

**10 - 12. APRIL 2024 | BERNEXPO**

## **MEDIA RELEASE**

Uster, im Januar 2024

### **All about cultural heritage - forum, podiums, supporting programmes**

**The fourth edition of CULTURA SUISSE, the trade fair for monument preservation, building in monuments, cultural heritage protection and museology, will take place at BERNEXPO from 10 to 12 April 2024. Over 120 exhibitors will take part in the knowledge transfer. The forum has established itself with specialist contributions and discussions. In addition, a daily panel will be dedicated to current topics such as circular construction, museums of the 21st century and energy-efficient refurbishment of listed buildings. In addition, three specialist congresses and conferences will be held in parallel in 2024. NIKE is a new trade fair partner.**

Over 120 exhibitors at CULTURA SUISSE will be presenting new technologies and document current trends in various specialist areas relating to cultural heritage. One focus will be on current issues in heritage conservation. These include the handling of old building materials, circular construction, building within the monument itself

itself and traditional building trades. A further topic area covers the issues of protection of cultural assets, archiving, documentation, inventory, conservation and restoration. Museums and cultural education form a third focus at CULTURA SUISSE. "At CULTURA SUISSE, we want to uphold this triumvirate of monuments, cultural heritage protection and museums with a number of common points of contact and present them in a contemporary way with up-to-date content," explains Peter Plan, organiser of the trade fair.

The three-day event will be opened by the exhibition partner NIKE, the national information centre for cultural heritage. NIKE invites its more than 40 member organisations to take part in the joint stand, a central meeting point at the trade fair.

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Fachmesse für Museen,  
Denkmalpflege und Kulturgüter  
Salon professionnel des musées,  
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"At CULTURA SUISSE, trade visitors receive information on current trends and innovations

trends and innovations in their specialist areas relating to cultural heritage in Switzerland. Knowledge transfer takes centre stage. We are now expanding this with the fourth

and offer industry associations and specialist organisations the ideal space at BERNEXPO

BERNEXPO for their events taking place at the same time in the immediate in the immediate vicinity of the trade fair," explains Exhibition Director Peter Plan from event-ex ag. The "Circular Building" congress, the 3rd Museum

Marketing Day and the annual conference of the Swiss Association for Conservation and Restoration (SKR) will take place at the same time as the trade fair.

### **Annual conference of the Swiss Association for Conservation and Restoration SKR**

The SKR's annual conference on 12 April 2024 is dedicated to the role of sustainability and ecological responsibility in conservation and restoration. New approaches and perspectives are needed. The topic of sustainability also concerns the association in connection with the preservation of cultural assets. Not only from the perspective of collection objects and monuments, whose long-term preservation is the main goal of the profession, but also from the perspective of the materials and spaces that conservators and restorers use in practice. The detailed programme will be published on <https://restaurierung.swiss>.

### **Symposium on circular construction**

The symposium "Opportunities and pitfalls in circular construction in existing buildings" (10 April 2024) will focus on dealing with new standards and guidelines. The conference is being organised by "Bau und Wissen", the forum for knowledge transfer in the construction industry. The day will focus in particular on issues relating to harmful substances, legal guidelines and the processing of reusable building materials. Programme and registration at [www.bauundwissen.ch](http://www.bauundwissen.ch) Participants in the conference will receive a trade fair pass for all three days.

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On the second day of the fair (11 April 2024), the Swiss Museum Pass Foundation is organising the 3rd Museum Marketing Day, which is primarily aimed at small and medium-sized museums in Switzerland. The 2024 agenda includes visitor retention, fundraising, volunteering and speed dating for best practices. Programme and registration at <https://marketingtag.museumspass.ch/>

**Lots of visual instruction at the work centre**

An integral part of the fair is the "Werkplatz". The associations Handwerk in der Denkmalpflege and Fachwerkerleben will once again be taking part in the "Werkplatz". The new Werkhaus Freisitz association will also be present. This association (freisitz.tg) aims to promote the culture of building and craftsmanship in Eastern Switzerland. To this end, it uses the historic Freisitz Tägerschen building as a centre of excellence for high-quality and experimental craftsmanship in construction as well as for old and modern technologies ("Werkhaus"). Visitors to the exhibition will receive first-hand information.

**Daily podium and various forums**

The Forum, which offers an attractive daily programme with various specialist contributions and discussions, has established itself at the trade fair. The programme is constantly updated on [cultura-suisse.ch](http://cultura-suisse.ch). There will also be a daily panel discussion chaired by the renowned culture and architecture journalist Karin Salm. One panel will also be dedicated to circular building. This age-old building practice, which is familiar to heritage conservation, is currently fuelling architectural debates. Today, this building tradition is hampered by standards, among other things. Other topics include the development of the museum in the 21st century and the handling of listed buildings, particularly in the course of energy-related renovations (think about the climate!). The Swiss Museums Association will also be holding a one-day seminar entitled "The nuts and bolts of the museum" as an "introductory day" for new museum employees and interested parties (10 April 2024).

Information on [www.cultura-suisse.ch/en](http://www.cultura-suisse.ch/en)

Picture ideas following pages

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Visual instruction is a top priority at Cultura Suisse.



Knowledge transfer is at the centre of the trade fair.

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Insights into applications in restoration and conservation.



Expertise bundled for the preservation of cultural assets.

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Specialist conferences complement the forums and panels at Cultura Suisse.

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