



MEDIARELEASE

Zürich, July 2018

CULTURA SUISSE moves the Swiss museum world

The Swiss museum, monument preservation and cultural heritage industry will meet from 24 - 26 January 2019 in Bern at the Cultura Suisse. Following the Swiss Cultural Heritage Year 2018, it is the first meeting place for a trade that is facing major challenges.

"Museums must face the leisure market"

"The museum world has changed radically in recent years. Museums have many new tasks and challenges to master, the competition is getting bigger and bigger. In addition to the traditional, given core competencies and tasks, museums today increasingly have to face up to the leisure market and assert themselves in it. I am convinced that Cultura Suisse has great potential. As an information platform on trends, for network expansion, as a pool of ideas and also a little as an opportunity to take a look over your own garden fence," says Nathalie Schliep, Managing Director of Schweizer Museumspass, explaining her decision to take part in the new Cultura Suisse.

Platform for knowledge exchange

Cultura Suisse has met with great interest not only in museums, but above all in the preservation of historical monuments and cultural assets sector. After the cultural heritage year 2018, the trade fair seems to be the first Swiss platform of its kind for the exchange of knowledge. Companies such as AdegA GmbH from Teufen with museum solutions for ticketing and events, Crystal Display Electronics AG from Altendorf with electronic media for museums or Testo AG from Mönchaltorf for climate monitoring for museums, archives, galleries and libraries have already confirmed their participation. Other exhibitors at Cultura Suisse include restorers and conservation craftsmen such as Koch Wagnerei from Glattfelden, which specializes in carpentry work on historical buildings, furniture and carriages, Nitrochemie Wimmis AG from Wimmis, which specializes in the conservation of written cultural assets and paper, and Sax-Farben AG in Urdorf, which specializes in paints for historical buildings.

Enriching the Swiss cultural landscape

Trade fair initiator Peter Plan is convinced that Cultura Suisse enriches the Swiss cultural landscape. The organisers are so far satisfied with the response and expect around 120 exhibitors and 3,000 trade visitors, as Peter Plan says: "The hall concept for the museum and memorial areas is in place and we are currently working on designing the supporting programme. However, we are still happy to accept placement requests from interested exhibitors until late summer. We also communicate the latest information on an ongoing basis via social media such as Facebook (<https://www.facebook.com/CulturaSuisse/>) or our newsletter."

All information about CULTURA SUISSE at:

www.cultura-suisse.ch

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