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Press Release

For the third time in a row

BAU wins Architects' Darling® Award

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BAU, the world's leading trade fair for architecture, materials and systems, has won the coveted Architects' Darling® Award for the third time in succession.

The accolade is the outcome of the biggest architects' poll in Germany this year. Around 1800 architects and planners were questioned on more than 200 manufacturers and brands. Once again BAU emerged the clear winner in the “favorite trade fair” category, following on from 2012 and 2013.

The awards, offered by Heinze GmbH, were presented on 3 November as part of the “Celler Werktage”, an industry event in Celle, a former ducal residence town in Lower Saxony. At an evening gala, Markus Sporer, BAU's deputy project manager and Communications Manager Johannes Manger, accepted the solid bronze phoenix statue in front of 400 invited guests.

The Architects' Darling, considered to be the “building industry Oscar” is awarded annually. The “favorite trade fair” was selected for the third time and as in 2012 and 2013 so too this year BAU fought off strong competition from all over Germany.

The bronze phoenix was awarded in a total of 31 categories, including classic product areas as well as marketing disciplines across segments.

BAU was also able to share the enjoyment with its exhibitors because 19 of the 30 winners who joined BAU in receiving the Architects' Darling® Award in Gold were BAU exhibitors.

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Dr. Reinhard Pfeiffer, Deputy Chairman of the Management Board of Messe München, sees the repeat accolade as confirmation of the high reputation that BAU enjoys in the architectural world. “It is no coincidence that BAU is frequently referred to as the architects' trade fair. At BAU we portray the future of construction and of architecture across trades. Planners and architects value that. They appreciate our forums and special shows, but above all they are impressed by our exhibitors' presentations. The accolade for BAU is therefore also a compliment to the exhibitors. We are proud and say thank you.”

The next BAU will take place from 16 to 21 September 2017 at the Munich exhibition site. At the previous BAU in January 2015, of the more than 250,000 trade visitors, 65,000 of them were from architectural and planning offices alone. Purely in terms of numbers that makes BAU the world's biggest event for planners and architects.

Messe München

Messe München is one of the world's leading trade-show companies. It organizes some 40 trade shows for capital and consumer goods and key high-tech industries in Munich alone. 14 of those events are number 1 in the world in their respective industries. Each year more than 30,000 exhibitors and some two million visitors take part in events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München. In addition, Messe München organizes trade shows in China, India, Turkey and South Africa. Messe München has a global business presence with affiliates in Europe, Asia and Africa and more than 60 foreign representatives serving more than 100 countries.