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Press release

bauma – the film **‘Moving’ pictures of the world’s biggest trade show**

- Parkour runner provides action-packed images of bauma 2013 in Munich
- Five-minute film about Messe München International’s most important event
- World premiere at competing show CONEXPO CON/AGG in Las Vegas

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Can be seen at www.bauma.de/film

Thousands of excavators, dumpers and truck tractors, more than 535,000 visitors – bauma 2013 in Munich was a trade show of superlatives. Now bauma 2016 is looming on the horizon – and on Thursday 6th March 2014, ‘bauma - the film’ made its world premiere at the competing trade show CONEXPO CON/AGG in Las Vegas, USA. This five-minute film is now online and provides ‘moving’ pictures with a parkour runner disguised as a well-dressed visitor who races through the trade show with daredevil stunts. He only has three minutes to get an overview so he’s in a bit of a hurry and must always take the direct route no matter what machine stands in his way.

Responsible for the concept and production is the Munich film company just gmbh audiovisuelle produktionen under the direction of Christian Geisler (www.just-online.de). One year of preparation and a storyboard with over 140 shots testifies to expenditure that’s unprecedented in the area of trade-show image films. The director’s declared objective was to capture this trade show of

superlatives in a gripping story with fantastic pictures that bring the enormous, static machines to life.

The stuntman is Alex Pach, founder of Move Artistic, Germany's biggest platform for parkour, freerunning and tricking. A former gymnast of the German Bundesliga with national titles, he is one of Germany's pioneers in parkour/freerunning and he directs a training center which is among the biggest in Europe.

Before production started during bauma 2013, the exhibition grounds were examined, exhibitors were selected and integrated, the parkour was specified precisely and thorough safety tests carried out. Shooting during the actual trade show took three days and involved a crew of sixteen. Genuine visitors to the show from all over the world were integrated into the action spontaneously and give the film an unusually viral as well as exciting touch. Two high-speed film cameras with sophisticated technology filmed every stunt to capture the best angle of vision each time. The result: action-packed, emotional images which convey the special atmosphere of the world's biggest trade show.

Messe München International

Messe München International is one of the world's leading trade show companies. In Munich alone it organizes around 40 trade shows for capital and consumer goods, and key high tech industries. Each year more than 30,000 exhibitors and around two million visitors take part in the events held at the Messe München exhibition center, the ICM – International Congress Center München, and in the MOC Veranstaltungszentrum München. The leading international trade fairs of Messe München International are all independently audited.

In addition, Messe München International organizes trade shows in China, India, Turkey and South Africa. With a combination of affiliates abroad – in Europe, Asia and in Africa – and over 60 foreign representatives actively serving over 100 countries, Messe München International has a worldwide business network. The Group also takes a pioneering role as regards sustainability: It is the first trade-fair company to be awarded energy-efficiency certification from the technical inspection authorities TÜV SÜD.

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