

New southern section completed

In the past three years, Messe Düsseldorf GmbH has realized one of the most ambitious construction projects in the history of the company: In addition to a new multifunctional hall with conference rooms, a completely glazed new Entrance South with a translucent LED-lit canopy and adjacent underground car park was built. As a result, one of the most state-of-the-art and multi-functional trade fair and event locations has been created in the southern part of the Düsseldorf exhibition centre, meeting both the highest architectural and functional standards. The blueprint for the work comes from the Düsseldorf based architectural company slapa oberholz pszczulny architekten.

The most recent construction measure was part of the master plan for the complete modernization and renewal of the Düsseldorf exhibition center by 2030, as part of which the grounds will be successively adapted to customers' demands and requirements thereby increasing the service factor even further. With these investments in its future, Messe Düsseldorf is securing its position as one of the world's leading trade fair companies and an important economic factor for Düsseldorf. All investments are made by Messe Düsseldorf, which owns the exhibition grounds in the north of Düsseldorf, from its own funds, without subsidies. As a result of the economic slump caused by the Corona pandemic, the further steps in the Master Plan 2030 have therefore been put on hold for the time being.

Facing the city in a new way: the South Entrance

The new South Entrance has given Messe Düsseldorf a contemporary presence directly on the banks of the River Rhine with a view towards Düsseldorf. Trade fair visitors and convention delegates are now welcomed by the illuminated and translucent canopy, 7,800 square metres in size and about 20 metres high. It is a powerful architectural icon at this highly visible point of the exhibition centre. With its length of 170 metres and a width of 82 metres, it offers plenty of space for trade fair visitors and convention delegates before they even reach the exhibition centre or convention.

The South Entrance opens towards the Forecourt across a completely glazed front, 82

metres in length. Over 2,000 square metres of space accommodate all the necessary services, such as cash desks and cloakrooms. The first floor has a glass-enclosed meeting room protruding into the Foyer, affording a view of the entrance area right up to the Forecourt. Moreover, the entire Foyer can be used for events. The Forecourt accommodates the entrance to an underground car park with 302 spaces as well as bus stops and the taxi rank.

The new Hall 1: high standards and flexible use

The new entrance ensemble also includes Hall 1 that is immediately adjacent to the Foyer along its entire width. Being 158 metres in length, 77 metres in width and comprising over 12,027 sqm, the new Hall is roughly the size of Halls 8a and 8b. The new hall meets the high technical standards of the entire exhibition centre. It is accessible via 7 gates, and allows suspensions from all ceilings and also the supply of facilities to stands from the hall floor. Pedestrians can move between the hall and CCD Süd via a bridge on the 1st floor. As well as being connected to Halls 3 and 4, it has a major route, leading from the South Entrance directly to the rest of the premises. In this way Messe Düsseldorf is substantially boosting the usage options of this hall, while also increasing the flexibility of its interior design.

On its first floor, the hall has 6 meeting rooms with 200 square metres, each accommodating up to 198 persons. For even further flexibility, all rooms can be partitioned centrally. Moreover, the hall can also be used as an event venue outside trade fair periods and can accommodate, for instance, up to 10,000 persons seated in rows. This flexibility provides Düsseldorf Congress with totally new dimensions in the marketing of their venues and substantially boosts the attractiveness of Düsseldorf as a destination for conventions and other events.

4,082 Characters (including spaces)

High resolution pictures of the new Entrance South and Hall 1 can be downloaded on <http://medianet.messe-duesseldorf.de/press/bau>

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The Messe Düsseldorf Group

With revenue of EUR 378.5 million in 2019, the Messe Düsseldorf Group has maintained its position as one of Germany's most successful trade fair companies. 29,222 exhibitors presented their products to 1.4 million trade visitors at events in Düsseldorf that year. Compared with previous events, this was an increase in the numbers of both exhibitors and visitors. Düsseldorf Exhibition Centre hosts around 40 trade fairs in five sectors of expertise: machinery, plants and equipment; retail, trades and services;

medicine and health; lifestyle and beauty, and leisure. The trade fairs include 22 proprietary number-one events as well as, currently, 15 robust partner and guest events. Also, its subsidiary Düsseldorf Congress held over 1,000 conventions, corporate events, conferences and meetings in 2019, attracting around 374,000 delegates in all. In addition, the Messe Düsseldorf Group organises 75 proprietary events, joint events and contracted events in other countries and is one of the leading export platforms in the world. Proprietary events in Düsseldorf attracted around 73% international exhibitors and 37% international visitors in 2019. The group runs a global network of 77 international offices for 141 countries, including 7 international subsidiaries.

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