

Press release

20 May 2019

## 25 bright years: from Intersvet to Interlight Russia respectively Intelligent Building Russia

Daria Murtazina  
Tel.: +7 (495) 649-87-75 ext.186  
[Daria.Murtazina@russia.messefrankfurt.com](mailto:Daria.Murtazina@russia.messefrankfurt.com)  
[www.interlight-building.ru](http://www.interlight-building.ru)

The 25<sup>th</sup> edition of the International trade fair for lighting and building services technology is to meet significant changes this year. The trade fair has undergone some evolutionary changes and obtained its new name Interlight Russia respectively Intelligent Building Russia. It explicitly stresses the importance of each part of the fair and composes technological mix at the junction of two industries – Lighting and Building.

Another update is the new dates. Responding to the market needs the shows are moving to autumn, and to be held 10-13 September 2019. The new time slot provides additional opportunities to both exhibitors and visitors – with more time till the end of the year they can maximize the participation in Interlight Russia respectively Intelligent Building Russia. Moreover, new dates are the synergies that build-up by merging the two trade fairs.

«“25 bright years”, being the motto of this anniversary edition, points out the historical aspect in the project’s lifecycle. It reflects success, reliability and credibility of the industry representatives», says Anna Goncharova, commercial director of Messe Frankfurt RUS.

### Interlight Russia prepares various industry events

The 13<sup>th</sup> edition of LED forum will be taking place at Interlight Russia. It’s the largest business conference in Russia and CIS devoted to the opportunities of LED technologies.

Open educational venue Interlight Design Academy will open its doors for architects and designers to discover current trends in the field of design, engineering and future technologies integration in various projects. Headliner – Konstantin Tsepelev, founder of Bright Buro.

The exhibition will sum up the Russian Lighting Design contest, which is aimed to identify talented lighting designers. Application forms are accepted until August 30<sup>th</sup> inclusive. The contest is supported by ARTPLAY, Peredelka.TV, magazine “Modern House”, et cetera.

Together with consistent development of traditional product groups, for this edition, has prepared a number of attractions. Outdoor exposition which debuted in 2018 gathered very positive feedback. It will be expanding and become one of the highlights of 2019’s edition. Moving to September has also made it possible to launch a festive lighting exposition within decorative section. In Hall 7.5 visitors and buyers will be able not only to obtain an overview of the festive lighting products, but also to attend sessions revealing some secrets and peculiarities of working with such type of lighting in the context of urban space.

Intersec Forum Russia will be held as an integral part of Intelligent Building Russia to showcase building automation and integrated security systems. The forum supports the leading companies in this sphere.

“The Electrical Engineering Academy” will be held during all days of the exhibition. Daria Makurova will «guide» visitors to the world of building automation. The program features a wide range of specialists: technical specialists, chief engineers, electrical engineers, installation engineers, designers, foremen, assemblers of switchboard equipment, representatives of wholesale and retail trade or designers.

More than 170 companies from Armenia, Belarus, Finland, France, Germany, Hungary, Italy, Japan, Korea, Poland, Portugal, Russia, Spain, Thailand, the Czech Republic, Turkey, as well as China including Hong Kong – had confirmed their participation.

### Press materials:

<https://interlight-moscow.ru.messefrankfurt.com/moscow/en/press.html>

### Our social media:

<https://www.facebook.com/InterlightIntelligentBuildingRussia>

[https://vk.com/interlight\\_building](https://vk.com/interlight_building)

[https://www.instagram.com/interlight\\_moscow](https://www.instagram.com/interlight_moscow)

<https://www.youtube.com/channel/UC5ttd62ylzqyV03M8stQBCg>

### Background information on Messe Frankfurt

Messe Frankfurt is the world’s largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500\* employees at 30 locations, the company generates annual sales of around €715\* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\*preliminary figures 2018