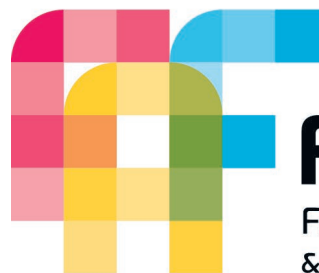


## Press Release



# FAF

**FARBE · AUSBAU  
& FASSADE**

Leitmesse für  
Fassadengestaltung  
und Raumdesign

### **FAF 2024 in Cologne: Countdown until April**

In less than five months, FAF Farbe, Ausbau & Fassade will open its doors at the Cologne Exhibition Centre. In its 2024 version, the leading European trade fair for facade and interior design will welcome visitors with a new trade fair concept featuring three focus topics: sustainability, digitalisation and human resource management.

**Munich, 6 December 2023** – At FAF 2024 more than 230 exhibitors will showcase their latest technical developments, products, trends and issues in Halls 7 and 8.

#### **New trade fair concept**

After a five-year forced break the FAF restarts with a new trade fair concept intensely addressing pressing industry challenges via the trade fair's three focus topics sustainability, digitalisation and human resource management. The concept is the result of close collaboration and exchange between the FAF trade fair team at GHM Gesellschaft für Handwerksmessen and representatives of the industry and users, as well as the the trade fair's two sponsoring bodies: Bundesverband Ausbau und Fassade (Federal Association for Finishings and Facades) and Bundesverband Farbe Gestaltung Bautenschutz (Federal Association for Paint, Design and Building Protection). The latter provided significant stimulus with its survey "Painters' Trade 2040", a study, which, based on the painters consulted, clearly showed how markets, technology and business management for painting and decorating companies in Germany could change.

The new trade fair concept in the long term will secure FAF's role as a leading industry platform for exhibitors and visitors. *"Our concept works because it is coherent and well-rounded. More than 90 per cent of the FAF exhibition space is already fully booked almost six months before the start of the trade fair, ensuring a wide range of products and services for visitors."* says FAF Exhibition Director Bettina Reiter.

**23.-26.04.  
2024  
KÖLN**

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### **Voices of the sponsoring associations**

Guido Müller, President of Bundesverband Farbe Gestaltung Bautenschutz: *"FAF is more than just a trade fair. It is the family reunion of the creative finishing industry, from painters and varnishers to plasterers and interior decorators. If you want to be at the cutting edge of technology, make new and surprising business contacts and soak up the spirit of our innovative industry, you have to be there in Cologne."* And Oliver Heib, Chairman Bundesverband Ausbau und Fassade, adds: *"This important event brings together experts, specialists and interested parties from the finishing and facade industry and offers an outstanding platform for exchanging the latest developments and innovations in this sector. We are convinced that FAF 2024 will make a significant contribution to promoting sustainable building practices, sharing expertise and strengthening the industry."*

This makes the FAF the most important place where answers to the industry's most pressing future issues are considered and most likely found and given.

### **FAF FORUM**

The FAF FORUM area pays tribute to this by providing the stage for condensed knowledge transfer through presentations and panels by and with experts and craftspeople from the field – primarily on the focus topic of human resources, but also on the topics of sustainability and digitalisation.

### **FAF FARBWERTE (FAF COLOUR VALUES)**

Another innovation will position the trade fair much more broadly on the exhibitor side. Many painting, varnishing and plastering companies now work across all trades, which is why FAF 2024 is opening up to special presentations by exhibitors from the fields of interior design, flooring, wallpaper and wall covering sectors. For these exhibitors and at the same time to promote interest in these trades among potential newcomers, FAF is installing for the first time FAF FARBWERTE. This concept area is being designed in collaboration with the Institute for International Trendscouting at HAWK University of Applied Sciences and Arts Hildesheim. FAF FARBWERTE focuses on the emotional aspects of colour, colourfulness and colour design. It aims to show how employed materials and colours can convey attitude, sustainability and numerous other socially and culturally relevant values. A curated material exhibition providing stimuli and offering inspiring added value for creative finishing.

### **FAF START-UP AREA**

FAF 2024 also offers newcomers such as start-ups and small specialists competitive entry-level offers with areas subsidised by the trade fair in the FAF START-UP AREA.

### **FAF WERKSTATT powered by MEGA Group**

The team headed by Exhibition Director Bettina Reiter has developed new formats for all exhibitor groups, such as FAF WERKSTATT powered by MEGA Group in Hall 8, offering manufacturers the ideal setting to show their products live in action and have them tested by craftsmen and craftswomen for their practical suitability in everyday use.

### **Young Talent Days**

The industry's next generation will not miss out either. Bundesverband Ausbau und Fassade is organising the "Next Generation Day Plasterers" during the trade fair while Bundesverband Farbe Gestaltung Bautenschutz will host a training day.

### **FAF CONNECT**

The trade fair also will expand into digital space: exhibitors and visitors can now register for FAF 2024 on FAF CONNECT. This digital platform enables them to interact in a qualified and continuous manner – way before, during and way after the trade fair. Two of this platform's many additional benefits: exhibitors can reach relevant target groups without wastage, trade fair visitors as well as interested parties can follow up on their topics and companies. They also can plan their fair visits in advance in a much more targeted manner.

### **FAF FEIER-Abend (FAF AFTERWORK)**

Last but not least, there will also be plenty of opportunity for interpersonal interaction: together with the two federal associations and many participating exhibitors, FAF will be organising the FAF FEIER-Abend across all halls on trade fair Wednesday – a great opportunity to network and look back on the intense days at the fair over a cosy afterwork beer at the individual stands and FAF areas.

### **About FAF Farbe, Ausbau & Fassade**

FAF is the leading trade fair for facade and interior architecture. It moderates between the networking trades of the creative finishing sector. The painting and stucco plastering trades are represented in particular. In addition, the new FAF also addresses neighbouring trades, such as interior decorators and floor layers, as well as architects and planners. FAF offers an outstanding customer experience in which it addresses the relevant topics on materials, techniques, trends and questions of business management and thus makes industry participants fit for the challenging daily routine and the future. Its focus is on the German-speaking market, but the proportion of foreign trade fair participants – especially from neighbouring European countries – is growing continuously.

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