

München, 1. Februar 2024

Press Release

INHORGENTA anniversary program

From history into the future

- 6 exhibitions, 2 stages, and an exciting event program
- 50 top speakers from Europe, Africa, America, and Asia
- The information platform for the industry

BOLD is not only the motto for the new look for INHORGENTA, taking place in Munich from February 16 to 19, 2024, but also for its supporting program. In its anniversary year, it is more extensive than ever: whether in the Trendfactory, the Experience Hub with the Watch Talks, the redesigned Recruiting Area, and many other activities in, for example, the “Wedding World”, the six special shows, or glamorous evening events.

It's one highlight after another at INHORGENTA 2024. The focus is on the more than 900 exhibiting companies from over 40 countries. INHORGENTA is not only Europe's leading business platform, but above all a place for inspiration, knowledge sharing, and networking. “To celebrate the 50th anniversary of INHORGENTA, six special exhibitions and over 50 experts from Europe, Africa, America, and Asia will reflect on the past, present, and future of jewelry, watches, and people,” says Stefanie Mändlein, Exhibition Director.

Multifaceted topics in the Trendfactory

From the history to the future of gemstones and jewelry, to AI, e-commerce, and customer loyalty: The topics at the INHORGENTA TRENDFACTORY 2024 are more diverse than ever for its 50th anniversary. Conferences, lectures, and panel discussions will provide participants with insights into the transformation of the industry, and an ideal opportunity for an interdisciplinary and international exchange.

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More than 35 industry experts, jewelry designers, and journalists from Europe, Africa, America, and Asia will be speaking there. They include Helen Molesworth from the Victoria and Albert Museum, journalist Robin Swithinbank, Dr. Gaetano Cavalieri, President of the World Jewellery Confederation (CIBJO), Sabine Eichbauer, owner of Tantris Maison Culinare, and Matthias Hahn, Executive Chef and previously in top positions at Alain Ducasse for many years.

Last but not least, influencers such as Katerina Perez, Kyle Roderick, and Benjamin Guttery will offer master classes, for example, on storytelling on Instagram. There will also be panel discussions on new generations, target groups, and markets in the luxury segment, German pioneers in jewelry, and fair trade gemstones. Valerie Demure, White Bird, and Twist, three of the best jewelers worldwide, will talk about the future of retail. And in the “Wedding World”, also in Hall B2, a wide range of entertainment highlights will give buyers ideas for their own campaigns at the point of sale. On top, the best-known wedding planner in the German-speaking world will be there as Master of Ceremonies: Frank "Froonck" Matthée the star wedding planner as Master of Ceremony of Wedding World.

Dynamic watch show and in-depth Watch Talks

Watches are the focus of the new Experience Hub in the Timepieces hall (A1.335). In addition to the Watch Talks, there will also be the extraordinary and dynamic watch show “Tutting Dance”, a street dance that focuses on hands and arm joints, and is currently going viral on TikTok and Instagram. The topics for the panels with over 20 industry experts include “Young talents in watchmaking”, “Independent Swiss watch brands and their opportunities”, or the award of the German Watchmaking Championship. Among the speakers on the panels will be representatives of the brands Aerowatch, Baume & Mercier, Junghans, Norqain, Porsche Design Timepieces, Tim Stracke from Chrono24 and Felipe Pikullik. The questions will be asked by the journalists Gisbert Brunner, Antje Heepmann, Joern Kengelbach, and Marcel Weder.

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The future for 50 years

Promoting young talent means safeguarding the future, which is why it has been an important pillar of INHORGENTA since its foundation. Around 1,500 trainees and students visit INHORGENTA every year.

The newly designed Recruiting & Young Talent Area with the Brand New section in Hall B2 is a small job fair providing information on training and further education, highlighting career opportunities, and bringing talents and companies together. Success stories of well-known designers provide inspiration.

Eight universities and educational institutions, as well as the large-scale training offensive of the Central Association for Watches, Jewelry and Timekeeping Technology will be presented in the [Campus](#) area in Hall A1. The President of the Central Association, Albert Fischer will host a panel on the Watch Talks stage at 2 p.m. on Saturday.

Origin and future in six special exhibitions

The “Infinite Reflections” installation will take a look at the past using 10 spectacular pieces of jewelry, including a 5,000-year-old amulet from Mesopotamia. Every 15 minutes, a show with music and light art will present the history of how jewelry has developed over the last 5,000 years.

The photo exhibition “Adorning the Self” will show how jewelry is worn on the street today. Snapshots by the young photographer Jakob Tillmann, curated by Joachim Schirrmacher, will show the diversity and creativity of the individual – whether fine genuine jewelry, watches, or bijoux; discreet, opulent, or sophisticated.

The anniversary exhibition “50 Years of INHORGENTA” will show the essence of luxury in archive images: tradition, history, craftsmanship, and glamor. In a film, the organizers explain how INHORGENTA was founded, and how the name came about. Also on display will be the golden chain of office of the President of the Central Association of German Goldsmiths and Silversmiths, which already “aroused the admiration of all experts”, as the *Süddeutsche Zeitung* wrote at the time, back in 1974 at the opening of the first INHORGENTA.

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In the 50 Years Anniversary Exhibition, 30 companies, including Kifo, Ruppenthal, Gebr. Boley, E. Wilhelm, Hermann Petry, and Dahlinger, which have been loyal exhibitors at INHORGENTA for 50 years, will show treasures from their archives such as a historic power riveting machine, clocks, and packaging, as well as precious gemstones and platinum jewelry. The “Game of Thrones” dragon egg from Fabergé with a ruby from Gemfields in Mozambique on the crown is spectacular.

The Eternity Exhibition in Hall A1 is a tribute to time. A light installation will show animated time, an XXL Fibonacci clock can be deciphered, the artists Martin Gerstenberger and Luca-Maria Hien will show the process of an ephemeral work of art, and visitors can engage with their own time in an interactive thread installation. Here you should take your time, feel time, use time properly, learn to appreciate time, and even forget time.

The show “Rethinking Wedding: Before White – Beyond Cinderella” will present traditional German wedding costumes in photographs by Gregor Hohenberg, which show how ornate wedding dresses used to look, as well as contemporary wedding outfits from the European Fashion Award FASH, featuring fashion designers Arjos Anton, Christian Hannken, Danny Reinke, and Lea Lahr-Thiele, among others. The exhibition will be opened on Saturday at 3 p.m. by Dr. Adelheid Rasche, Head of Textiles, Clothing and Jewellery at the Germanisches Nationalmuseum. She is also the curator of the traditional costume photographs by Gregor Hohenberg. The six exhibitions will therefore offer many ideas on how to redefine your own understanding of jewelry.

The 50th anniversary will be a show

The highlight of INHORGENTA 2024 is the 50th anniversary with a host of activities. Whether it's the opening, honoring all those sharing this anniversary, the networking aperitifs from 5 p.m. with free drinks, or the anniversary parties in the West Entrance daily from 6 p.m. with special show acts. Evening events, such as an exclusive gala dinner that brings the early 70s back to life, and the INHORGENTA AWARD at the Showpalast Munich with the visionary architecture of the renowned Graft architects, and one of the largest stages in Europe, will also be raised to a new level. The INHORGENTA AWARD Gala will be hosted by the well-known German TV presenters Rebecca Mir and Christian Düren. Mercedes Benz will be the exclusive partner for the shuttle service for top buyers and decision-makers.

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Oases for networking

A gastro guide will show where you can meet up to network, and display the enhanced culinary offering, including fine dining in the newly designed halls: whether in the trade fair restaurants, at the Salon Suisse bar, over Levantine cuisine specialties, Indian street food, delicious veggie bowls, a modern interpretation of Bavarian-Alpine cuisine, or at the stand of the Parisian delicatessen brand Ladurée.

More information about INHORGENTA: www.inhorgenta.com

[Trendfactory](#)

[Watch-Talks](#)

[Young Professional](#)

Über die INHORGENTA

Die INHORGENTA, Europas führende Plattform für Schmuck, Uhren und Edelsteine, ist die Order- und Kommunikationsplattform der Branche und bildet den Markt in seiner ganzen Vielfalt ab. In sechs Hallen der Messe München präsentieren Aussteller aus aller Welt ihre neuesten Kreationen. Durch ihr umfangreiches Rahmenprogramm mit dem INHORGENTA AWARD sowie der TRENDFACTORY MUNICH bietet sie einen fundierten Überblick über die internationalen Trends und Entwicklungen. 2023 kamen 802 Aussteller aus 38 Ländern und rund 24.000 Besucher aus 90 Ländern zur Messe nach München. Die nächste INHORGENTA MUNICH findet vom 16. bis 19. Februar 2024 statt.

Messe München

Die Messe München ist mit über 50 eigenen Fachmessen für Investitionsgüter, Konsumgüter und neue Technologien einer der weltweit führenden Messeveranstalter. Insgesamt nehmen jährlich rund 50.000 Aussteller und rund drei Millionen Besucher an den mehr als 200 Veranstaltungen auf dem Messegelände in München, im ICM – Internationales Congress Center München, im Conference Center Nord und im MOC Veranstaltungszentrum München sowie im Ausland teil.

Zusammen mit ihren Tochtergesellschaften organisiert die Messe München Fachmessen in China, Indien, Brasilien, Russland, Afrika, der Türkei und in Vietnam. Mit einem Netzwerk von Beteiligungsgesellschaften in Europa, Asien und Südamerika sowie rund 70 Auslandsvertretungen für mehr als 100 Länder ist die Messe München weltweit präsent.