BEER-BREWING AS A PASSION
Franconian beer is always in good taste

SUCCEEDING IN THE ENERGY TRANSITION
Conference newcomer iSEneC presents know-how from Nuremberg
Dear reader,

Tradition or innovation? A world-renowned symbol of quality or an outdated straitjacket? Celebrating its 500th year, Germany’s “Reinheitsgebot” – its “Beer Purity Law” – is more controversial than ever, sparking debate from one end of this beer-loving country to another. Brewer David Hertl doesn’t want to confine his creativity within the traditional recipe of “hops and malt, God bless ‘em!” At BrauBeviale in Nuremberg, one of the beverage industry’s most important trade fairs, Hertl will find a growing craft beer movement, but also custodians of Germany’s long-standing tradition. Which won’t cast a shadow over the high spirits at the brewers’ meeting – they all share a passion for beer and for beverages in general.

The architecture of Zaha Hadid never conformed to the conventions and standards of architecture. The star architect, who died in the spring, created exceptional architecture in cities around the world. The second exhibition hall based on her designs, Hall 3C, is currently being constructed on the NürnbergMesse site (p. 12). Folkert Uhde, the Artistic Director of the International Organ Week in Nuremberg, dedicates himself to reinventing the traditional. On the 65th occasion of the classic musical event, he used state-of-the-art technology and breath-taking light installations to stage exalted art (p. 18).

We hope that you enjoy your read!

Yours sincerely,

Dr Roland Fleck Peter Ottmann

www.nuernbergmesse.com
6  .  Focus
Beer brewed with feeling

David Hertl: native Franconian, beer sommelier. Brewing is his passion, here in the heart of Europe’s brewery community. And of course at BrauBeviale, the industry’s gathering of the tribe in Nuremberg.

11  .  People
A trade fair pro with a plan

João Picolo, the new person heading NürnbergMesse Brasil. A man with big plans and a big heart, whose top priority is his family.

12  .  NürnbergMesse
Architecture with a vision

Zaha Hadid, the late star architect, lives on in her works. In Nuremberg too, at the exhibition venue. A home for halls without equal, built to her plans, including new construction.

14  .  NürnbergMesse
A conference with a future

Wolfgang Arlt, Academic Chair of iSeneC, says: “It was high time for this conference about renewable energy”. The event has been attracting international attention, both for itself and for the metropolitan region.

16  .  Nuremberg
Keeping the fleet running

The ICE is celebrating its birthday on the rails. And Nuremberg is going along for the ride. Here is where hundreds of skilled hands help with maintenance and repair. And every year, the SPS IPC Drives conference brings together all the people who help to ensure that everything runs automatically.

18  .  Nuremberg
An experience with a concept

ION, Nuremberg’s International Organ Week. The Franconian metropolis has hosted the event for 65 years. A highlight for music lovers from all over the world. Classical and modern delights for all the senses.
CO-REACH still the “Industry’s Melting Pot”

Know-how that you can get your hands on and take home with you – that was CO-REACH 2016, the trade fair for dialogue marketing in Nuremberg. Nearly 5,600 trade visitors picked up specific tips about intelligently intermeshing classic and digital advertising channels, from nearly 228 marketing agencies and service providers for the Web, databases, printing and logistics. Niko Clauder, head of marketing at Bürgel in Hamburg, says the fair is “still the industry’s melting pot – indispensable for getting an overview of the market”. Among the especially popular attractions were the new “Power Workshops”, top-notch presentations and special events (guided tours, panels, roundtables), as well as Germany’s only audience-participation conference about cross-media marketing: the Open Summit.

MT-CONNECT – A new trade fair debuts in 2017

The concentrated medical technology skills of the Nuremberg metropolitan region will have their own meeting for the first time at the Exhibition Center on 21 and 22 June 2017. The MT-CONNECT trade fair is intended for manufacturers, suppliers and service firms, as well as research and educational institutions in the medical technology industry. “This gives us a healthy innovation platform for experts in the field to talk to each other”, announced Dr Roland Fleck and Peter Ottmann, CEOs of NürnbergMesse Group. The trade fair will be held parallel to the MedTech Summit, a congress organised in cooperation between NürnbergMesse and the Forum MedTech Pharma e.V. association, and held in Nuremberg since 2008.

Interzoo:
A home for pets

The 34th edition of Interzoo attracted even more interest than usual. The international pet industry’s leading exhibition completed its biggest event ever this past year in Nuremberg. On 115,000 square metres of gross exhibition space, 1,818 exhibitors from 61 countries presented innovations and trends. Some 39,000 trade visitors from more than 90 countries explored the latest food and grooming products, accessories and services for the international pet industry. That represents a gain of 7 percent among the exhibitors and 5 percent for the visitors. And Interzoo was also a media event, with coverage by 423 journalists. Its international reach was still more impressive. Seven out of every ten visitors came from outside Germany – especially from Italy, France, the Netherlands, Spain, the Czech Republic and Poland. The figure among exhibitors was even higher – 82 percent. The positive feedback was happy news for Herbert Bollhöfer, managing director of the organiser, Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH (WZF): “The companies were delighted at the quality of the trade visitors and the good opportunities for export, and are looking forward to lively follow-up business”.

The blue tree frog is a popular terrarium pet among German pet lovers, too.
“Like a party with old friends”

That was the summary from Kang Yanli, Brand Manager at Hona Organic, one of 337 exhibitors from 13 countries, after the tenth edition of BIOFACH CHINA at the Shanghai World Expo Exhibition and Convention Center (SWEECC). Business was also good – as was ensured by a knowledgeable trade public of 16,546 visitors from all over the world. The accompanying congresses and forums covered such topics as current developments in the worldwide market for organic products, technologies for organic agriculture, and an ecological, sustainable lifestyle. Darren Guo, Managing Director of NürnbergMesse China: “BIOFACH CHINA has become China’s most influential trade show for the organic sector”.

INFO

A financial year with historic highs

At the Annual Results Press Conference in July, the CEOs of NürnbergMesse Group, Dr Roland Fleck and Peter Ottmann, presented record figures for business performance. With revenues of about EUR 204 million and a break-even at the Group level, 2015 counts as the best odd-numbered year in the organisation’s history. The 161 events attracted 27,147 exhibitors and 1.23 million visitors; bookings covered about 875,000 square metres of net space.

The chief executives, whose contracts were extended by the Supervisory Board in July for another five years, until 2021, expect another revenue record in 2016. All ten international trade fairs saw gains in the relevant categories of exhibitors, visitors and exhibition space. “It looks like we’re right on track to reach our target record revenues of EUR 250 million”, said Fleck.

Key challenges that remain, include digitalisation and large investments in the Exhibition Center, along with the current EUR 70 million for building the new Hall 3C. “We’ll generate added value with additional services”, said Ottmann.

Developer Week: Today’s developers explain the networked world of tomorrow

A tractor that can tell how good the soil is in a field. Data glasses, called HoloLens, that enable a cardiologist in Germany to tap the assistance of a colleague in the USA right in the middle of surgery. By 2020, 25 million “things” will be connected to the Internet, with a market volume of USD 1.7 trillion. No need to explain why the “Internet of Things” took up a lot of space during Developer Week (DWX) at the NCC Ost congress Center in Nuremberg. Some 1,600 participants – 200 more than in 2015 – updated their knowledge this year at DWX, one of Europe’s largest independent conferences for developers. The experts were joined on the event’s third day by students from the metropolitan region. Project head Florian Bender thinks that’s a good thing: “DWX helps them get into the developer community”.

DOC Congress

5,800

eye surgeons gathered in Nuremberg. Promptly detecting myopia in children, microstents against glaucoma, retinal chips that let the blind see again – those were just a few of the highlights of the 29th International Congress of German Eye Surgeons (DOC) at the NürnbergConvention Center. A total of 417 renowned experts from all over the world held 805 presentations on innovations and further developments that they shared with participants from all over the world. The new mini-symposium “Ophthalmology 2025 – Trends and Innovations” was met with a warm reception.
Schlüsselfeld, a town of no more than 5,700 souls. The brewery is the project of Germany’s youngest master brewer and beer sommelier. David Hertl, in his mid-twenties, is what you might call the man that all Franconia knows. He brews 44 different kinds of beer every year – but just 300 litres of each. From his Weizendoppelbock to Black India Pale Ale (IPA), from Marshmallow Stout to Pumpkin Beer. For any palate and any occasion. Some of them in strict compliance with the Bavarian Beer Purity Law of 1516, and some of them far, far removed from it.

“That law is just as up-to-date today as it was 500 years ago”, says Wolfgang Stempfl. “It gives beer drinkers the assurance that the beer contains nothing but water, yeast, hops and malt, with no additives of any kind, so they can drink it without second thoughts”. Stempfl is the managing director of the Doemens Academy in Gräfelfing near Munich, the institution that has trained more than 3,000 graduates who hold positions of responsibility in the brewing and beverage industry in more than 80 countries. Doemens is also the world’s first and only school that trains beer sommeliers – including David Hertl. “Food pairing in high-quality gastronomy”, Hertl explains, “means you can accompany a multi-course menu with a wide variety of good beers in small glasses”. Beer is the new wine.

Each new beer is a new challenge for Hertl. Take “Gurkengose”, an ancient German style of beer with pickles. “Except that I can’t call it beer when I brew it in Bavaria”, Hertl says. He feels the Purity
An excellent understanding of fine beers: Passionate Franconian brewer David Hertl.
The creative beer culture began in the USA and is also gaining more and more ground in Europe. According to a study by US biochemical company Alltech, today there are already 10,000 craft breweries all over the world. Germany is in eighth place among the top ten, after the USA, the UK, France, Italy, Russia, Canada and Switzerland, but ahead of Brazil and Japan. And more and more beer drinkers – especially in Germany – are looking for more varied beer flavour experiences, preferably from regional makers using natural ingredients. A 2012 survey by the Mintel global market research institute found that only 1 percent of the new beers placed on the market were craft beers. But by 2014 the figure had leaped to 12 percent, and only a year later it was nearing 20 percent.

Craft beer is a trending topic at BrauBeviale

Craft beer has of course long been a trending topic at BrauBeviale in Nuremberg, too. A place where trade visitors from the catering and retail sectors can sample unusual beers with professional guidance at the Craft Beer Corner. Where Private Brauereien Bayern, the trade fair’s ideal sponsor, has awarded the European Beer Star since 2004 – a distinction for breweries worldwide that earn particular merit making beers in traditional European styles. Where the European MicroBrew Symposium gives adherents of
Where beverage experts from all over the world meet

It’s one of the world’s most important capital goods trade fairs for the beverage industry – BrauBeviale at the Exhibition Center in Nuremberg. Whether for beer, wine, sparkling wine, spirits, non-alcoholic beverages or liquid dairy products – producers, sellers, retailers and caterers can find everything here to do with the entire process chain in the beverage industry, all under a single roof. From appropriate ingredients to specialized machines and other equipment for beverage production, as well as for filling and packaging the finished products. From specific solutions for custom-tailored logistics to creative ideas for well-targeted marketing.

Beer is the heart of the fair, which is also why the event sees itself as the “beer industry’s gathering of the tribe”. Brewers like Franconian David Hertl find BrauBeviale “consistently like a gigantic school reunion”. The Craft Beer Corner, European Beer Star Award, Consumers’ Favourites and the European MicroBrew Symposium, as well as the start of the Street Food Convention (SFC), are highlights of this year’s events.

Covering 42,940 square metres, the 2015 edition of BrauBeviale was the biggest in the event’s 50-year history. Here 1,083 exhibitors met 37,137 trade visitors. The 2016 BrauBeviale in Nuremberg will be held from 8 to 10 November.
creative beer culture a chance to talk over trends, markets and technologies. And where craft beers are available on tap at the After Show Party.

**Magic moments in beer-brewing**

This is a beer culture that’s a part of daily life – and not just at the trade fair in Nuremberg, but throughout Franconia. For David Hertl, Franconian beer is like coming home. “You drink one and feel happy. You’ve come home. And what you taste is the taste of real beer”. What does he think is the magic moment in making beer? “At the end, when you open up your own beer after eight weeks of aging. That’s like a dream”. The young master brewer caught that magical spark at a young age. He had already tried out the craft by age 15. “At that point I didn’t even like the taste of beer”, he admits. On long Sundays, he’d putter around in his mother Veronica’s Ikea kitchen – till she banned him because the plywood panels had started to fall apart. But David’s passion for brewing didn’t evaporate. He and all his brewing paraphernalia were shortly re-settled in the former pigpen of his family’s farm, where he gradually built up a complete brewery over the years – today’s Hertl Craft Brewery.

**Helping hands: Hertl parents support their son’s ambition**

In the meantime, his mother has forgiven the kitchen episode, and supports her son’s ambition with a dedication as great as his own. For example during many a night shift, when she wraps bottlenecks and decorates labels by hand. Mr Hertl Senior, for his part, is actually a wine sommelier. But he too has caught the beer bug from David. “For the past 18 months he’s been my employee of the month”, his son proudly admits. “But he’ll get some relief starting in the autumn – we’re getting an apprentice then”.

It’s not just training experts in brewing technologies that maintains high standards here in Germany. “Germany is also a location for technical developments in plant construction”, Doemens director Stempfl points out. “As a beer-brewing country, we’ve long held an exceptional position on the international scene”. The diversity and quality of the beers produced here are only expected to consolidate that position further. Or as David Hertl would say, “the beer scene is taking shape, and there’s certainly more to come – it’s not over yet”. ■
He was gripped by exhibition fever at the tender age of 21 and hasn’t managed to escape yet. His 16-year career has taken João Picolo through various intermediate spells with other exhibition companies, such as Reed Exhibitions and Informa, to NürnbergMesse Brasil, which he has been running as the new Managing Director since July 2016. However, he’s not a new face here: Between 2005 and 2009, one of his jobs was Events Manager for what was then Nielsen Business Media, the predecessor of today’s NürnbergMesse Brasil. So it feels a little as if he’s coming home when he enters the premises of NürnbergMesse Brasil, in the south of São Paulo: “I know the company, I know the exhibitions, I know the employees and partners, I know the challenges – and I’m happy to be back”.

Sprinting towards the future
The 37-year-old is optimistic about what lies ahead of him. One reason for this is that exhibitions in Brazil are an accepted marketing tool and the exhibition market is growing – and the portfolio of NürnbergMesse Brasil fits in with this well. “Our exhibitions here in Brazil are very well known in this country and help to improve our customers’ business. We have a very strong portfolio and strong brands”, comments Picolo. His experience has taught him what’s important when it comes to running exhibitions. “Unlike before, everything we do today is data-based. We know the needs of the exhibitors and visitors, so we can bring together what belongs together – this is the future of running exhibitions”.

However, as a keen sportsman, he also knows that you should never rest on your laurels. “What I love most about the exhibition business is that it is constantly changing. It is dynamic and permanently open to innovations”. He sees some of these innovations as coming up in the near future for NürnbergMesse, too. “I have great plans. There’s no doubt that these will involve changes. Because only if we move out of our comfort zone can positive changes take place. There will therefore be a few challenges to tackle, and this will require some very hard work”. João Picolo feels that it is his job to drive these changes forward. “I am pleased to be opening up a new era for NürnbergMesse Brasil. NürnbergMesse is a fantastic company! I’m delighted to be supporting the team here in Brazil and excited about what the future will bring”.

The family as a center of stability
Stamina and ambition are therefore important characteristics for achieving ambitious goals. And that also applies for him in his private life. The family man pursues sporting activities five times a week: running, boxing, Muay Thai. For him, it is an essential balance against the stressful week. As a husband and father of three daughters, however, spending time with his family has a special part to play in his life: “My family is my top priority. I like going to the cinema, to parks, shopping centers, restaurants – but the most important thing is that I can be with my nearest and dearest. So whenever I have a free minute, I like to spend it with them”. ■
The architect’s legacy

Zaha Hadid, the world-class architect, died in the spring at the age of 65 following a heart attack. The ‘grande dame’ left us much too soon, but her legacy lives on, in the form of countless extraordinary structures in steel, glass and concrete in many of the great cities of our world. One of her last designs is being turned into reality on the NürnbergMesse site – the new Hall 3C.

When the news of the death of Zaha Hadid appeared on the news tickers at the end of March, days of mourning followed. Messages of sympathy appeared from all over the world; after all, the community had lost one of its most shimmering personalities, the first woman to be awarded the Pritzker Architecture Prize – considered to be the Nobel Prize for architects – in 2004. She was honoured by the Queen by being created a “Dame Commander”, having fought her way onto the Mount Olympus of building designers – after all, her futuristic designs with lots of curves and no straight angles had initially only attracted well-meaning criticism and hardly any clients. Finally, she made a name for herself and became a brand of her own. She had chosen London to settle in professionally in 1980, because the British capital was artistic and eccentric, she felt, which suited her tastes.

She set up her own practice, Zaha Hadid Architects. With 950 projects in 44 countries, and 400 employees in 55 nations – the London designs are amongst the top addresses for exceptional architecture today. Zaha Hadid has given her name to a magnificent portfolio: The Aquatics Center in the Queen Elizabeth Olympic Park in London. The MAXXI Museum in Via Guido Reni within sight of the Tiber in Rome. And the Guangzhou Opera House in the financial district of the huge Chinese city close to Hong Kong which is a true 21st century music theatre. Even the mountains are the stage on which she works: The Messner Mountain Museum, at an elevation of 2,275 metres against a spectacular backdrop between the Alps and the Dolomites, was opened in 2006.

The design of an exhibition hall was also a new world for Zaha Hadid: a risk and a challenge at the same time. She was to achieve this for the first time in Nuremberg, with Hall 3A. On an area the size of a football field, surrounded by 2,050 tonnes of steel and 2,750 square metres of glass – an architectural milestone on the south-eastern edge of the exhibition venue, which was opened in 2014 with the Spielwarenmesse®. Since then, it has been praised to the heights, and not only by exhibitors: it has been described as “world-class” by Paul Woodward, former CEO of the Global Association of the Exhibition Industry, the UFI. It has also been compared to a concert hall by star soprano Anna Maria Kaufmann, referring to its superb acoustics. And we should not forget the quieter sounds that the hall plays: its advantages in terms of heating and energy, for which it was awarded the DGNB (German Sustainable Building Council) certificate in platinum for energy efficiency.

A similar concept will also soon be appearing in the south of the exhibition venue: the new Hall 3C, with 2,300 tonnes of steel, 3,000 square metres of glass and an exhibition space of around 10,000 square metres. However, the shape will be trapezoidal this time. Completion is planned for the end of 2018, and the cost will be EUR 70 million. “With Hall 3C, we are investing in the future of NürnbergMesse”, according to Dr Roland Fleck and Peter Ottmann, CEOs of NürnbergMesse Group, “and also adding a further architectural milestone”. It is also one that bears the handwriting of Zaha Hadid. Her legacy is in good hands, in Nuremberg.
Zaha Hadid (bottom left) and her design for the new Hall 3C. Completion is planned for the end of 2018.
“Immer, immer wieder geht die Sonne auf” [The sun rises again and again]. When he wrote this song at the end of the 1960s, Udo Jürgens, the star entertainer with joint Austrian and Swiss citizenship, was probably not thinking about renewable energies. Almost 50 years later, Bertrand Piccard from Switzerland is proving that the sunshine is not just something that makes a great song. Without a drop of kerosene, he has successfully circled the globe with his aeroplane “Solar Impulse 2”, thanks to 17,000 solar cells.

Sun, wind and water – unlike the fossil fuels, which are in increasingly short supply, the renewables seem to be inexhaustible. Fear of atomic power and the progress of climate change are also making humankind aware of its obligation – an obligation to which Pope Francis drew attention in 2015 in his encyclical “Laudato Si”, which is to protect the earth from destruction. Around 37 percent of the CO₂ emissions produced by humans – the main source of greenhouse gases – are created during the generation of electricity. The average level of renewable energies used in electricity generation in Germany last year was similar: 30 percent – a beginning. The proportion is expected to rise to 80 percent by 2050.

In the face of resistance to many of the wind farms and the “yes, but” or NIMBY (not in my backyard) mentality in constructing power lines, the energy revolution seems a Herculean challenge. To make sure that it does not become a never-ending task, an effective overall system

“Fukushima changed my attitude to nuclear energy”. With this sentence, Chancellor Angela Merkel ushered in the energy revolution. Against the background of concentrated expertise in the metropolitan region of Nuremberg and after the successful premiere of the iSeneC conference in the NCC Ost, Professor Wolfgang Arlt is able to say: “The concept of the system integration of renewable energies has found its home here.”

Dialogue between experts: The conference participants also had plenty to talk about between the presentations.

A glimpse into the future: Innovations and main research areas were presented in the foyer exhibition.
needs to be created. “Phase two” is the name given to it by Professor Wolfgang Arlt from the Energy Campus Nuremberg: “The integration of basic technologies into the energy system”. The scientist is chairing a new conference in the Convention Center at the Nuremberg Exhibition Center.

The iSEneC is a unique international dialogue platform throughout Germany. Experts from research, industry, business and politics all come together to talk here. And nothing is left out: “We look at all the components in the energy chain, from power generation through transport and storage to efficient use”, says Arlt. It covers concepts such as Smart Grid or Green Production and resource hotspots such as Iceland, Norway or North Africa, along with the system integration of existing technical solutions and processes. This diversity of themes also explains the number of presentations in just two days: 140. A total of 410 participants from 15 countries did not want to miss this opportunity, and 16 companies and institutions presented their innovations and main research areas in the accompanying foyer exhibition. The iSEneC will be held every two years in future.

The venue is a location that is more suitable than any other in Germany for an event of this type. It is home to around 5,500 students in courses relating to energy, and has three universities, six colleges and six non-university research establishments which cooperate in the energy sector. And with over 14,000 companies with 110,000 employees operating in power supply, the metropolitan region offers enormous potential in terms of expertise and skilled specialist workers. Jan Gerrit Ebener, Member of Management Board NürnbergMesse, summarises it as follows: “The heart of energy research beats in Nuremberg”. 

Professor Wolfgang Arlt, Chairman of the Scientific Management of iSEneC, in the Nuremberg Convention Center.

All participants around one table

The Integration of Sustainable Energy Conference, or iSEneC for short: This summer, the conference newcomer on the theme of renewable energies “succeeded from the start in attracting huge professional respect at international level”, commented Professor Wolfgang Arlt from Energy Campus Nuremberg. Alongside ENERGIEregion Nürnberg e.V., Bayern Innovativ and the Friedrich-Alexander University of Erlangen-Nuremberg, it is one of the partners to the organisers NürnbergMesse. All of them were brought together around one table: developers, decision-makers and strategists from research, industry and politics. They are the actors in “Phase two” of the energy revolution – the integration of basic technologies to produce renewable energies and introduce them into the energy system. Their task? To create an overall system that is as effective as possible.
Right on time

Everyone has heard of it, and almost everyone has travelled on it. The ICE, Deutsche Bahn’s (DB) flagship, celebrated its 25th birthday this year. Today, around 250 white arrows, generally right on time, shoot at up to 300 km/h through German states and other European countries, with around 2,200 engine drivers, 3,800 guards and around 216,000 passengers a day on board. They owe the fact that they can all feel safe on their travels to many skilled hands – including people in Nuremberg.

“I really enjoy accompanying a finished, ‘fresh’ train out of the factory”. Jan Poppendieck, Project Manager for the redesign of the ICE 2, is one of 429 employees in DB Vehicle Maintenance’s Nuremberg plant in Ingolstädter Strasse. Their day-to-day business includes inspections, repairs when necessary after accidents, and component reconditioning, with up to three trains in the plant at any given time. “Alterations follow a tight timetable”, says Poppendieck. The trains run along a continuous platform with work stands, moving one station every two days. Finally, painting is carried out in a secondary workshop and the entire train is then reassembled, tested and taken into operation.

The new star of the fleet, the ICE 4, will be coming into use in the next year. For the Nuremberg team, that means getting on with the redesign of the predecessor generation, the ICE 3. Comfort, technology, safety: All the required measures are to be completed by 2020. It all needs to be on schedule and well coordinated between the ‘composers’ – in other words, the people initiating and preparing the project – and the ‘orchestra’, which is responsible for implementing it. It’s an ensemble that couldn’t be more mixed. As many as 44 employees, i.e. 10 percent of the full workforce, have a severe disability or the equivalent, and 21 are of non-German citizenship. 6 percent of the workforce are women and 43 employees are still in training.

Over 100 years:
The Nuremberg plant knows how to survive
And they’re here to stay; after all, the Nuremberg plant has proved itself skilled in the art of survival several times in its over 100 year history. The most recent occurrence was in 2001, when the notice of closure arrived at the end of June. In March 2004, the scare was over and the notice was cancelled. The factory was founded in 1912, as a secondary workshop for the Nuremberg marshalling yard, responsible at that time for the repair of goods trucks.

The factory in Nuremberg has a history. Nuremberg itself has written history – railway history. This is where the age of rail travel started in Germany, when, on 7 December 1835, the Adler, the first German steam-powered

Railway history in Nuremberg; Historical engines on the open space of the DB Museum in the Franconian metropolis.
train, travelled along a six-kilometre-long stretch from Nuremberg’s Plärrer to Fürth. This is now Fürther Strasse. A replica of the Adler, many more historic locomotives, engines and models and the history of the railway in Germany from A to Z are to be found in the DB Museum and open space around it.

Automation experts meet in Nuremberg
Less than ten minutes’ walk away lies Nuremberg Central Station, through which around 150,000 people bustle every day, including tourists, commuters and business travellers. Quite a lot of them are visitors to NürnbergMesse, travelling to one of around 120 national and international trade fairs and congresses at the exhibition venue. Every year in autumn, this includes SPS IPC Drives, Europe’s leading exhibition for electrical automation, organised by Mesago Messe Frankfurt. It attracted 64,386 visitors last year, with 1,668 exhibitors presenting new products, innovations and trends within the industry.

The turnstiles will be opening again on 22 November. One of the themes this time is “Automation meets IT”, with a separate “Industry 4.0 Area”. Digitalisation and intelligent networking is, after all, one of the major challenges and tasks for the automation experts. And this is where it connects up again with the railway, which is one of those companies which, to a considerable extent, use and are dependent on what the pioneers in the industry develop and also present, here in the Nuremberg exhibition halls.

DB Vehicle Maintenance, Nuremberg plant: A number of ICE fleets have already been modernised here.
The side walls of the nave of Nuremberg’s Lorenzkirche – more a cathedral than a church – tower high above the congregation. It’s twilit inside. The light coming through the soaring Gothic windows is steel-blue. The chorus and orchestra are set in front at the altar. Hovering above them is the Annunciation, Veit Stoss’s four-metre-high sculpture from the early 16th century. The musicians and audience are almost in touching distance of each other. Suddenly the trumpets ring out: “Et resurrexit”, the Resurrection. The lights go on. The entire nave appears in full splendour.

This was Bach’s Mass in B-minor, a superb interplay of sound, light and architecture – and a worthy location for the opening of ION, Nuremberg’s International Organ Week. An important Nuremberg event since 1951, and a destination for lovers of classical music all over the world. And they’re not the only ones in attendance these days. A breath of fresh air has come wafting through the event’s exalted art. ION’s Artistic Director, Folkert Uhde,
is striking out on his own path when it comes to performing major works for the organ and other “serious” music. Freely based on the concept of light, space – and of course sound. He combines the musical performances with light installations, explores architecture and space, applies electronics and modern technology – whatever’s available.

Uhde conceived the staging concept for Bach’s Mass. “We’re trying to narrate through the architecture what the work contains musically and also theologically”, he says. That also includes a long footbridge on which the singers can meet and interact.

The aim is to appeal to all the senses – but without letting the event get self-infatuated. “We’re trying to make the music resonate within the listener – without doing damage to the music itself – to intensify listening and achieve a more powerful effect. That’s the idea behind it”, Uhde says.

**Gothic, Renaissance and Meistersingers: ION time-travels among eras**

This year’s ION offered more than 30 events, including a five-hour experience during which visitors walked through the performance space and discovered a living musical organism, filled with an uncountable number of tubes of red fluid. “Storytelling” was the big idea in the “Beginnings of Love” concert project: people between the ages of 14 and 84 told in videos how they got to know their partners. Love songs and arias provided the right atmosphere – jewels of Baroque vocal art. A multi-hanky experience!

The connection with the city’s churches has always been a key characteristic. And once again during this year’s festival, the charming shift among historical eras within the town walls is also part of the experience, and the visitor encounters surprises over and over. Gothic cathedrals and compact medieval architecture over here; a decorative Renaissance mansion over there. The Renaissance Festival at the Tucherschloss Museum, with its carefully groomed lawns and elegant flower borders, is also an ION classic.

Then comes the contrasting programme: “Berlin – Symphony of a Great City”, Walther Ruttmann’s experimental documentary dating from 1927. It describes a day in the increasingly industrialized Berlin of the 1920s. The subject matter could hardly be more down-to-earth. Which made the live accompaniment from David Franke at the organ all the more elevating. All of which took place in the city’s “front parlour” for fine acoustics, the Meistersingerhalle. For all its natural connections with the past, the whole look and feel of the 65th edition of ION pointed to the event’s chosen theme: the future.

---

L’Orfeo at St. Sebald: Claudio Monteverdi’s parable of gods and men.

Music theatre in the Tafelhalle: harp, violin and more.
BUSINESS GROWS WHEN THE WORLD COMES TOGETHER

International exhibition year 2016

ACREX India (Mumbai, India)  
International Exhibition on Air Conditioning, Refrigeration & Building Services  
25.02. – 27.02.

ALUCAST (Bangalore, India)  
Exhibition & Conference - Aluminum Die Casting  
01.12. – 03.12.

American Coatings Show (Indianapolis, Indiana, USA)  
12.04. – 14.04.

BIOFACH * (World) Leading Trade Fair for Organic Food  
10.02. – 13.02.

BIOFACH AMERICA – ALL THINGS ORGANIC  
(Atlanta, USA)  
22.09. – 24.09.

BIOFACH AMERICA LATINA – BIO BRAZIL FAIR  
(Sao Paulo, Brazil)  
08.06. – 11.06.

BIOFACH CHINA (Shanghai, China)  
International Trade Fair of Organic Products and Agroecology  
26.05. – 28.05.

INDIA ORGANIC (New Delhi, India)  
BrauBeviale Raw Materials - Technologies - Logistics - Marketing  
10.11. – 12.11.

China International Freezing Technology, Products, Products  
11.10. – 13.10.

China Craft Beer Conference & Exhibition (Shanghai, China)  
25.05. – 27.05.

China International Pet Show (Shanghai, China)  
10.11. – 13.11.

embedded world Exhibition Conference  
23.02. – 25.02.

E-MOBILITY Technology China Forum (Shanghai, China)  

Enforce Tac * (International Exhibition & Conference - Law Enforcement, Security & Tactical Solutions)  
02.03. – 03.03.

EUROGUSS  
International Trade Fair for Die Casting, Technology, Processes, Products  
12.01. – 14.01.

FachPack  
European Trade Fair for Packaging, Technology, Processing and Logistics  
27.09. – 29.09.

FCE Cosmetique (Sao Paulo, Brazil)  
International Exhibition of Technology for the Cosmetics Industry  
10.05. – 12.05.

FCE Pharma / POWTECH Brasil (Sao Paulo, Brazil)  
International Exhibition of Technology for the Pharmaceutical Industry  
10.05. – 12.05.

FENSTERBAU FRONTALE  
THE FAIR SHOW WINDOWS - DOORS - FACADES  
16.03. – 19.03.

FENSTERBAU FRONTALE INDIA (Mumbai, India)  
International Exhibition & Conference Window, Door and Facade Technologies, Components, Prefabricated Units  
25.02. – 27.02.

Galabau gardening, landscaping, green design  
14.09. – 17.09.

Glass South America (Sao Paulo, Brazil)  
International Exhibition of Technology for the Glass Industry  
08.06. – 11.06.

HOLZ-HANDWERK European Trade Fair for Machine Technology, Equipment and Supplies for the Wood Crafts  
16.03. – 19.03.

HPCI India IN COOPERATION WITH The Indian Care Chemical Convention (Mumbai, India)  
10.03. – 11.03.

IEONA * (International Trade Fair for New Products)  
27.10. – 30.10.

Insights-X **  
06.10. – 09.10.

International Powder & Bulk Solids Processing Conference & Exhibition (Shanghai, China)  
19.10. – 21.10.

ITSA Brasil (Sao Paulo, Brazil)  
The IT Security Conference and Corporate Networking  
26.05. – 29.05.

It-sa (Shanghai, China)  

IT-EXPO together with BIOFACH JAPAN  
10.02. – 12.02.

PADDLEexpo * The Global Paddlesports Trade Show  
21.01. – 23.01.

PAINTINDIA (Mumbai, India)  
India’s proud global event for the paints, coatings, inks, construction chemicals and adhesives industries

PCIM Europe *  
Power Electronics | Intelligent Motion | Renewable Energy | Energy Management

Pet South America (Sao Paulo, Brazil)  
Your one stop event for material handling and processing

POWTECH Word-leading Trade Fair for Processing, Analyzing and Handling of Powder and Bulk Solids

R+T South America (Sao Paulo, Brazil)  

SAE China Congress & Exhibition (Shanghai, China)  

SENSOR+TEST The Measurement Fair *  
International Trade Fair for Sensors, Measuring and Testing Technologies with concurrent Conferences

SMT Hybrid Packaging  

Spielwarenmesse **  
27.04. – 01.02.

SPS IPC Drives *  
22.11. – 24.11.

VIVANESS * International Trade Fair for Natural Personal Care  
10.02. – 13.02.

Extract from the programme of events (subject to change)  
* For trade buyers with legitimation only  
** by external organizer

nuernbergmesse.de/dates