

Nürnberg, Germany 12.– 15.2.2020

VIVANESS2020

into natural beauty



PRESS RELEASE

September 2019

VIVANESS to move into sustainability award-winning Hall 3C in 2020

- Relocation from Hall 7A to Hall 3C
- More area for expansion
- Hall 3C awarded DGNB “platinum” certificate

From 12 to 15 February 2020, Exhibition Centre Nuremberg will once again become the home of the international natural and organic cosmetics and organic food sectors. At next year’s event, VIVANESS, the international trade fair for natural and organic personal care and BIOFACH, the world’s leading trade fair for organic food, will then impress attendees with even more display area. The last round of VIVANESS had already broken records, with 51,488 visitors from 144 countries and 283 exhibitors from 41 countries. To offer the international trade fair plenty of expansion and configuration options in the future, it will be moving from Hall 7A to Hall 3C, designed by Zaha Hadid Architects, in 2020.

The market for natural and organic cosmetics is expanding and for VIVANESS too all signs point to growth. So for its next round the event will move into Hall 3C, which was opened in November 2018. The new flagship at the southern end of the Nuremberg exhibition venue has around 800 m² additional display area – compared with Hall 7A – offering more space for exhibitors, products, innovations and trends from the natural and organic cosmetics sector. As well as the wide-ranging product display, the event has a lot to discover, including the VIVANESS Novelty Stand, special display area “Let’s talk VIVANESS”, “Innovation made in Germany” pavilion and “Breeze” special show featuring international newcomers. The VIVANESS Congress will take place as usual, but this time round in the new hall. At the same time, the move maintains the physical proximity to BIOFACH.

Veranstalter

Organizer

NürnbergMesse GmbH
Messezentrum
90471 Nürnberg
Germany
T +49 9 11 86 06-0
F +49 9 11 86 06-82 28
info@vivaness.de
www.vivaness.de
www.vivaness.com

Vorsitzender des Aufsichtsrates

Chairman of the Supervisory Board

Albert Füracker, MdL
Bayerischer Staatsminister der
Finanzen und für Heimat
Bavarian State Minister of Finance
and Regional Identity

Geschäftsführer

CEOs

Dr. Roland Fleck, Peter Ottmann

Registergericht

Registration Number

HRB 761 Nürnberg

Ideelle Träger

Supporting organizations

COSMOS



NATRUE



Nürnberg, Germany 12.– 15.2.2020

VIVANESS 2020

into natural beauty



With its outstanding architecture, the new home of VIVANESS is the ideal meeting place for the natural and organic cosmetics sector. The atmosphere in the new hall is unique and impresses exhibitors and visitors alike with its design, generous proportion of daylight and very good air quality. Hall 3C has won awards for its sustainable design. For example, the DGNB (German Society for Sustainable Building) has given the new hall a “platinum” certificate. According to DGNB experts, there is no other exhibition hall in the world that can meet the standards demonstrated by Halls 3C and 3A in Nuremberg. “We are delighted that VIVANESS 2020 will be moving into the breath-taking and modern Hall 3C. This light-flooded hall is setting benchmarks for architecture, energy efficiency and air quality. It is fantastic that this modern hall enables us to offer our exhibitors and visitors the best environment for a trade fair experience that delivers lasting results,” says Danila Brunner, Director VIVANESS and BIOFACH.

Contact for press and media

Christina Kerling, Jasmin McNally

T+ 49 9 11 86 06-85 21

jasmin.mcnally@nuernbergmesse.de

For all press releases, further information, photos and videos, see the Newsroom at: www.vivaness.de/en/news

Further services for journalists and media contacts:
www.vivaness.de/press