

Munich, September 8, 2016

## Press Release

### A look into the future

## The special shows at BAU 2017

Johannes Manger  
Tel. +49 89 949-21482  
Fax +49 89 949-9721482  
Johannes.Manger@  
messe-muenchen.de

As well as at the booths of the individual exhibitors, the key themes at BAU 2017 (Intelligent facades – Digital design, construction and management – Smart buildings – Living and Building 2020) will also be explored and explained in several special shows, from a range of different viewpoints and aspects. BAU is working closely with a number of high-profile partners in putting together this program. Here's an overview:

### Building 2020: From energy efficiency to product effectiveness

In its special show at BAU 2016, the German Sustainable Building Council (DGNB - Deutsche Gesellschaft für Nachhaltiges Bauen) takes up the key theme of Living and Building 2020, looking in particular at integrated concepts and product efficiency. A new EU directive requires that all new buildings must conform to the Nearly Zero Energy Standard. And that means energy efficiency throughout the production chain becomes a relevant sales argument also for manufacturers. Other sustainability aspects also come into focus, such as durability, amortization costs, recycling capability, convenience and a healthy environment. This special show sets out how such parameters can be consistently optimized.

### Fraunhofer StadtLabor / Fraunhofer CityLaboratory

Buildings that respond to their users, that think in terms of energy efficiency and operate sustainability. Intelligent facades that positively influence the indoor climate and at the same time generate energy. Cities that do not produce either waste or sewage, thanks to a closed recycling and processing loop. These visions for the not-too-distant future will be presented at the special show "StadtLabor" by the Fraunhofer Building Innovation Alliance. 14 Fraunhofer Institutes will showcase their latest R&D work on urban centers and answer visitors' questions about the future of our cities.

Messe München GmbH  
Messegelände  
81823 München  
Germany  
[www.messe-muenchen.de](http://www.messe-muenchen.de)

Press Release | September 8, 2016 | 2/2

### **The changing housing industry: Building for all generations**

Addressing the key theme of “Building and living 2020” the GGT Deutsche Gesellschaft für Gerontotechnik® will again be presenting a model apartment suitable for all generations. The special show, entitled “The changing housing industry” is aimed in particular at the property sector. The basic idea is: More comfort for all phases of life and for all ages. Because a home designed to suit all generations not only provides a barrier-free environment, it also offers greater convenience and comfort for all users. As this high-quality presentation with its many product solutions shows, the demand can be met in both existing properties and in new-builds.

### **Quality follows function**

Designing and constructing buildings and building components is becoming ever more complex and ever more detailed. No one building material or building element can suffice for all applications; there are many different demands for the different functions. At this special show ift Rosenheim sets out its recommendations for the use of building components, in the context of their particular function and the needs of the users. Examples include schools, care facilities, administration buildings, security buildings, rental apartment blocks and the higher spec end of the housing market. The emphasis will be on presenting and explaining “application-oriented construction quality” and its impacts on safety and costs

### **About BAU**

BAU, the World's Leading Trade Fair for Architecture, Materials and Systems, is the biggest and most important event in the sector. The next BAU takes place from January 16 to 21, 2017 at the Messe München exhibition center. Around 2,000 exhibitors from more than 40 countries and approximately 250,000 visitors from all around the world are expected to take part.

On display at BAU on about 185,000 square meters of exhibition space—for years all the available space has been fully booked—are architectural solutions, materials and systems for commercial and residential construction and for interior fit-out, for both new-build and renovation and modernization. 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 more than 60,000 design professionals. The exhibits at the fair are organized according to building material and also product and theme area.

The many attractive events in the supporting program, including high-caliber forums with experts from all over the world, round off this industry showcase.

Press Release | September 8, 2016 | 3/3

**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 and abroad. 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, South Africa and Russia. 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.