

Press release

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## Light and building automation technologies to be exhibited in live format in Moscow

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Interlight Russia respectively Intelligent building Russia trade fair will take place in person in Moscow from 13 to 16 September 2021. Exposition will be located in the two largest pavilions of IEC «Expocentre»: 2 and 8. Lack of international events in Europe and Asia provides additional incentive for development of the Trade Fair.

For the first time Festive Light Exposition will be located in the dark pavilion: Christmas lights, decorative lighting figures, New Year's installations and other products that create a festive mood during the dark season. Shop window design zone and special objects made by artists will be shown in the dark pavilion too.

Particular emphasis to be placed on new conceptual exhibition zones: Design box, Light box, Smart box are cube-shaped booths where design and technology solutions will be shown in conditions as close as possible to real life.

Design Box is a special zone for demonstration of decorative lighting: chandeliers, spotlights, table, wall and floor lamps will be shown in real interiors. Light Box zone will show how technical lighting works in different situations. Thematic setting will be recreated in every «box»: lighting of museum shoepiece, office lighting, UV lamps in the hospital interior, architectural facade lighting, phytolamps, etc. Smart home kit solutions, building automation technologies and integrated security systems will be integrated into Smart Box zone.

In 2021 edition an extensive updating of Smart Cube trend zone is expected: it displays state-of-the-art light and building technology in the apartment interior. Outdoor exposition «Light in the City» will be presented in urban space next to the Moscow International Business Center for the third time.

Intensive fringe programme of the Trade Fair in 2021 is not only place to learn the newest trends and technologies in the sphere of lighting and building technologies, but also the biggest offline networking platform where professionals can meet face-to-face. The lighting part is going to be represented by LED Forum and Interlight Design Academy. Intersec Forum Russia and Forum of RAEC (Russian Association of Electrotechnical Companies) are well-established venues for specialists in spheres of building automation and integrated security systems.

Organizer: Messe Frankfurt RUS.

**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\\_building/](https://www.instagram.com/interlight_building/)

<https://www.youtube.com/channel/UC5tttd62ylzqyV03M8stQBCg>

**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Messe Frankfurt Group employs around 2,500\* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250\* million in 2020 after having recorded sales of €738 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered 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 of 2020

Messe Frankfurt RUS, the subsidiary of the international exhibition organizer, works in Russia since 2002. The portfolio includes 15 international exhibitions and forums. Messe Frankfurt RUS is the exclusive operator of two national Chinese trade fairs organized by the Ministry of Commerce of the PRC, China Commodity Fair, and China Machinery Fair. The staff of the company is more than 50 competent specialists with strong expertise in organization different kinds of events.

In 2015 together with Hyve Group (ex-ITE Expo OOO) established a joint-venture ITEMF Expo. The company operates the leading events in automotive sector – MIMS Automechanika Moscow, COMTRANS and Busworld Russia as well as international forum IMAF.

For more information, please visit:

[www.messefrankfurt.ru](http://www.messefrankfurt.ru) | [www.facebook.com/messefrankfurtrus/](https://www.facebook.com/messefrankfurtrus/) |

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