



IFES · Berliner Strasse 26 · 33378 Rheda-Wiedenbrück Germany

Associated
Member of



Information May, 2, 2004

New Trends in Design and Facilities for Exhibition Centres

UFI meeting in Vienna April, 29, 2004

Twenty-three countries sent representatives to attend the UFI Focus Meeting hosted by Reed Exhibitions Messe Wien on 29 April 2004. UFI invited IFES to participate in the UFI meeting; IFES Select Jose Maria Perez de Olcoachea presented the IFES perspective.

The 80+ participants were treated to a variety of presentations on exhibition centre design issues. Organised by the UFI Exhibition Centres Committee, this meeting drew on the expertise of Prof. Volkwin Marg - architect for exhibition facilities in Rimini, Leipzig, and Shenzhen, Wolfgang Möckl - architect for the Munich Trade Fair Centre and the Shanghai New International Expo Centre, and Ralf Bock - architect for the new Milan Exhibition Centre.

Dr. Markus Schäfer of KölnMesse GmbH presented a case study for the planned 2006 restructuring of the "MesseCity" of Cologne. Speakers Eric Préat of ARTEXIS and José Maria Perez de Olcoachea President Select of IFES presented the perspective of organisers and service providers respectively.

Among the points which were consistently made by all were the following:

- Facility design must be flexible, though a one-size-fits-all exhibition centre is an impossibility
- Don't overlook the economic implications of a costly construction. Eventually this will be passed on to your customers.
- Respect human considerations such as daylight, walking distances, colour
- Environmental considerations can have a positive impact on operational budgets,
- Productivity at exhibition centres is directly related to design considerations.

More information www.ufi.org.

IFES International Federation of Exhibition Services
legal site: Brussels, Belgium, ident no. 16348/89
management office: Berliner Strasse 26
33378 Rheda-Wiedenbrück
Germany

phone +49 (0) 5242-94 54 90
fax +49 (0) 5242-94 54 99
eMail: info@ifesnet.com
internet: www.ifesnet.com

Volksbank eG, Gütersloh
bank code 478 601 25
no. 43 47 68 18 01
BIC SWIFT-code: GENODEM1GTL
IBAN: DE52 4786 0125 4347 6818 01