

Februar 20 - 23, 2026

Messe München

Germany

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**INHORGENTA**

Munich, 13 January 2026

PRESS RELEASE

## **INHORGENTA brings the future of jewelry craftsmanship to life with “THE ATELIER”**

From 20 to 23 February 2026, INHORGENTA presents “The Atelier: The Journey of Jewelry Craftsmanship from Tradition to Innovation” as a newly curated highlight format. The exhibition shows how craftsmanship refined over generations and cutting-edge technologies inspire one another – and how jewelry design is being reimagined in an increasingly digital world. The exhibition is located in Hall B2.352 and will be officially opened during the trade fair on Friday, 20 February at 12:15 pm.

The Atelier is an immersive spatial installation that brings together traditional jewelry craftsmanship, futuristic scenography and AI-based visuals. Within a reflective spatial concept featuring mirrored walls, monolithic showcases and digital screens, history and the future converge. Ten selected jewelry pieces are accompanied by AI-generated visual worlds that reinterpret the gestures, tools and techniques behind their creation – not as documentation, but as a visionary transformation.

“With The Atelier, we want to demonstrate that craftsmanship is more important than ever in the age of artificial intelligence,” says Stefanie Mändlein, Exhibition Director of INHORGENTA. “Tradition and innovation are inseparable – they inspire one another and shape the future of jewelry design.”

### **Craftsmanship in the Age of Artificial Intelligence**

The Atelier understands craftsmanship both as a cultural heritage and as a visionary process: the exhibition traces a journey from early techniques – such as gemstone cutting in ancient Mesopotamia or historical goldsmithing methods – to today’s digital tools and AI-supported design processes. At the same time, the installation places people at the center – those whose knowledge, passion and precision make this evolution possible. It illustrates how craftsmanship and technology reinforce one another in order to rethink and further develop tradition.

For further information and media enquiries, please contact: [inhorgenta.press@messe-muenchen.de](mailto:inhorgenta.press@messe-muenchen.de)

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## About INHORGENTA

INHORGENTA is Europe's leading platform for jewelry, watches and gemstones—a key meeting point for the industry and a reflection of the market in all its diversity. Across six halls at Messe München, exhibitors from around the world present their latest creations. With a comprehensive supporting program and special events such as the INHORGENTA AWARD and TRENDFACTORY, the trade fair offers deep insight into global trends and developments. In 2025, the fair welcomed 1,334 brands from 38 countries—an increase of 3.4%—and attracted around 25,300 trade visitors from 97 nations. Based on this success, the next INHORGENTA will be held from 20 to 23 February 2026 in Munich.

## About Messe München

As one of the world's leading trade fair organizers, Messe München hosts around 90 trade shows worldwide—showcasing the world of tomorrow. Among them are twelve of the world's leading trade shows, including bauma, BAU, IFAT and electronica. Its portfolio covers investment and consumer goods, as well as emerging technologies. Together with its subsidiaries, Messe München organizes events in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand and the USA. With over 15 subsidiaries and almost 70 representations worldwide, Messe München is active in more than 130 countries. Every year, more than 150 events attract around 50,000 exhibitors and some three million visitors.