



ABSCHLUSSKOMMUNIQUE

Zurich, in January 2020

2.CULTURA SUISSE yielding highly satisfactory results

137 national and international exhibitors, as well as around 3,000 trade show visitors made the Swiss Trade Fair for Museums, Preservation of Monuments and Cultural Heritage, CULTURA SUISSE, taking place from 22 - 24 January 2020 in Bern into a well-visited event for the Swiss monument preservation and museum world.

The CULTURA SUISSE's second run was a great success. After the grand opening being introduced by representatives of the Federal Office of Culture and the Swiss Homeland Security, around 3,000 people visited the Swiss Trade Fair for Museums, Preservation of Monuments and Cultural Heritage from Wednesday to Friday (without Saturday for the first time). At BERNEXPO, 137 exhibitors presented what they had to offer to the trade public in both exhibition areas respectively designated for monuments and museums.

CULTURA SUISSE initiator. Peter Plan, is very satisfied with the response and the atmosphere in the exhibition hall: "The 2nd CULTURA SUISSE has proven that the industries represented value an occasion of this kind. The personal contacts on site were positive throughout. The events taking place in parallel with the CULTURA SUISSE – the 1st Marketing Day for Museums and the Annual Conference of the Swiss Association for Conservation and Restoration – were an excellent enrichment to our event."

20 panel discussions, discussion rounds and presentations moderated by experts, as well as the first-time activity area entitled "Fach-Hand-Werkplatz", where around 15 different specialist craftsmen professionals with active work demonstrations, were also very well received during the three days of the trade fair.

"CULTURA SUISSE was even better this year"

Participants, such as Andreas Franz, president of the SKR - Swiss Association for Conservation and Restoration, spoke favourably of the 2nd CULTURA SUISSE: "For our members, Cultura Suisse is one of the few ways to give a face in public to our otherwise rather discreet profession. As an applied science, conservation restoration is at the intersection between various fields of science and manual/technical applications for cultural heritage. It is precisely this complexity and networking that Cultura Suisse reflects for the preservation of cultural assets in Switzerland. And it offers the SKR a great environment for maintaining existing contacts and further networking between professionals, companies and institutions. For us as an association, the second edition of the Cultura Suisse was a logical consequence of the success of the first run.

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Exhibition management contact information :
information:

Peter Plan
CULTURA SUISSE
pp@cultura-suisse.ch
+41 43 399 45 71 direct
+41 79 403 05 94 mobile
event-ex ag
Amtsstrasse 3
CH-8610 Zurich-Uster
www.event-ex.ch

With the kind support of:



Press contact

Thomas Borowski
Press
presse@cultura-suisse.ch
+41 44 450 86 50 direct
+41 79 296 05 66 mobile
borowski+ für Wort und Bild
Kanzleistrasse 126
CH-8004 Zurich
www.borowski.ch

