

## Messe Frankfurt completes development of exhibition grounds

Frankfurt am Main, 09 01 2023

**The Sparda-Bank Tower and the new Messeplatz entrance will be built on the exhibition grounds on Europa-Allee by 2025. This will create a new entrance in the south for the exhibition grounds, located directly at the future underground station in the Europaviertel. In addition to the construction of the new Hall 5, which will start operations in February, the realisation of the Messeplatz entrance, including a connection to the Via Mobile, is the last milestone in the modernisation of the exhibition grounds. The development began with the structural or master plan of 1980.**

With the design of the new Messeplatz entrance, Messe Frankfurt has completed its inner-city exhibition grounds, the only one of its kind in the world. The exhibition grounds are now easily accessible for all visitors from all directions in the shortest possible time. With the new underground line in the Europaviertel, Messe Frankfurt will in future have a perfect connection to the public transport system by means of two underground lines, four S-Bahn lines as well as trams and buses.

Via Mobile will connect the new entrance with Hall 12, which opened in 2018, and thus also with all other halls at the fair. The Via Mobile is a covered and glazed transport system with moving walkways and escalators that connects the halls. The almost 5,000 square metre new entrance building includes a spacious reception hall with access control systems, event and conference rooms as well as an attractive café/bistro, which will be open all year round.

### **Design by MAA Moser wins**

On 5 December 2022, three planning offices - MAA Moser Assoziierte Architekten (Frankfurt), BillyBeyeScheid Architekten Partnerschaft mbH (Frankfurt) and kadawittfeldarchitektur (Aachen) - presented their proposals for the final section of the Via Mobile as part of a peer review process. After in-depth discussion, an expert panel consisting of Uwe Behm, Member of the Board of Management of Messe Frankfurt, and other colleagues from Messe Frankfurt's Construction, Technology and Logistics departments decided in favour of the design by MAA Moser: Assoziierte Architekten (Frankfurt).

"The design by MAA Moser is characterised by efficiency in construction and aesthetics," said Uwe Behm, who was highly satisfied with the panel's decision. "The new part of Via

Mobile integrates itself as a matter of course between the Messeplatz entrance and Hall 12, takes up references from both buildings and yet retains its independence."



Illustration of the new section of the Via Mobile, Source: MAA Moser Assoziierte Architekten

The aim of this section of the Via Mobile will be to create the shortest connection between the Messeplatz entrance and Hall 12. By examining various scenarios, it was possible to shorten the path of the bridge by approx. 10m. In total, this section will be 120 metres long, 8.30 metres wide and 6.90 metres high (in external dimensions).

In order to keep the logistical restrictions in the outdoor area behind the Cargo Center as low as possible, the Via Mobile will be realised as a bridge structure with only two concrete support structures. The multi-functional support structures are located on adjacent areas, also contain the escape stairs and form oases for visitors with seating and greenery. Panoramic panes in the façade provide perspectives of the Frankfurt skyline. Visual connections to the Torhaus, the Messeturm and the "show side" Emser Brücke guide visitors to their destination and prevent a tunnel effect.



Interior view of the new section of Via Mobile/ Source: MAA Moser Assoziierte Architekten

The goal is to complete the new section of the Via Mobile, which will then be around 1.7 kilometres long, for the opening of the new Messeplatz entrance. Work is expected to begin in 2024.

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**Background information: Sustainable Messe Frankfurt**

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200\* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million\*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability)

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).

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\* Preliminary figures for 2022