

## **Prolight + Sound 2022: Sustainable showcase of the future to be crowned by an expert jury**

### **At the „Green Event Space Contest“**

Acting sustainably - and, at the same time, creating impressive presentations. With the "Green Event Space Contest", Prolight + Sound aims to prove that these goals are not mutually exclusive.

The search is on for a detailed concept for the multifunctional and sustainable showcase of the future that combines an exhibition area and an event stage while helping to preserve natural resources.

The Green Event Space Contest was first presented in the video format "Prolight + Sound BIZLounge" on 14 June 2021 - available at the website below. Messe Frankfurt has now announced the members of the jury of experts for the award: Mira Wölfel (Director Prolight + Sound), Randell Greenlee (VPLT e.V.), Timo Feuerbach (EVVC e.V.), Olaf Winter (Oper Frankfurt) and Tobias Berghaus (L&S GmbH & Co. KG) will select the winning project from all the entries.

For the new competition, planners, architects, stand builders and students are called upon to submit their innovative showcase ideas. The concepts should focus on flexible and future-oriented event spaces for trade fair presentations - they should also include a stage that can be used for lectures, presentations or receptions, for example.

A key condition of the contest: all concepts should take into account the social goal of sustainable action. In this context, sustainability is broadly defined by the jury of experts and follows the "three-pillar model" with ecological, social and economic dimensions.

**Ecological sustainability:** for example, through the use of recyclable materials and energy-saving technologies with long lifetimes as well as the avoidance of waste.

**Social sustainability:** for example, through accessibility or the possibility for people with disabilities to participate in the project.

**Economic sustainability:** for example, through the perspective to realise the project within an economically viable framework and the accessibility for clients with limited budgets.

The way in which the idea of sustainability is taken up and implemented in the concepts is up to their creators - as is the format of submission. Participation is possible until 1 October at [www.prolight-sound.com/GESC](http://www.prolight-sound.com/GESC).

Messe Frankfurt will realise the winning project as an open area at Prolight + Sound 2022 and will bear all the costs. The partner for the implementation is L&S GmbH &

Co. KG. The concept creators will be widely mentioned in the marketing and public relations campaigns for Prolight + Sound 2022.

## Statements from the jury

- "Particularly in the trade fair industry, responsible action requires the cooperation of many players. This is why it is a matter of our hearts for us to initiate a project that not only supports new solutions - but also allows all industry participants to experience them live in action on the exhibition grounds. We are very pleased about the endorsement from the industry for the Green Event Space Contest and are looking forward to seeing many trendsetting concepts," says Mira Wölfel, Director Prolight + Sound.
- "The event industry is aware of its responsibility towards future generations and wants to make an intensive contribution to sustainable development. As an association, we have already been actively involved in this topic in the past, for example, within the framework of the sustainability code 'fairpflichtet', the 'Green Globe' certification and our event series 'Green Meetings and Events'. We see great potential in the 'Green Event Space Contest' to drive innovative ideas and at the same time generate high attention for the industry's commitment," says Timo Feuerbach, Managing Director of the EVVC.
- "Sustainability is not only a self-obligation, but is developing more and more into an essential success factor for events. The use of recyclable materials as well as economical and durable technologies can contribute to greener events as well as to cost savings. With smart, digital solutions, technical know-how is becoming more important than muscle power - this can, not least, pave the way for more diversity in the event industry. All these criteria are taken into account in the jury's verdict for the Green Event Space Contest," says Randell Greenlee, Head of Policy & International Affairs, VPLT.

Prolight + Sound will be held at the Frankfurt Exhibition Centre from 26 to 29 April 2022.

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