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## Press release

### For the fourth time BAU presents “The Long Night of Architecture”

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### Open house at 70 buildings

It is a special highlight within the supporting programme of the world's leading trade fair BAU: For the fourth time The Long Night of Architecture takes visitors to Munich's most attractive and interesting buildings. On Friday, 20th of January, 2017, exhibitors, trade fair visitors and all those interested in architecture get the opportunity to have a look behind the scenes. This time, more than 70 buildings are on the programme - a record. The newly designed website ([www.lange-nacht-der-architektur.de/en](http://www.lange-nacht-der-architektur.de/en)) now offers the opportunity to plan individual tours.

The Long Night of Architecture (LNDA) takes place in the context of BAU, the World's Leading Trade Fair for Architecture, Materials and Systems. It is organised and hosted by Messe München. The event serves as a bridge, and takes the theme of architecture from the BAU trade fair to the city of Munich, to the interested public. Right from the beginning this idea turned out to be an instant success. In 2015, 30,000 architecture enthusiasts went on the guided night tours. For the next LNDA we expect a similarly great response. Amongst the 70 buildings – in 2015 we had 50 – are a number of new additions, as well as popular “classics”. For the fourth event the organisers of the LNDA focus on the use of social media, the new interactive [Website](http://www.lange-nacht-der-architektur.de/en) and the new WhatsApp-Channel.

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Press release | 7. Dezember 2016 | 2/2

### **70 buildings – by shuttle bus or on foot**

Shuttles buses cover altogether eleven routes, and are, as always, free of charge. On the bus, architecture students inform visitors about the buildings. Several guided and unguided walking tours through Munich's inner city are also on offer. All bus tours start centrally at the Odeonsplatz. The new website supports all those who want to plan their tour online. The site features responsive web design and can be used on all mobile devices. Interactive maps help to customise city tours. Selected tours can be shared via social media, sent by email, and saved offline as PDF format.

### **Seeing Munich from different perspectives**

There are 20 new buildings this time – as many can thus be visited for the first time. These include, for example, the BMW Truck-Logistics Administration Centre, the Isartalwerkstätten, the joinery business Würzburger, the digestion tower in the treatment plant Gut Großlappen, as well as the Protestant Luther Church St. Lukas at Mariannenplatz. Brainlab AG has opened new headquarters on the area of the former Riem airport, located just a stone's throw away from the fairgrounds. The heritage-protected airport tower, surrounded by a new glass building is an eye-catcher. Brainlab offers guided tours, always on the hour.

On 20th of January "upside east" offers, once again, a view over Munich by night. The bread factory of the Aumüller bakery is located in a vintage industrial building at the Kistlerhof Straße, it impresses less with its height than with its original charm.

The large number of other buildings has something on offer for every taste: be it pro aurum Goldhaus or the stadium at the Grünwalder Straße.

### **LNDA focuses on social media**

Information about LNDA can be found on social media. Already before the event, various buildings are going to be presented on Instagram. On

Press release | 7. Dezember 2016 | 3/3

Facebook you can follow the current news feed around LNDA. During the event, the new WhatsApp Channel presents exclusive information, such as on waiting times in front of the buildings, traffic conditions, and much more.

### **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.