

June 12, 2015

Stage|Set|Scenery 2015: debut event a big success with exhibitors and trade visitors

Berlin, 12 June 2015 – The opening night usually decides how successful a play will be. In the case of Stage|Set|Scenery 2015 the debut can be summarised as follows: satisfied exhibitors, enthusiastic trade visitors, high-ranking political figures and a substantial international appeal.

From Tuesday, 9 to Thursday, 11 June 2015 over 6,000 trade visitors came to find out about the latest trends in event technology from 270 exhibitors representing 24 countries in Halls 1 to 4. Stage|Set|Scenery gathered everyone who is important for a successful production. They represented planning, architecture, film, event services, stage, lighting, sound, video and media technology, make-up, costume and stage-set design, acoustics, studio, exhibition and museum technology.

Besides Prof. Monika Grütters, State Minister for Culture and the Media, Brigitte Zypries, Parliamentary State Secretary at the Federal Ministry of Economics and Energy and Tim Renner, State Secretary for Cultural Affairs of the Land of Berlin, also visited Stage|Set|Scenery.

Dr. Christian Göke, CEO of Messe Berlin GmbH: “Stage|Set|Scenery proved that event technology has firmly established itself as a topic in Berlin. We were able to secure the participation of the industry’s key players. One-third of exhibitors and one-third of trade visitors came from abroad. Over the coming two years we will be aiming to increase the event’s international dimension and the number of exhibitors and trade visitors.”

Stage|Set|Scenery 2015 was organised by Messe Berlin GmbH. Deutsche Theatertechnische Gesellschaft (DTHG) was the non-commercial sponsor of the event. The next Stage|Set|Scenery will take place from **20 to 22 June 2017**.

You can find photos of Stage|Set|Scenery 2015 [here](#).

Comments from exhibitors on Stage|Set|Scenery 2015

Walter Weinwurm, Marketing & Sales, Waagner-Biro Austria Stage Systems AG

“Berlin is the perfect venue for Stage|Set|Scenery. The fact that there were so many exhibitors from abroad was very exciting and we were able to take advantage of that. The supporting programme gave many people an opportunity to promote their products and pass on interesting new information. That is something we found very positive.”

Jennifer Benson, sales director, TREKWERK (Netherlands)

“For us Stage|Set|Scenery is the most important trade fair in the world. The visitors on our stand came from many countries and the quality was high. We were particularly pleased that the supporting programme provided a forum for many exhibitors, especially smaller ones. We will definitely be back as exhibitors in two years time.”

Volker Kirsch, department head, Bühnentechnik, Bosch Rexroth AG

“The high quality of trade visitors enabled us to establish contact with potential customers. We managed to achieve all our goals.”

Sennheiser Vertrieb und Service GmbH & Co. KG, manager of Marketing Communications, Norbert Ibrom

“At Stage|Set|Scenery we were able to establish good contacts which are sure to lead to projects and follow-up business. We were instrumental in setting up the SoundLab

which was organised for the first time and was very well received by trade visitors.“

Harald Priess, head of Training and Safety and Systems, EurAka-Baden-Baden-GmbH

“I though the fair was excellent. I was particularly impressed with the wide range of conference events and noted the many trade visitors from abroad. Their presence was particularly important for our school.”

Arved Hammerstädt, managing director, cast C. Adolph & RST Distribution GmbH

“The first Stage|Set|Scenery was a success. It attracted professionals and we were able to cultivate relations with our contacts from Germany and abroad. We were delighted with the turnout of foreign visitors which was even higher than expected.“

Management, Blackcam 4D GmbH

“As a niche market camera technology supplier we were surprised at the many people from different countries on our stand. They talked about their ideas and suggestions for our camera. The highlight for us was when Brigitte Zypries visited our stand. We have already booked a stand for 2017 and look forward to coming back to Berlin.“

Sonja Kloevekorn, member of the board of Bund der Szenografen e.V.

“Both the installation entitled The Cloud and our stand at Stage|Set|Scenery were very well received. We had many conversations with students, representatives of universities and associations, with colleagues, members of the public, many of whom came from abroad, and even with State Minister for Culture and the Media Prof. Monika Grütters. In all of these we noted a keen interest in and recognition of our work.”

Michael Düwel, managing director, Art Department Studio Babelsberg GmbH

“In our view the fair was well organised and presented, particularly as it was being launched with a new name. We were able to welcome qualified visitors, including from abroad, on our stand. The section on education was well represented and of great interest to us, particularly with our goal of securing specialists in mind.”

Rosi Marx, European marketing manager, ETC GmbH

“It will take some time for Stage|Set|Scenery to fully make its mark. I am sure it will firmly establish itself in Berlin, this city of booming cultural attractions. The fair attracted just the right audience for the European launch of our stage rigging equipment and we had many interesting talks. Praise is due for the efforts made to provide a platform for students and our industry’s next generation of employees.“

Gerd Helinski, managing partner, HELICON

“In our view the quality of the trade visitors was high. There was a good combination of decision-makers from the region’s cultural institutions and trade visitors from abroad.“

Andrea Werning, management, Werning Theatertechnik Theaterbedarf GmbH

“In our view the first Stage/Set/Scenery was a success. The outstanding quality of trade visitors and the many foreign visitors were particularly worth noting. We look forward to being back for the next Stage/Set/Scenery.“

Michael Flügel, managing director, SUITESTUFF GmbH

“For a debut event there were a lot of trade visitors, particularly from abroad. We established some very important contacts, especially on the second day of the fair. We will definitely be back for the next event.”

Werner Schäfer, managing director, Big Image Systems

“Lots of our customers visited us on our stand, as well as many interested visitors. We had a lot of talks about specialist subjects. The atmosphere is different and positive compared to Showtech. We look forward to being back for the next Stage|Set|Scenery.”

Andreas Gause, managing director, tennagels Medientechnik

“We were very satisfied with the event. We were pleased with the surprisingly high turnout of trade visitors from Germany and abroad and with the many decision-makers and attractive programme of supporting events.”

Anja Korn, marketing communications manager, SALZBRENNER STAGETEC Audio Video Mediensysteme GmbH

“We decided to take part in Stage|Set|Scenery because we possess long-standing expert theatre knowledge and services. From a strategic point of view Berlin is an important venue for us as it is the home of StageteC development and where many of our customers are. I would like to see a bigger audio section and for it to be close to the planning offices.”

Nathalie Meng-Blösch, event management + PR, SHURE Distribution GmbH

“In addition to hosting our stand in the audio section at Stage|Set|Scenery we were also represented in the SoundLab. The lectures were well frequented and offered another good opportunity to promote our company at the fair.”

Christian A. Buschhoff, managing partner, Safety in Action stage, xEMP extra Entertainment Media Publishing OHG Berlin

“This year’s Safety in Action stage was proof once again that conference programmes can be fascinating and attract visitors. Visitor and work safety were presented as “hands-on“ topics and showed that safety is not an unusual subject. Instead it is one that can and must also be part of the everyday routine of the theatre and of visitor areas. The visitors attending the programme of events were very impressed with the speakers.”

Martin Högg, managing director, HOAC Schweißtechnik GmbH

“Our company was very satisfied with the way the fair went. Most of our customers came on Wednesday. We would have liked more visitors on the first and last days, but the quality of the trade visitors made up for that. We were also impressed by the fair’s international dimension. We were able to welcome trade visitors from Canada, the US, Asia and Scandinavia on our stand.”

Hubert Eckart, managing director, Deutsche Theatertechnische Gesellschaft e.V. (DTHG)

“The first Stage|Set|Scenery impressively demonstrated its ability to combine art, scenography, skilled trades, as well as theatre, museum and event technology at a high international level.”

Ingo Grygat, arts assistant, Hochschule für Bildende Künste Dresden

“I was very impressed that the fair offered such a good opportunity to exchange views because it united so many different sectors. I believe that that can be built upon in future.”

Jenni Lutzmann, marketing associate, Arri Cine Technik GmbH & Co. Betriebs KG

“We met many customers and stockists at Stage|Set|Scenery. We were satisfied with the quality of trade visitors.”

Pernille Hoegsberg, head of Marketing, Martin Professional ApS

“The quality of trade visitors was excellent. In our view, however, there could have been more visitors overall. We came to Berlin mainly to target the German-speaking market.”

Daniela Schaudinn, management, Haussmann Theaterbedarf GmbH

“We had a lot of trade visitors on our stand, even more than two years ago at Showtech. Many of our potential customers were from other countries in Europe. I thought the programme of supporting events was very good and that was echoed by our customers. Overall, we were very satisfied with the way the fair went.”

Johannes Heinz, head of "Bühnen und Studios", VBG Verwaltungs-Berufgenossenschaft

“We met just the right type of audience at Stage|Set|Scenery. Our lectures were well frequented and the event gave us an opportunity to cultivate and build contacts in other areas related to the industry.”

Sabine Hößel, managing director, APEX Rigginschule

“We were very satisfied with the way the fair went and anticipate good follow-up business. We had very positive talks at Stage|Set|Scenery and look forward to targeting specific audiences.”

Georg Winkel, managing director, Swoofle GmbH

“In my view Stage|Set|Scenery has great potential. I would like to see the events section expand and bring in more pyrotechnics, video mapping and catering companies. We were very satisfied with the quality of the trade visitors and will be back in 2017.”

Liam Feeney, chief executive, Eventech (Ireland):

“We are delighted to have attended Stage|Set|Scenery this year for the first time. The show has been amazing for us. The relaxed atmosphere allows people time to talk, ask questions and get the time to remember the product when they go back to their business. We will definitely come back to this show.”

Klaus Würkner, managing director, SERAPID Deutschland GmbH

“We were pleasantly surprised by the first edition of Stage|Set|Scenery. Day one was relatively quiet for us, although there were many visitors on our stand on the second day. We took the opportunity to cultivate relations with our customers. We had a lot of visitors from China, the UK, Korea, Poland, Russia and Saudi Arabia and look forward to being back in 2017.”

Kai-Uwe Patz, managing director, Bühnenbau Wertheim

“Messe Berlin’s overall organisation could not have been better. We were satisfied throughout. There were high-quality trade visitors on our stand and we had important talks with them. We particularly liked the on-stage supporting programme organised by DTHG.”

Julia Lennemann, management assistant, Füllung & Partner

“The quality of trade visitors at Stage|Set|Scenery 2015 was very high and we were able to take advantage of that. We will definitely be back in 2017.”

Karl-Heinz Mittelstädt, president of Deutsche Theatertechnische Gesellschaft

“31 years ago the first theatre and event technology trade fair took place here in Berlin. Even then, DTHG was represented in its role as a professional association.

What started as a minor event quickly evolved and after normal ups and downs finally established an image that is now unrivalled anywhere in the world.

All the same, it was important to sit down and think about basic changes, to open the event to a wider audience and to improve the quality still further. Today we can say that its relaunch as Stage|Set|Scenery was a success.“

Dr. Stefan Gräbener, chairman, Initiative Theater Museum Berlin e.V.

“We had many young people come to visit us who were interested in baroque theatre. We found the many visitors from abroad a very positive aspect.“