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Press Release

Germany's architects select the leading world trade fair BAU in Munich as the most popular fair

BAU Wins Architects' Darling® Award

Germany's architects voted BAU, World's Leading Trade Fair for Architecture, Materials and Systems, as their favourite trade fair. At a gala event on Tuesday, 6 November 2012, BAU was presented the Architects' Darling® Award offered by Heinze GmbH.

The prize, with which the favourite construction materials manufacturers in Germany are honoured by architects, was awarded in 24 categories. The favourite trade fair was also honoured for the first time this year. BAU won the **Architects' Darling** in gold against strong competition from all of Germany. Project Manager Mirko Arend and Press Spokesperson Johannes Manger accepted the sought-after phoenix statue made of solid bronze on Tuesday evening in the Lower-Saxony capital Celle.

The starting point was a survey, which was conducted by Heinze market research from June until September 2012. Before the event, the architects and planners were spoilt for a choice: The favourites were selected from more than 200 manufacturers and brands of the construction industry. The readers of the Heinze Architecture Journal and other architecture trade journals were invited to participate. The trade portals www.heinze.de and Baunetz also invited people to participate. A total of **2,456** questionnaires were completely filled out and included in the evaluation. Consequently, this is by far the largest architect survey throughout Germany this year.

Dr. Reinhard Pfeiffer, Managing Director of Messe München, considers the prize recognition for years of work: "We, especially the complete project team of BAU, reaped a reward with this for our intensive communication targeted to a specific group. Germany's planners and architects have recognized what BAU does for them: its building trade-overlapping orientation, the numerous product

Messe München GmbH
Press Office BAU 2013
Messegelände
81823 Munich
Germany

Tel (+ 49 89) 9 49 – 214 82
Tel (+ 49 89) 9 49 – 214 9721482
bau.presse@messe-muenchen.de
www.bau-muenchen.com

innovations of our exhibitors, our intermediary role between industry and architecture, the highly attractive forums and special exhibitions – these have all made BAU an almost indispensable source of inspiration for the world of architecture. We are proud and say thank you."

The next Bau will take place on the grounds of the New Munich Trade Fair Centre from 14 to 19 January 2013. Of a total of 236,000 trade visitors at the last Bau in January 2011, 50,000 came from architecture and planning firms. As a result, BAU is the largest event for planners and architects in the world with respect to numbers.

About BAU 2013

BAU 2013, the World's Leading Trade Fair for Architecture, Materials, Systems, will take place from 14 to 19 January 2011 at the New Munich Trade Fair Centre. Approx. 2,000 exhibitors from more than 40 countries and about 240,000 visitors from the whole world are expected to take part. On 180,000 square metres of exhibition space, BAU will present architectural solutions, materials and systems for commercial and residential construction and for interior fitting, both new-build and renovation and modernisation. Every two years this event brings together market leaders from the sector to participate in a unique display of competence spanning all the construction trades. BAU is also the world's largest trade fair for architects and engineers, attracting approx. 50,000 design professionals. The range of building materials on display at the fair is grouped into product and topic areas. Key topics for the future of the industry, such as sustainable and generation-adapted building, play an important role in all sections of the exhibition. The many attractive events in the supporting programme, including high-calibre forums with experts from all over the world, round off this industry showcase.

You can find photos of BAU here online.

You can find this press releases as well as photos for BAU 2013 at www.bau-muenchen.com

Get accredited online, print your press ticket yourself at home!

Contact persons for press work concerning BAU 2013:

Johannes Manger and Benjamin Büttner

Tel. (+49 89) 949-21482, Fax (+49 89) 949-9721482

E-mail:

Johannes.Manger@messe-muenchen.de

Benjamin.Buettner@messe-muenchen.de

Additional information about Messe München is available at www.messe-muenchen.de