

Former Logo:

**INHORGENTA
MUNICH**

Munich, October 10th, 2023
Media Information / Presseinformation

A fresh new look and feel for the 50th birthday
Bold and confident – The New Look of
INHORGENTA

Re-branding of INHORGENTA

- **Bold new logo and modern visual language by Mirko Borsche**

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Together with the internationally renowned designer Mirko Borsche, INHORGENTA has refreshed its look, which it is showing off for the start of its 50th anniversary year. With an upgraded and modern design, INHORGENTA is not only creating a fresh style but also a new feeling.

New decade, new look: The re-branding of INHORGENTA

A familiar face is responsible for this fresh appearance. At the beginning of the year, Stefanie Mändlein returned as Exhibition Director of INHORGENTA. She has since presented the visual re-branding, including a revised logo and innovative visual language, for Europe's leading industry platform for jewelry, watches and gemstones. Even before INHORGENTA celebrates its 50th anniversary, Stefanie Mändlein already wants to shape its future and has given it a new highly sophisticated look for this purpose – strong, self-confident, innovative and pioneering.

New Logo:

INHORGENTA

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81823 München
Deutschland
messe-muenchen.de



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“Bold and confident, but at the same time subtle and timeless, like our platform itself: this is the goal for the new corporate design of INHORGENTA. The new logo finds its strength in its powerful, clean contrasts and confident lines. The visual language impresses by playing with reflections and silhouettes, and thus reflects the emotionality and high quality of our industry,” says Stefanie Mändlein about the new design. “The new look therefore visually points the way for the future of INHORGENTA.”

Fresh look with a modern logo: Mirko Borsche creates the new INHORGENTA design

The multi-award-winning graphic designer Mirko Borsche was



commissioned to create a luxurious and high-quality, yet modern and bold typeface for the INHORGENTA logo.

“In developing the new design, we relied on Mirko Borsche’s experience and avant-garde flair,” explains Stefanie Mändlein. “He created the modern, luxurious look for us that appears subtle as it does confident. Its

clean design, with strong contrasts and sleek silhouettes, embodies INHORGENTA’s aspirations.”

The designer himself sees his design as the visual indicator of the future of INHORGENTA: “I am delighted to be part of this new chapter of INHORGENTA. On the occasion of the trade fair’s 50th anniversary, I was asked not only to develop a new design for the lettering ‘INHORGENTA’, but also to visually embody where the platform is heading. Accordingly, I

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worked out a modern aesthetic that is as simple as it is luxurious, and as confident as it is timeless.”

The photo campaign with dynamic, expressive images, matching the modern design was produced by renowned photographer Andrea d’Aquino.

New campaign with artwork from Mirko Borsche and photographer Andrea d’Aquino



Special thanks to our partners WEMPE, Saskia Diez, Ceylons and Elmar Grupp for their support with jewelry, watches and gemstones in the new look.

More information about INHORGENTA: [inhorgenta.com](https://www.inhorgenta.com)

About INHORGENTA

INHORGENTA, Europe’s leading platform for jewelry, watches and gemstones is the order and communications platform for the industry and reflects the market in all its diversity. Spread over six halls at Messe München, exhibitors from across the globe will present their latest creations. Through its extensive supporting program, comprising the INHORGENTA AWARD and the TRENDFACTORY MUNICH, the trade fair offers an in-depth overview of international trends and developments. In 2023, the trade fair brought 802 exhibitors from 38 countries and around 24,000 visitors from 90 countries to Munich. The next INHORGENTA MUNICH will be held from February 16 to 19, 2024.

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About Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, about 50,000 exhibitors and around 3 million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München, the Conference Center Nord and the MOC Veranstaltungszentrum München, and also abroad.

Together with its subsidiary companies, Messe München organizes trade fairs in China, India, Brazil, Russia, Africa, Turkey, and Vietnam. With a network of associated companies in Europe, Asia, and South America, and with around 70 offices worldwide for more than 100 countries, Messe München has a global presence.