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**Press Release**

## The special shows of BAU 2013

### Product and system solutions for the future city

Accompanying the presentations by the exhibitors at their booths, the key themes at BAU will be covered and illustrated in forums and special shows – from a number of different perspectives and aspects. In organizing this BAU is working closely with highly regarded partners

#### “TomorrowTown—Intelligent building for the city of the future”

Urban expansion and change will have a key influence on social developments in the 21st century, because it is in the cities that the battle for an ecologically sustainable future will be taking place. The energy turnaround, a changing climate, urbanization, increasing pressure on resources and demographic change are the big issues facing the future of our urban environment. Just what robots, biogas, impulse fragmentation, “wellness glass” and mosses can contribute technologically to the city of tomorrow, is to be presented in a special show by the **Fraunhofer Building Innovation Alliance** (Hall C2) at BAU 2013. Thirty intelligent product and system solutions will set out the contribution that building research can make to a sustainable and future-capable “TomorrowTown.” The road towards the city of tomorrow is via “intelligent building.”

#### Sustainable construction: a transparent guide to the appropriate product.

If you want to design and build sustainably, you need the right products. More and more architects, designers and building professionals are demanding transparent and reliable information that will help the decision-making process and lead towards the desired certification. In its special show on “Sustainable building products. More transparency promotes better decisions,” the **DGNB (German Sustainable Building Council)**, in cooperation with leading partners from the building

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industry and building research, will be providing the answers. Using examples of completed and certified projects, the experts will illustrate the relevance of building products for the construction, operation and certification of sustainable buildings. It will also show specific solutions that point out the effect of building products on building performance and the certification result. The DGNB's online "Navigator" tool delivers the necessary transparency. It provides, in simple and easy-to-orient form, all the data on building products that are relevant for designing a sustainable building—a useful tool in facilitating decision-making.

### **Universal Design**

In cooperation with **ift Rosenheim**, BAU is organizing the special show entitled "Universal Design." Universal design is a challenge the building sector in general has to address for the future, and it is a particular challenge for the manufacturers of building components. Universal design is a concept aimed at ensuring products are designed and made so that they can be easily used by the greatest number of people. Already whole segments of industry, e.g. manufacturers of mobile phones and motor vehicles, are intensively engaged with this theme in their product development. Trends such as demographic change are bringing universal design into the spotlight in the building industry, too. In designing houses, rooms and building components, it is ever more important to ensure that these are easy to use and flexible. This special show illustrates, using examples of products, what specific implications universal design will have for building components like windows, doors and gates. Manufacturers, designers and investors can gather information on criteria such as maximum usability and flexibility, as a means of assessing how well products meet the requirements of universal design. The special show takes place in Hall C4, on an area of around 200 square meters.

### **Building for life—Cost-effective. Flexible. Barrier-free**

The special show, presented again by BAU in cooperation with **GGT Deutsche Gesellschaft für Gerontotechnik®**, will demonstrate what "Building for Life" means in practice and what it involves. This time the display will focus on comfort. On around 200 square meters of space in Hall A4, fullscale, multifunctional and flexible rooms, with a hotel character, will be set up, and fitted out with products that appeal to young and old alike. The modular concept used in this exhibit, developed by specialists

at GGT, is useful for apartments, student housing, hotels, sheltered housing and homes for the elderly. Guided tours to the booths of the exhibitors are also being offered. The tours start at the GGT booth, at the presentation of their show apartment in Hall A4.

**For a list of all the exhibitors at BAU 2013, the product groups and product presentations, go to the online catalog, at: [www.bau-muenchen.com](http://www.bau-muenchen.com)**

### **About BAU 2013**

BAU 2013, the World's Leading Trade Fair for Architecture, Materials, Systems, takes place from January 14 to 19, 2013 at Messe München exhibition center. Once again the event is expected to attract around 2,000 exhibitors from more than 40 countries and approximately 240,000 visitors from all over the world. On show at BAU on 180,000 square meters of exhibition space will be architectural solutions, materials and systems for commercial and residential construction and for interior fit-out, for both new-build and renovation and modernization purposes. Every two years this event brings together market leaders from the sector to participate in a unique international display of competence spanning all the construction trades. BAU is also the world's largest trade fair for architects and construction engineers, attracting around 50,000 design professionals. The exhibits at the fair are organized according to building material and also product and theme areas. Key topics for the future of the industry, such as sustainability and building for life, play an important role in all sections of the exhibition. The many attractive events in the supporting program, including high-caliber forums with experts from all over the world, round off this industry showcase.

[Click here for picture of BAU online.](#)

**This press release and pictures of BAU 2011 can be found at:**

**[www.bau-muenchen.com](http://www.bau-muenchen.com)**

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Further information about Messe München:

[www.messe-muenchen.de](http://www.messe-muenchen.de)