

Luminale: Biennale for Light Art and Urban Design to pause in 2022

Frankfurt am Main, 20. September 2021. Since 2002, the Luminale festival in the German cities of Frankfurt and Offenbach has accompanied Light + Building, the world's leading trade fair for light and building services technology, which takes place every two years in Frankfurt am Main. Initiated by Messe Frankfurt as a "bridge from the exhibition grounds to the city", the public event has since developed into an internationally recognised light and culture festival with over 250,000 visitors. Messe Frankfurt as the organiser holds all trademarks and funds the project office, the promotion of Luminale and a beacon project. Due to Messe Frankfurt's economic situation, this is not viable for 2022. Therefore, the will not take place in 2022.

Wolfgang Marzin, President and Chief Executive Officer (CEO) of Messe Frankfurt, regrets the decision, but sees no other option: "Over the years, Messe Frankfurt has continued to build and expand the Luminale brand together and in the closest conceptual coordination with its partners from the lighting industry, the Central Association of German Electrical and Information Technology Trades, Tourismus- und Congress GmbH and, above all, with the City of Frankfurt. Last year, shortly before the start of the tenth Luminale, the painful decision had to be made to cancel the event due to the pandemic, just like Light + Building. Unfortunately, after one and a half years of the pandemic, Messe Frankfurt is not in the financial position to handle this project. We are forcing cuts and maximum efficiency management in all financial areas in order to secure the liquidity of the company. In 2022, we have to concentrate on our core business – also at the request of the exhibiting lighting industry: And that is the staging of Light + Building." Marzin continues: "The project office Studio Rekkab has developed a convincing conceptual and sustainable new approach for the Luminale 2020 - namely, away from the classic light festival towards a biennial for light art and urban design with high artistic standards and relevant topics such as light, architecture, technology, ecology and social interaction in the city. In this way, the Luminale differs significantly from other light festivals in terms of quality and has consolidated its international reputation in the scene: Artists from all over the world apply to participate in the Luminale. We will hold on to this unique USP – even if Luminale unfortunately has to stop next year."

Luminale suits a colourful and diverse city like Frankfurt. With its artistically high-quality programme and intellectual discourse, it is attractive for the people of Frankfurt and makes an important cultural contribution to the people and society. It thrives on the cooperation of many – not least the artists who shape this great festival with great projects, innovative and fascinating light creations, an exciting programme in the festival centre and a lot of commitment. "Nevertheless, we have to face reality," says Marzin, "we respect the exhibitors' wish to focus all their energy on resuming the event and fair business. To the same extent, we are aware

that Luminale has immense significance for the cities of Frankfurt and Offenbach. We look forward to a Luminale 2024."

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Background information on Luminale

Luminale has been held in Frankfurt every two years since 2002. Originally initiated by Messe Frankfurt in close cooperation with the exhibiting industry at Light + Building, the light festival is now one of the largest cultural events in Frankfurt and the Rhine-Main region. Since 2018, the content orientation of the Luminale as a biennial for light art and urban design has pursued the goal of creating a popular and at the same time high-quality programme in terms of art and content, as well as making a sustainable contribution to urban design. The city thus becomes not only a stage, but also the subject of the festival. Projects that deal with urban visions of the future in the field of tension between light, architecture, technology, ecology and social interaction in the city, and an accompanying transdisciplinary dialogue on related issues make this a tangible experience. Luminale 2018 showed 150 light productions in Frankfurt and Offenbach and attracted almost 250,000 visitors. The Luminale e.V. was founded in June 2017 as a non-profit organisation to enable artists to participate in the Luminale and to organise individual Luminale projects.

www.luminale-frankfurt.de

Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com