – already a good reason in and of itself. In addition, after a long search, we finally found the right ally last year: the Congress Center Essen (CCE). I didn't feel as though the event agencies I had talked to previously were able to put their heart and soul into the idea. Frankly, what I didn't know at the time was that the CCE is able to completely organise such events itself with its intern professional congress organiser (PCO). I was all the happier to hear this – especially since I found the team to be freindly and highly professional. I had many unanswered questions. Already at the first meeting, all the relevant stakeholders were at the table, so that I not only received answers to all my questions, but also relevant event information. That's why we feel as though we're being well looked after.

How comprehensive was the support?

Basically, the team took care of the entire organisation – from concept to management, seating and security, all the way up to the equipment. If we had had to organise all this externally, we would have had to put in a lot more time and effort. So we were able to concentrate on the programme planning. This alone took up all our resources the first time around.

The ERGOMED Congress isn't the only new addition to the Congress Center Essen event calendar. On 7 and 8 November 2014, "Lp(a) Update – der verkannte kardiovaskuläre Risikofaktor" ("Lp(a) Update – The Unrecognised Cardiovascular Risk Factor") was held for the first time. The symposium discussed the importance of increased Lipoprotein(a) levels in cardiovascular diseases. Although it receives little attention in the diagnosis and treatment of cardiovascular diseases, Lipoprotein(a) is now recognised as an independent risk factor for severe arteriosclerotic complications. In Essen, international experts discussed the current state of knowledge, along with effective treatments for higher Lp(a) levels. An industry exhibition accompanied the symposium.



The expert conference "IT-Trends Medizin/Health Telematics" celebrated its tenth anniversary on 17 September with special innovations.

In special topic areas, over 300 participants could gain information on product developments at various companies. They could listen to lectures directly using headphones, allowing them to follow speakers without any acoustic interference. It was possible to change the topic area by simply altering the channel on the audio receiver. In her opening speech, NRW Health Minister Barbara Steffens emphasised the importance of intelligent and customised IT medical solutions, and jointly launched the new and interactive Standards, Documentation and Information System (SDIS) for the public health sector (photo).





PASSIONATE

31.12.2014–4.1.2015 | The experts call it “swop”, but to their fans, it just sounds warm and intoxicating. Vintage Vegas combine swing and pop – or swop – and has remixed selected songs in the style of the band specifically for the new Holiday on Ice show. Their passion for music ideally suits the new production of the world’s leading ice show. Called PASSION, it takes the audience on the journey of a young ice princess and her dream of making it big at the rink.



MUSIC IN THE BLOOD

From pop to shanty, by way of a cappella and a major ice show. In December, the Grugahalle offers four very special highlights. Here is a foretaste.

UP AND DOWN

13.12.2014 | “Achterbahn” (“Roller Coaster”) – the title of the Wise Guys’ new album says it all. It’s about the ups and downs of life. The stylistic spectrum of the Cologne a cappella vocal acrobats is also unpredictable, ranging from pop to rock to hip-hop elements. Nor do the Wise Guys have to worry about success. Since 2000, all of their albums have shot up the music charts.



“It was amazing”: the Wise Guys in their video blog about their 2012 show at the Grugahalle.



5.12.2014 | Regardless of whether as a television presenter in “Ina’s Night”, as a comedian or as a singer, the greatest of Ina Müller’s many talents is probably the ability to instantly connect with her audience, like a good friend. And this is also a good description of the songs that Ina Müller presents on her “48” tour. They tell the story of a woman midway through her life’s journey. With them, Ina Müller goes directly to the heart of her fans. At the end of her big tour through Germany this year, Ina Müller will have welcomed 250,000 guests.



CLOSE TO THE WIND

14.12.2014 | Just two years ago, the name “Santiano” didn’t ring any bells. And today? After two Echo Awards and six platinum certifications for the albums “Mit den Gezeiten” (“With the Tides”) and “Bis ans Ende der Welt” (“To the End of the World”), the shanty rockers from the far north have ascended to the elite of the German music scene. The concept, which also influences their “Sailing Home for Christmas” tour, includes craggy north German sailor choirs and European folk songs, accompanied by pop and rock instrumentation.



Get a taste of shanty rock with Santiano’s “Leinen los”.

MESSE
ESSENCONGRESS
CENTER
ESSENGRUGA
HALLE

EVENTS 2014/2015

TRADE FAIRS IN ESSEN

29.11.–07.12.2014
ESSEN MOTOR SHOW28.11. Preview day
For drivers and dreams**03./04.01.2015**
HOCHZEITSMESSE

The wedding fair with consulting and sales

27.01.–30.01.2015
IPM ESSEN*

The world's leading horticultural trade fair

06.02.–08.02.2015
HAUS GARTEN GENUSS

The spring fair for the entire family

10.02.–12.02.2015
E-WORLD ENERGY & WATER*
International trade fair and congress**25.02.–01.03.2015**
REISE + CAMPING
International travel & tourism fair,
camping & caravanning**26.02.–01.03.2015**
FAHRRAD ESSEN
Trade fair for bicycles, accessories
and bike tourism**14.03.–22.03.2015**
EQUITANA
The global fair for equestrian sport**15.04.*–19.04.2015**
*Happy View Day
TECHNO-CLASSICA ESSEN
The global fair for vintage, classic & prestige
automobiles and motor sport**24.–26.04.2015**
BABYWELT
Everything connected to your child

FOREIGN TRADE FAIRS

03.–05.12.2014
REIFEN CHINA
Asian Essen tire show (Shanghai)**10.01.–13.01.2015**
ARABIA ESSEN WELDING & CUTTING
International trade fair joining, cutting,
surfacing (Dubai)**22.04.–24.04.2015**
HORTIFLOREXPO IPM SHANGHAI
International plant expo Asia (Shanghai)

CONGRESS CENTER ESSEN

24.11.2014
WIESE E.V.
Celebration of self-help**28.11.2014**
MOTOR SPORT CONGRESS (SUMMIT)**28.11.2014**
RACE NIGHT**08.12.2014**
NATIONAL-BANK
Small and medium-sized business day**21.02.2015**
STUZUBI
Career fair**27.02.2015**
EUROPEAN CAMPING CONGRESS
International congress and trade fair
for the camping sector

GRUGAHALLE

22.11.2014
NOWEDA E.G.
Festive evening**29.11.2014**
SUBERG'S OVER-30S PARTY
More than just a party**05.12.2014**
INA MÜLLER
"48"**13.12.2014**
WISE GUYS
Rollercoaster Tour 2014**14.12.2014**
SANTIANO – WITH THE TIDES
Sailing Home for Christmas**31.12.2014–04.01.2015**
HOLIDAY ON ICE
Passion – the new show**13.01.2015**
3 MUSKETEERS – THE MUSICAL
ON TOUR**14.01.2015**
MANOWAR
Kings of Metal Tour 2015**17.01.2015**
DER DENNIS
No! Unfortunately not! Tour**23.01.2015**
DEICHMANN
Annual convention**30.01.2015**
DIETER NUHR
Just a Dream**01.02.2015**
ATZE SCHRÖDER
How to be Unfaithful**06.02.2015**
LAND & PROPERTY CONGRESS
As part of the Haus Garten Genuss**13.02.2015**
EKV – ESSEN PEOPLE'S CARNIVAL
Costume and gala ball**08.03.2015**
EHRLICH BROTHERS:
MAGIC – LIVE YOUR DREAMS**11.03.2015**
CITY OF ESSEN
Employee meeting**26.03.2015**
RIVERDANCE 2015
The original!**23.04.2015**
RWE AG
Annual general meeting

IN LOVE WITH IDEAS

Ten years ago, the northern part of the city centre was Essen's "problem child". Then the entrepreneur Reinhard Wiesemann stepped in and laid the foundation for a district where artists, free spirits and bon vivants could feel comfortable. Here, we take you on a visit to what is now probably the most exciting part of the city.



Above the roofs of Essen: Geku-Haus, the "generational cult house" shows that multigenerational living and luxury are not mutually exclusive terms.

— "And this will be our next project," says Wiesemann, pointing across the street. But following his finger, one sees – a church. And what does a house of worship have to do with the creative industries? A lot. The "Kreuzeskirche" church, just a 15-minute walk from Essen's central station, will be transformed into a multifunctional event space over the next two years. Church services will continue to be held here, but

also exhibitions and discussion evenings, organised by an association of more than 200 citizens. Wiesemann wants to rent the church for corporate meetings, parties or conferences – and, in turn, is contributing a major chunk of the investment: 1.4 million euros. And this is just the latest example of the change taking place in the north of Essen. Nothing seems impossible here anymore.





At 77, Marga Weindorf (far left) is the oldest resident at Geku-Haus, Wolfgang Nötzold (left) was immediately taken with the concept. The views of Essen's Town Hall (right) are truly impressive.



→ To understand the district's transformation, one needs to go back in time to 2004, to a place 300 metres away. Back then, Wiesemann, a successful IT entrepreneur, opened "Unperfekthaus" in a former monastery. He explains the concept: "Lots of people doing lots of things, as long as they're legal, creative and interesting. Active participants do everything for free, as far as this is possible; visitors finance the project through revenue from the sale of admission tickets, food and beverages." Though it sounds highly optimistic, Wiesemann claims it works "fantastically".

When Unperfekthaus opened its doors, *Die Welt* described its location as "one of those dingy, unwelcoming streets in downtown Essen". Dingy? Unwelcoming? Visitors today won't believe their eyes. Now the Limbcker Platz shopping centre, one of the largest urban malls in Germany, stands glistening across the street. It may be a huge contrast to the imperfect world of artists, but social entrepreneur Wiesemann loves apparent contradictions. "We need both," he believes: business and volunteering; culture and commerce; the friction that occurs when people of different backgrounds and with very different perspectives meet.

That's why he had a first-class hotel built in the heart of the creative village, which also aims to cater to trade fair guests. How does the concept work? This could recently be observed in the context of SPIEL. On the eve of the global trade fair, Spielegilde, a gaming industry association, invited 300 international guests to Unperfekthaus for the third time for its official "warm-up". Big names from the gaming scene met in a relaxed atmosphere – an ideal complement to the trade fair world. One of Wiesemann's favourite pastimes right now is linking trade fairs with the city. And because actions speak louder than words, Messe Essen and Wiesemann have formed a partnership. Messe Essen topics are being transported in the city via campaigns and supple-

mentary shows, known as "off-fairs". "We act as an incubator for new trade fair ideas. Messe Essen can use our platform to test new concepts, and we can address issues away from the exhibition. Once these issues get big, they can move into the fairgrounds."



Reinhard Wiesemann has already invested tens of millions in creative projects in City.Nord. The first was "Unperfekthaus" in 2004, providing a space for artists. The project won second place at the 2004 European N.I.C.E. Awards for cultural projects with added value.

Wiesemann founded the "City Exhibition Hall", an additional location, quite close to Kreuzeskirche. Allbau AG, the largest property owner in Essen, is building its new headquarters between these two venues – a strong indication that City.Nord is slowly but surely becoming an "in" district. Of course, there are still empty storefronts, but they no longer seem like symbols of decline in the midst of beautifully designed shops, cafes and galleries, but as play spaces, just waiting to be used.





The Schützenbahn studio building developed out of a squat.



Alfons Wafner from the Cultural Office of the City of Essen has networked many creative people in the district. "The city is only a co-player," he stresses. Meanwhile, Wafner leads international delegations through the northern city centre.

» A SENSE OF SOLIDARITY HAS TAKEN ROOT IN THE DISTRICT «

Alfons Wafner, Cultural Office of the City of Essen

→ This emerging spirit of optimism was also sparked by an event that took place in 2010. No one recounts it better than Alfons Wafner from the Cultural Office of the City of Essen. Back then, the city and 52 municipalities of the Ruhr District were the European Capital of Culture, but artists felt unwanted and occupied a vacant building in northern Essen – a signal the city understood. "We said to ourselves, the artists are right, we aren't doing enough!" The idea developed by the Cultural Office focused on a location for the creative industries. The concept for a studio building was developed, which the Cultural Office now runs in cooperation with Kunsthaus Essen – also thanks to a property owner who understood the idea. The city rededicated funds and assisted the artists with training and in setting up their own businesses, thus earning the respect of many.

Ultimately, Alfons Wafner grabbed a map of the area and visited the three theatres, the galleries, the inter-



nationally renowned tattoo studio and all the other creative businesses that had found a home there, but had not yet networked with one another. He convinced them to embark on a joint project called the "Art Walk". One day a year, in compressed and vivid form, one can observe first-hand the level of artistic diversity in this creative district. "Not least because of the Art →

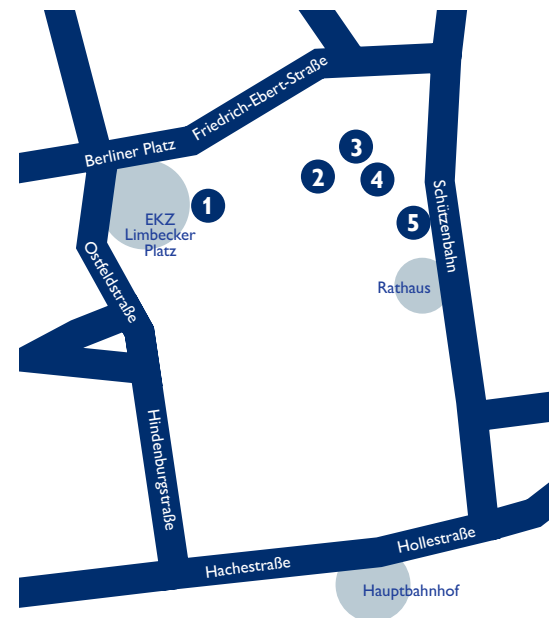
→ Walk, a sense of solidarity has taken root in the district,” says Wafner, but he doesn’t consider this self-praise. “What was unusual here was that the original initiative came from the creatives themselves. They managed to get many stakeholders around the table. The city is an active participant, and sometimes a facilitator, but also allows itself to be guided.”

The Essen model has caused a stir across Europe. Guests from England and Spain have already arrived. Recently, Wafner has been showing visitors a project that has less to do with art and more to do with the art of living, namely “Geku-Haus”. The abbreviated name stands for “Generationenkult” (generational cult). And who came up with the concept? What a surprise – Reinhard Wieseemann. “I wanted to create a house that I’d like to grow old in myself,” says Wieseemann, who recently celebrated his 55th birthday. Like all his projects, it resolves apparent contradictions: between old and young, home and work, private and common property. There are 24 shared rooms and 17 senior-friendly flats; the youngest housemate is 22, the oldest is 77; the fifth floor is reserved for co-working; and from the spa in the basement to the lounge with common kitchen and spectacular panoramic views over the city, the huge amount of stimulation will always ensure a full-house! “You rent a small flat, and get a lot of other stuff into the bargain,” says Wolfgang Nötzold, describing the concept behind it.

Among other things, Nötzold, 68, worked for nine years for the state-wide project “ZWAR – Zwischen Arbeit und Ruhestand” (“Between Work and Retirement”). He knows a lot about the theory and practice of multi-generational projects, but it was only when he read about plans for this generational cult house in an Unperfekthaus newsletter that he thought “This is it!” He’s never regretted his decision and appreciates the “effective and enabling structure” that never tips over into “a compulsory collective”. Nötzold had one

neighbour that he rarely saw for months, but is also delighted to have unexpectedly found a “best friend”. “We are a small, radical minority,” says Nötzold self-deprecatingly – but the residents of Geku-Haus are true avant-gardists.

Reinhard Wieseemann also has a 40-square-metre flat here – which he uses once a week to see if the idea is really working. Meanwhile, the flat is slowly becoming his primary residence. “This form of housing is incredibly attractive,” says the man who has invested tens of millions in Essen’s northern city centre. “But I’m not a patron. I want to earn money with all these projects.” Unperfekthaus would have long been profitable, if it didn’t have to act as a mother ship for the creative district due to Wieseemann’s love for ideas. But his excuse is the best one imaginable: “It’s always so much fun!”



CITY.NORD

- 1 Unperfekthaus / Unperfekthotel
- 2 Kreuzeskirche
- 3 City Exhibition Hall
- 4 Geku-Haus generational house
- 5 Schützenbahn studio building

WELL BEDDED DOWN

The best business trips are the ones that combine success with pleasant accommodation. In both this and future issues, **ESSEN AFFAIRS** will present Messe Essen's partner hotels.



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"Hospitality consists of a little fire, a little food and immense quiet." The Mercure Plaza Essen has turned this wisdom from the American author Ralph Waldo Emerson into its guiding principle. "We are passionate hosts," emphasises hotel director Stefanie Jörgens. Hotel guests can not only refuel in comfortably furnished rooms, but also in the hotel's own spa, featuring a sauna and swimming pool. On request, the hotel offers individual promotions, including offers for different events organised by Messe Essen.



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Telephone: +49 (0)201 89690
E-mail: info@ypsilon.bestwestern.de

"Come as a guest and leave as a friend!" This is how the smallest of the big hotels in the Ruhr area markets itself. Hospitality is a priority for hotel director Ralf J. Hoffmann and his team. The Best Western Ypsilon also scores points because it's so close to Messe Essen. Messehaus Ost and the Grugahalle can be reached in less than 20 minutes on foot. Reduced rates for exhibition and conference guests are "only natural". What's more, the hotel will take over catering for trade stands on request, as well as early or late check-ins.



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Located directly in the pedestrian zone across from the main railway station, the Mövenpick serves its guests with quality "Made in Switzerland". For exhibition and conference guests, this includes transfer requests, an evening programme and dinner. Located in the historic "Handelshof", the restaurant not only serves Swiss classics, but also international dishes and local specialities. Jimmy's Bar also enjoys an excellent reputation, serving over 80 different whiskeys, cocktails and other drinks from the menu. There are worse places to relax after a long day!



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"We're as individual as our guests," says Gesa Brennecken, and the director of Schlosshotel Huguenpoet isn't exaggerating. First of all, one of the "Leading Hotels of the World" lies in the midst of its own idyllic park on the banks of the Ruhr. Secondly, the hotel can look back on over 350 years of existence, and thirdly, it offers an ambience that is as distinctive as it is exclusive. The restaurant "Hugenpöttchen", honoured with a Bib Gourmand, hits a culinary high note. On request, Schlosshotel Huguenpoet would be pleased to offer a shuttle service to Messe Essen.

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20 MIN.



GLOBAL PAINTING

An exhibition at the Museum Folkwang is dedicated to the fascination shown for Japan by major artists of European Modernism.



East-West dialogue: when Vincent van Gogh created his 1888 oil study "Landing Stage with Boats" in Arles, in southern Provence, he was clearly inspired by Japanese art.

Between the mid-19th and the early 20th centuries, "the world became a more familiar yet, at the same time, a more alien place," writes the American historian Emily S. Rosenberg. Art history shows many examples of this taste for the exotic. One of the most impressive is the influence of Japanese art on the masters of classic European Modernism. The Museum Folkwang is currently dedicating an exhibition to this important chapter in creative globalisation, which can be seen until 18 January 2015.

Not long after Japan gave up its 200-year isolation in 1854, to gradually become Asia's first industrial nation, art and artefacts imported from Japan found their way to Europe – especially to France, where enthusiasm

grew to such an extent that a term was created for the art pieces: "Japonisme".

The more familiar artists became with the Far East, the more intense their examination became. Whether van Gogh or Manet, Monet or Gauguin, Cézanne or Degas, nearly all the great masters of classical Modernism were influenced by Asian art. The artists were less interested in representations of Japan than reflecting typically Japanese subject matter, particularly when exploring the visual language of Japanese woodblock prints. This encounter with cultures and traditions produced an extremely diverse range of expressive forms "which would have a major influence well into the late 20th century", as the Folkwang Museum explains. Indeed, without Japanese art, the development of European painting would certainly have been very different.

This high-profile exhibition focuses on the period from 1860 to 1910, the start and peak phase of Japanese reception in France. The exhibition presents major works of the most important artists of the era, from international museums and private collections, in a visual dialogue with woodblock prints and other works by Japanese masters.



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Also by fax: **+49 (0)201 724 4545**

Or by e-mail: **carola.may@messe-essen.de**

We also invite you to take part in our reader's survey. You may participate in the contest even if you don't complete the survey. **The entry deadline is 27 February 2015.**

WE WISH YOU THE BEST OF LUCK!

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

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... **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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