

## ABSCHLUSSKOMMUNIQUÉ

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 2<sup>nd</sup> 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 1<sup>st</sup> 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 2<sup>nd</sup> 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 logical consequence of the success of the first run. а

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From the point of view of the offered program and the good number of visitors, which we were able to welcome at our stand, the fair was even better this year. In addition to the congress, the combination of our very well-attended annual conference held on the last day of the fair and the opportunity to offer the conference visitors a visit to the fair was simply ideal."

Nathalie Schliep, managing director at Swiss Museum Pass also found words of praise for the 2<sup>nd</sup> CULTURA SUISSE: "The second edition of Cultura Suisse was also extremely professionally organised, versatile and the exhibition hall presented itself as a coherent overall package. Exciting panels in the forum certainly contributed to this in one way or another. What struck me this time was that there was a super-positive atmosphere, both among the visitors and the exhibitors. From our point of view, another highlight included the 1<sup>st</sup> Swiss Museum Marketing Day, which were able to launch at a very high level with the support of Cultura Suisse. Here, too, we felt a great need for the Swiss museums."

## The next CULTURA SUISSE has already been scheduled

Due to the success of the 2<sup>nd</sup> CULTURA SUISSE, nothing is standing in the way of it being held for a third time. The exact date will be announced after analysing and based on the results of the exhibitor survey that was carried out. Estimated dates will be in November 2021 or January 2022.

**Images**: Photos of the 2<sup>nd</sup> CULTURA SUISSE for free editorial use can be found here as a download (Source: Ajas Kulici Photography):

CULTURA SUISSE 2020 photos

Continuously updated information on CULTURA SUISSE is available at: <u>www.cultura-suisse.ch</u>

as well as on our<u>Facebook</u> page and in our <u>newsletter</u>

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