**MUTEC 2022**

**International Trade Fair for Museum**

**and Exhibition Technology**

**(24 to 26 November 2022)**

Leipzig, 15 November 2022

**International Expertise at MUTEC 2022**

**Advancements in museum and exhibition technology are continuing to gather speed. From 24 to 26 November 2022 in Leipzig, visitors to MUTEC can discover the wide range of technological solutions that are available to museums and other cultural institutions. We anticipate record attendance at the international trade fair this year with more than 120 exhibitors from 12 countries. Visitors can expect three new exhibition areas and a comprehensive conference programme addressing current topics and debates.**

"MUTEC has grown and developed tremendously and will welcome more exhibitors than ever before this year. We are especially thrilled by the number of international participants and our collaboration with ICOM Germany, which was originally planned for 2020 and can now finally be realised", explains Mariella Riedel, MUTEC Project Director.

Companies from Germany, Austria, France, Poland, the Netherlands, Belgium and Denmark will all display their products and services at this international trade fair for museum and exhibition technology. Furthermore, companies from Italy, Serbia, Spain, Hungary and Lithuania will be in attendance for the first time. Offerings range from solutions for attracting more visitors and improving services and internal processes to products designed to protect collections and exhibits.

**New Exhibition Areas: Museum Merchandising, Staging Technology and Accessibility**

This year, MUTEC will present three new exhibition areas. In the museum merchandising area ("MuseumsMerch"), trade visitors will find companies offering products and content revolving around all aspects of museum shops. BIC Europe, European market leader for advertising materials and expert producer and printer of full-colour communications, will be present. Fridolin, a German manufacturer of artistically designed toys and supplier of museum shops worldwide, is also attending. The list of exhibitors also includes L.M. Kartenvertrieb (animated postcard specialist), HANIPOL F.H. ARKADIUSZ HANIK (producer of porcelain cups with customised museum designs), Nature Planet (manufacturer of soft toys) and Happyshops (retailer with a comprehensive range of board games).

The Staging Technology and Equipment area will also be celebrating its premiere in cooperation with the Berliner Hochschule für Technik (BHT) in Berlin. Exhibitors in this area will include Create Light, which develops LED spotlights for museums, galleries and exhibitions, as well as LIGHTEQUIP, a specialist in lighting technology, clamps, camera accessories and general equipment for use in the film, television and theatre industries.

The new Accessibility area is focused on exhibitors with products and services dedicated to inclusion. Yomma offers solutions and information in sign language, Laville Braille produces guidance systems and signage for people with visual impairments, and the inclusive design agency Tactile Studio will present its wide range of solutions for cultural institutions. Visitors can also learn about the comprehensive range of orientation and guidance systems offered by Empreinte Beschildung.

**Pooled Expert Knowledge: Themed Modules at the MUTEC Forum**

In more than 30 events, the MUTEC conference programme will examine a wide spectrum of topics ranging from product innovation to conceptual questions and cultural debates. The MUTEC Forum will bring together some of the most interesting topics in five thematic modules.

On the subject of "Safety" (Sicherheit), a high-profile discussion panel moderated by Dr Alke Dorhmann from SiLK (SicherheitsLeitfaden Kulturgut) will look at how to safely stage events at museums. In a thematic module entitled "Preservation" (Bewahren), ICOM Germany will examine questions of cultural memory and the protection of cultural heritage in Ukraine. The thematic module "Change of Perspective" (Perspektivwechsel) by the Association for Exhibition Design (Vera) will focus on visitor participation in and interaction with exhibitions. BHT's thematic module on event technology will examine ways to use media technology in the museum and exhibition sectors. A further thematic module will provide illumination on the use of light in museum presentations from the perspective of light designers, users and manufacturers.

**MUTEC as a Platform for Industry Professionals**

The Saxon Museum Association will once again be a guest at the trade fair. This year, the association's traditional autumn training conference with lectures and workshops will be devoted to the subject of digitalisation in museums. An event where companies can pitch their ideas on digitalisation in museum administration will be held for all members of the Brandenburg Association of Museums, along with interested visitors. Presentations are expected to include concepts for visitor management as well as ticketing and checkout systems.

The IIIF Community (International Image Interoperability Framework) will be meeting at MUTEC for the first time to hold its IIIF Outreach event. This event offers participants the opportunity to discuss the integration of digitised artistic and cultural objects into virtual exhibitions and innovative apps. The next generation in the museum industry will be in focus at an event hosted by the Leipzig University of Applied Sciences (HTWK Leipzig). In a series of fascinating lectures, graduates of the university will present the museology degree course.

**Rediscover culture: AR/VR Scavenger Hunt and "Night at the Museum"**

The YONA Group is organising a virtual scavenger hunt where visitors can immerse themselves in the worlds of augmented and virtual reality. With the help of the company's app, they can enjoy a completely new trade fair experience in the form of short games, quizzes and 3D animations.

For all interested museum fans, MUTEC will be joined by six Leipzig museums to host "Night at the Museum" on the second evening of the trade fair. The museums will open their doors and offer exclusive backstage tours. The evening culminates in a communal get-together at the Alte Börse (Old Stock Exchange).

MUTEC pictures and logos are available [here](https://www.mutec.de/de/medien/multimedia/).

**About MUTEC**

The key aspects of the trade fair are museum technology and equipment, visitor service, media presentation, museum infrastructure as well as archiving and digitisation. With this broad range, the trade fair is aimed at operators of museums and collections, exhibition halls, science centres, galleries, archives and libraries. A visit is also worthwhile for architecture offices, consulting firms and museum restorers. The conference programme covers current developments and challenges in the industry. MUTEC has been held under the same roof as denkmal, Europe's leading trade fair for conservation, restoration and old building renovation, since 2010 and has been organised by Leipziger Messe since 2016. In 2018, 105 exhibitors from ten countries presented at MUTEC, which drew 14,200 visitors together with denkmal.

**About Leipziger Messe**

Leipziger Messe is one of the ten leading German trade fair companies and one of the top 50 worldwide. It organises events in Leipzig and at various locations in Germany and abroad. With its five subsidiaries, the Congress Center Leipzig (CCL) and the KONGRESSHALLE am Zoo Leipzig, Leipziger Messe is a comprehensive service provider covering the entire event organisation sector. Thanks to these offerings, customers and visitors voted Leipziger Messe the service champion of the trade fair industry in Germany's biggest service ranking in 2021 for the eighth time in a row. The Leipzig Exhibition Centre comprises an exhibition area of 111,900 m² and an outdoor area of 70,000 m². Every year it hosts an average of 270 events, including trade fairs, exhibitions and congresses. Leipzig was the first German trade fair company to be certified according to Green Globe standards. Sustainability is a recurring theme in Leipziger Messe's corporate activities.

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