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Press Release

BAU wins GWA Profi Award for the fifth time

BAU, the World's Leading Trade Fair for Architecture, Materials and Systems, has won the highly coveted 'GWA Profi Award' for the fifth time. The trophy was presented on 11 October 2016 as part of a B2B brands conference in Würzburg. The GWA Profi is regarded as a kind of Oscar for B2B communication in the German-speaking world. It is awarded for sustainable and successful communication of B2B brands.

The motif campaign for BAU is now the most successful in the history of the GWA Profi Award, and has won several times. The campaign, based around the BAU slogan of “The Future of Building”, underlines the role of this trade fair as an innovations driver and business boost for the building and construction sector. Dr. Reinhard Pfeiffer, Managing Director responsible for BAU, is highly delighted to receive the accolade again: “The fact that we have now won this award for a fifth time shows that we have really captured the right mood. The motifs from the world of animals and plants are innovative, they are understood around the world and they symbolize themes such as sustainability, energy- and resource-efficiency and environmental responsibility in building and construction. These themes are top of the agenda at BAU.”

The award for BAU is at the same time recognition of the work of the creative agency wob of Munich. For BAU 2005 wob developed a brand new advertising campaign featuring futuristic animal and plant designs. The campaign for BAU 2017, too, takes up this multiple-award-winning motif series. This time the motifs are the lemon and the alder tree, developed in close cooperation with the BAU team. The jury awarded “The Future of Building” campaign a Silver in the “Evergreen” category.

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Mirko Arend, Exhibition Director of BAU, commented: “Always when I am on business trips promoting BAU in Germany and abroad, people ask me about our motif campaign. We continue to receive high praise for the campaign. And often, when I am at the premises of partners and customers, I see our motif calendar and posters displayed prominently in hallways and offices. So not only did our campaign convince the jury of the GWA Award, it has also won over our customers and partners, who see it as a very positive and visual expression of what BAU is about: The Future of Building.”

Ana-Maria Vlasceanu, Brand Marketing Manager for BAU, is also much pleased: “This award is superb confirmation for our consistent marketing work for the target groups of BAU and for us it is also a personal incentive: For the next event, we are going for Gold again!”

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.

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.