**MUTEC 2024**

**International Trade Fair for Museum**

**and Exhibition Technology**

**(7 to 8 November 2024)**

Leipzig, 6 July 2023

**Where Cultural Heritage Meets Technology: Newly Designed MUTEC from 2024**

**The MUTEC international trade fair for museum and exhibition technology is preparing for the future and has been redesigned for the next edition. To keep pace with the growth experienced at previous events and the speed of innovation in the industry, MUTEC will no longer share an exhibition hall with the European leading trade fair denkmal, but move into the neighbouring hall. Furthermore, the event will be shortened at the request of many participants from the industry. Instead of taking place from Thursday to Saturday, MUTEC is scheduled for Thursday and Friday (7 and 8 November 2024). As usual, this is at the same time as denkmal. Cultural heritage preservation and information remain at the heart of the trade fair, with exhibits ranging from exciting technologies and products to innovative concepts. Attendees can look forward to professional conversations with international experts.**

"After the pandemic break, MUTEC celebrated a strong comeback last year. 121 exhibitors from 13 countries made for record participation. There was also an excellent response from visitors to the fair. This year, MUTEC will have its own exhibition hall so it can continue to grow and offer a wider range of exhibits and events. By locating MUTEC and denkmal in separate halls, we are able to fulfil the longstanding wish of those in the industry to make this a two-day trade fair on Thursday and Friday", explains Mariella Riedel, Project Director of MUTEC and denkmal.

The redesigned MUTEC opens up significant opportunities to continue enhancing the content of the trade fair. Upgrades for the next edition include additional demonstration areas where the numerous innovations in museum and exhibition technology can be appropriately showcased and presented. Furthermore, a second forum will be added to the established MUTEC Forum so the much-loved conference programme can be extended to include a larger number of interesting talks, discussion panels and workshops.

Exhibitors interested in taking part can register for the next edition of MUTEC from September 2023. The trade fair will take place on 7 and 8 November in Leipzig.

As always, visitors with a MUTEC ticket will also be able visit the denkmal trade fair.

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. Since 2010, MUTEC has been held under the same roof as denkmal, Europe's leading trade fair for conservation, restoration and old building renovation, and has been organised by Leipziger Messe GmbH since 2016. In 2022, 121 exhibitors from 13 countries presented at MUTEC, which attracted 12,800 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. As a result, customers and visitors voted Leipziger Messe the 2022 trade show industry service champion for the ninth time in a row in Germany's largest service ranking. The Leipzig Exhibition Centre comprises an exhibition area of 111,900 m² and an outdoor area of 70,000 m². It hosts more than 270 events – trade fairs, exhibitions and congresses – each year. Leipzig was the first German trade fair company to be certified according to the Green Globe standards. Sustainability is a recurring theme in Leipziger Messe's corporate activities.

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