

Press release

Supporting program

Experts discuss construction of the future

12. December 2024

- Forums with well-known international architects
- Special shows focus on key topics of BAU 2025
- Start-up Area: platform for young companies from the construction industry

BAU – the world's leading trade fair for architecture, materials and systems – will begin in Munich in just a few weeks. From January 13 to 17, 2025, over 2,000 companies from 60 countries will present their solutions and products from the entire construction value chain. The exhibition space at BAU is 200,000 m² and therefore occupies all 18 halls at the Munich exhibition center. In addition to the innovations from the various trades, the supporting program provides an outlook on construction of the future.

The construction industry faces numerous challenges. The need for housing and demands for cheaper, simpler and faster construction are continuing to increase. Likewise, architecture also needs to adapt to changing climatic conditions. The BAU supporting program addresses and discusses these important issues.

Forums with well-known international architects

Among the highlights of the [lecture program](#) are the sessions and discussion rounds with prominent representatives from the fields of architecture and planning. These include Carlo Ratti, the renowned curator of the Architecture Biennale 2025 in Venice. He will open the program on Wednesday, January 15, at 10:30 a.m. in the forum "The Future of Building" (Hall C2, booth 303) with an inspiring lecture that will shed light on the future of architecture and urban

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planning. Visitors can also look forward to Satoshi Ohashi, Zaha Hadid Architects. He will be speaking on Friday, January 17, at 2 p.m. in the forum “The Future of Building” on current projects that the internationally renowned architecture firm is working on, particularly in Asia. At 3:30 pm, Prof. Dr. Anupama Kundoo, another renowned speaker, will follow at the same location. Her work at TU Berlin, which focuses on research into new and sustainable materials with socio-economic benefits, has resulted in human-centered architecture. Also on the last day of the fair, Friday, January 17, at 4 p.m., Julian Weyer, C.F. Moller, will present role models of sustainability (DGNB Forum, Hall C2, Stand 518).

Other top speakers include Verena von Beckerath, Oana Bogdan, Elisabeth Endres, Andrea Klinge and Martin Rauch.

Special shows focus on key topics of BAU 2025

The upcoming world-leading trade fair for architecture, materials and systems will focus on five key topics: resilient, climate-friendly construction, urban, rural and neighborhood transformation, resource efficiency, modular, serial and productive construction, and cost-effective construction. These can also be found in the various special shows. The motto of the DGNB special show, for example, is [“Sustainable Building – How It’s Done”](#) (Hall C2, Stand 518). The Fraunhofer Building Alliance is focusing on [affordable, sustainable and safe construction](#) (Hall C2, Stand 528). In view of the persistently high CO₂ emissions, ift Rosenheim (Hall B3, Stand 331) will be demonstrating how construction projects can be implemented in a [climate-safe, sustainable and climate-resilient](#) manner. Other special shows include the sample boxes from [Material Bank](#) (Hall A4, Stand 133), the training arena of the [National Team German Construction Federation](#) (West Entrance), the [Innovation course for the skilled trades](#) of the Mittelstand-Digital Zentrum Handwerk (Hall C3, Stand 601) and the [Exhibition energy-efficient buildings](#) of the Bavarian Chamber of Architects (West Entrance, gallery).

Start-up Area: platform for young companies from the construction industry

Together with its new partner “The Builders Tech Club”, Messe München is providing young companies with their own area at BAU 2025 (Hall A3). Start-ups from the construction industry will showcase their innovations there and benefit from the

world-leading trade fair's international network. The Start-up Stage also offers various formats in which companies can present themselves. These range from lectures and panel discussions to interactive formats in which visitors can also take part in the discussions. A highlight of the Start-up Area will take place on the second day of the trade fair (Tuesday, January 14, 2025). At the Founders Fight Night, start-ups will compete against each other in a pitching competition. What's special is that the venue is not a stage, but a boxing ring. The audience will decide on the winners of the verbal competition by vote.

Award ceremonies and guided tours round off the extensive supporting program. As a world-leading trade fair, BAU is a suitable stage for prestigious awards. On the first day of the trade fair (Monday, January 13), manufacturers of innovative products, materials and systems will receive the [Innovation Award Architecture + Building](#). The winners of the competition "[Auf IT gebaut – Bauberufe mit Zukunft](#)" ([Built on IT – construction professions with a future](#)) will be announced on Tuesday, January 14. The [Balthasar Neumann Prize](#) for architecture, which has been awarded since 1994, will be presented at BAU on Wednesday, January 15. The BAKA Federal Renovation Association will even be holding two award ceremonies on Wednesday, January 15: [BAKA Award – Prize for Product Innovation](#) and [Education Offensive 2050](#).

The [Guided Tours](#) range from Talks+Tours by World Architects, guided DGNB tours, Material Tour with Material Bank, and architecture tours, to tours for construction craftsmen, and start-up guided tours.

More information about the BAU supporting program can be found [here](#)

About BAU

BAU, the world's leading trade fair for architecture, materials and systems, is the largest and most important event in the industry. Unique worldwide, BAU brings together the industry's market leaders in this multi-trade exhibition every two years and is regarded as an innovation driver and industry network. The range of exhibits is broken down according to building materials, products and topics. Everyone involved internationally in planning, constructing and designing buildings comes to BAU: architects, planners, investors, industry and trade representatives, tradespeople, and many more. As one of its USPs, BAU combines know-how from all sectors and trades at a high international level. The numerous events in the supporting program, including high-profile forums with experts from around the world, round out the trade fair program.

Messe München

As one of the world's leading trade fair organizers, Messe München presents the world of tomorrow at its around 90 international trade fairs. These include twelve of the world's leading trade fairs such as bauma, BAU, IFAT, and electronica. Its portfolio comprises trade fairs for capital and consumer goods, as well as for new technologies. Together with its subsidiaries, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand, and the U.S. With a network of over 15 associated companies and almost 70 offices worldwide, Messe München is active in more than 130 countries. The more than 150 events held annually attract around 50,000 exhibitors and around three million visitors in Germany and abroad.