

## **Final report**

### **'denkmal Russia-Moscow' ends with record results:**

#### **More visitors, exhibitors, speakers and competition entrants than ever before**

Moscow/Leipzig. denkmal Russia-Moscow, the fourth international trade fair for preservation, restoration and museum technology, drew to a close on 10 November with record statistics. All in all, 3,450 registered trade visitors (2015: 2,970) flocked to Gostiny Dvor to see what the 106 exhibitors (2015: 80) from Russia, Germany and Italy had to offer. The international congress programme featured over 100 speakers and panellists from Russia and elsewhere, twice as many as before. Moreover, leading Russian associations and institutions hosted their own congresses and events during denkmal. The expo has also grown significantly regarding activities for young people, with 42 students taking part in the Russian architectural competition held in connection with denkmal – seven times more than when the competition was first held. What's more, for the first time at any trade show, a three-day practical live competition for young restorers was held in four disciplines based on the methods used by WorldSkills, the global hub for skills excellence and development.

#### **Minister of Culture: denkmal Russia-Moscow "a significant event for Russia"**

"We have reached a new level with this year's denkmal. Interest in the congress programme increased enormously. In some cases, we had to provide additional seating at short notice," said Markus Geisenberger, CEO of Leipziger Messe. "The exhibitors attracted more visitors than before. More companies were in attendance, from both abroad and various regions of Russia," added Geisenberger. Russian Minister of Culture Vladimir Medinsky highlighted during the opening ceremony that thanks to denkmal there is now a significant event for the restoration industry in Russia. "That's why we're delighted to support denkmal." Alexey Emelyanov, head of the Moscow Department for Cultural Heritage, commended the high level of expertise displayed as the specialists talked shop at the exhibition stands and also praised the exhibitors' offerings. "denkmal has become much more professional and vibrant, especially owing to the congress programme, the product demonstrations, and the competitions for young people entered by future decision-makers," emphasized Alexey Emelyanov.

#### **Strong German and Italian presence in the exhibition and congress programme**

During the seminars and conferences, experts from Russia and abroad debated issues such as the repurposing of listed buildings, the benefits of heritage conservation for tourism, how best to attract investors, and technical and legal matters. Specialists from Germany chiefly spoke about their experience of restoration projects, the preservation of industrial architecture, and training the next generation of conservationists. The Italian experts primarily discussed technical innovation and presented case studies on projects in Venice, Turin and Ragusa. Like Germany, Italy was also represented by a large national pavilion at denkmal Russia-Moscow: there were 16 German

exhibitors and 12 from Italy. Said Alessandro Zanini, President of Assorestauro (the Italian Association for Architecture, Art and Urban Restoration): “denkmal was the best possible way for us to enter the Russian market. We hadn’t expected so many visitors and will definitely send a larger delegation next time.” Hans Reiner Meindl, CEO of Lamberts glassworks in Waldsassen, Bavaria, was busy right up until the trade show closed and declared: “We reached our objectives at denkmal.” When it opened, he even had an opportunity to explain his products to the Mayor of Moscow and the Russian Minister of Culture.

During the opening ceremony, Lord Mayor of Leipzig Burkhard Jung presented his Moscow counterpart Sergey Sobyenin with two photo reproductions of a mosaic rediscovered during the refurbishment of the former Soviet Pavilion on the old Leipzig Fair exhibition grounds. Moscow conservationists were especially interested to find out about the repurposed old Leipzig Fair exhibition centre in the light of the current restoration and conversion of VDNKh, the historic Soviet exhibition centre in north Moscow. Over the past seven years, over 900 monuments and listed buildings in Moscow have been restored while some 8,000 façades have been renewed.

denkmal Russia-Moscow will next be held in November 2019.

The biennial denkmal Russia-Moscow has been organized since 2011 by Leipziger Messe International (LMI) in conjunction with the Russian Association of Restorers. It’s based on the successful concept of denkmal in Leipzig, which since 1994 has developed into Europe’s foremost heritage expo and will next be held from 8 to 10 November 2018. In August 2017, LMI staged the highly successful HPI (Heritage Preservation International) in the Chinese city of Shanghai.

**Contact:**

Ulrich Briese

Leipziger Messe International GmbH

Project director of denkmal Russia-Moscow

Tel: +49 341 678 7917

Email: [u.briese@LM-international.com](mailto:u.briese@LM-international.com)