

Review of the BAU 2019 Trade Fair



BAU 2019

World's Leading Trade Fair for
Architecture, Materials and Systems

www.bau-muenchen.com

THE EXHIBITION STAND

Expanded metal as an architectural highlight – over 260m² expanded metal ceilings live!

IMPRESSIONS FROM THE BAU

The FURAL stand is making itself known as a meeting point for the dry construction industry.



Expanded metal as the theme

The FURAL exhibition stand was an architectural highlight at the BAU 2019.

Prof. Markus Frank, Frank Architekten GmbH

BAU 2019 TRADE FAIR

Expanded metal ceilings in the focus

FURAL is known and respected for its high-quality metal ceilings and fire protection ceilings. The exhibition appearance of FURAL at the BAU 2019, the world's leading trade fair for architecture, materials and systems in Munich is dedicated this time to the newly introduced product line of expanded metal ceilings. On more than 260m², various already realised ceiling solutions were presented live.

"It is important to us to give planners, processors and builders a good feeling when they think of their next project involving expanded metal or metal ceilings," said Marketing Director Johannes Eder. Expanded metal is a high-quality component used in modern architecture and offers diverse possibilities to design the ceiling appearance with a unique character.



Impressive stand concept

To set the expanded metal ceilings into the right light, the ceiling surfaces of the exhibition stand were slanted. They were carried by a load-bearing structure of hollow structural tubes and respectively 4-metre long cantilevers. This creates a light-weight, freely floating impression of differently folded sail areas. The second part of the concept was to give a glimpse of select project highlights. On production carriages from the FURAL factory in Gmunden, the metal cartridges installed in the project could be seen live. The story about what made it special and how the customers profited from it was told for each project with on-screen presentations.

Expanded metal ceilings connect design and functional requirements in the ideal way.

Patrick Handler, Innocad



Stone pinewood counter as reception –
a piece of Austria at the BAU

Experiencing room acoustics live

Metal ceilings are synonymous with good acoustics. Visitors could assure themselves of this live at the FURAL exhibition stand. The acoustics cube gave an impressive experience of the effect of good room acoustics. Many trade fair visitors enjoyed the moments of true silence. The ambient noise was absorbed by the perforated metal ceiling and wall that were fitted in the cube. The expert audience from various segments was visibly impressed with the good room acoustics. Further benefits such as fibre coarseness and long useful life make metal ceilings an ideal building material.



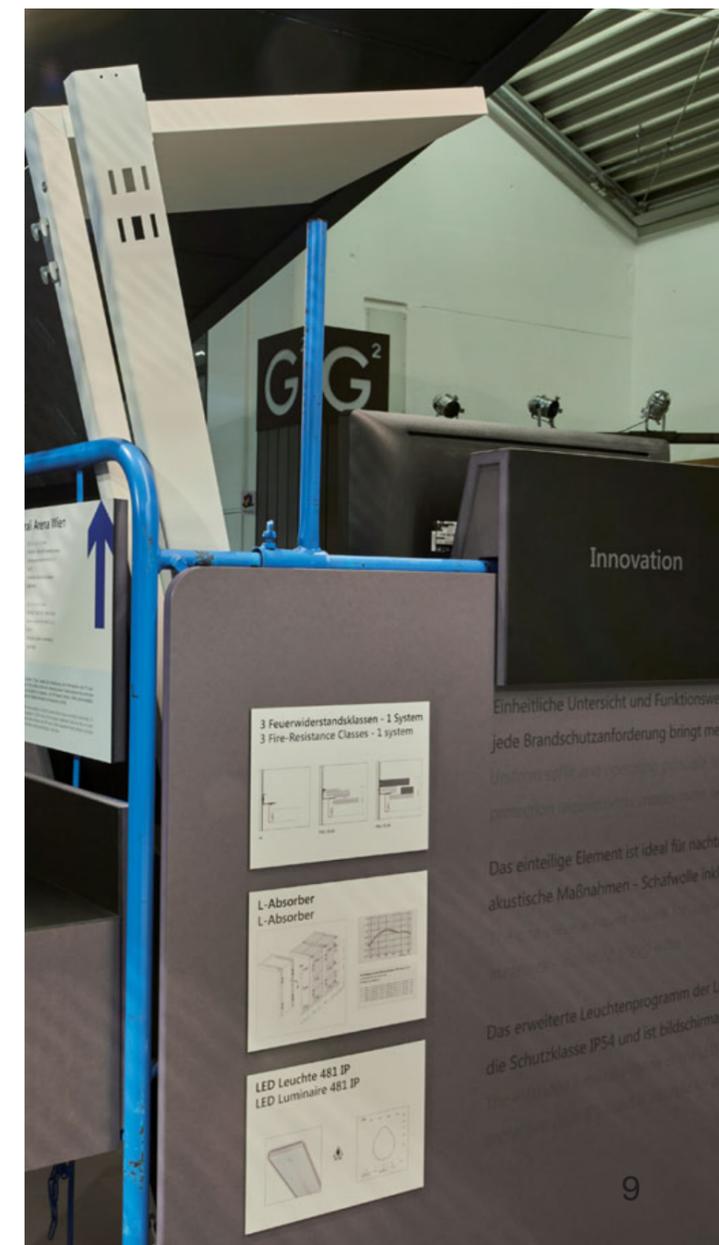
Innovations

On the innovations carriage, FURAL presented numerous innovations and advancements.

The L-absorber is ideally suited for the targeted optimisation of acoustics in rooms. The load transfer takes place exclusively through the room wall. Due to the L-shape, the acoustically effective surface along the room edge is enlarged.

FURAL rounds out the LED lamp family 481 with two important members. For one thing, the design is now also available in protection class IP 54. For another thing, the lamp is deliverable as workstation-compatible variant. Furthermore, FURAL presented a new lamp for installation in 100-mm grids that ensure antiglare light at the workstation.

Another important focus is the easy servicing of FURAL. Through the continuous further development of IT services, important supply documentation can be made available already before delivery. Also after delivery the Position Finder is a helpful tool for large projects with lots of variants. FURAL's claim is that it makes deliveries precise to the day.





8 project highlights at the BAU...

... and what made the projects stand out, made them successful, and how you can profit from this in your next project.

By means of international project highlights like the ADIDAS Halftime, Schuler Göppingen, SKL Lüneburg or EPO (European Patent Office), the visitors had the chance to get to know the challenges and solutions of FURAL.

28 DIFFERENT COLOURS

The EPO (European Patent Office) project was characterised by metal cartridges in 28 different colours. In implementation, new methods for the measurement of quality criteria and documentation were developed, which were then adopted into the FURAL standard process.



Highlight of expanded metal ceilings

By means of overall six different already realised projects with expanded metal ceilings, the visitors could see the capacity of FURAL for themselves. Projects cover a bandwidth from football arenas such as the Generali Arena in Vienna and the new subway stations in the Tyrol skiing region of Serfaus to the headquarters of C&P Immobilien AG in Graz. Various mesh structures, joint and edge designs and even perfectly finished installations were shown. The ceilings also cause enthusiasm for their perfect surfaces. Both the matte PARZIFAL® coating as well as the shiny or high-gloss powder coating made a compelling case.



Fire protection

The projects of the SKL Kliniken Lüneburg and the Correctional Facility in Amberg were at the centre in the segment of fire protection ceilings F30/F90 and EI 30/EI 90 respectively. One focus was on the various opening possibilities for retractable fire protection cartridges. The bandwidth reached from invisible turning bolts, milled screws to the activation of means using a small axe.

Especially the perfected connection solutions were met with great interest. A simplification of the substructure facilitates that various requirements for fire protection can be realised with one and the same bottom view. Meaning: whether F0, F30 or F90, the ceiling will always look equally appealing.



THANK YOU! Many valuable discussions

The entire FURAL team thanks the many visitors for their positive feedback about our stand. Overall, we were pleased to welcome over 20% more visitors than in 2017. A trade fair becomes truly successful only with the right discussion partners. As in recent years already, the shared FURAL stand was again a central meeting point for the dry construction industry this time around. In this spirit, we are already looking forward to your visit at the BAU 2021!

YOUR CONTACTS DURING THE BAU

2nd row (from left to right): Christian Bartel (DE North/East), Bernhard Zierlinger (Team Lead & Offers North/East), Claudia Kaltenböck (Marketing), Sandra Ramsebner (Secretary/Receptionist), Lisa Mailänder (Assistant to the Project Management), Felix Sorgenfrei (Technology), Jakob Tremml (Technology), Niklas Schmid (Technology), Thomas Pelikan (Head of Calculation/Sales, Authorised Officer), Miriam Dinstinger (Technology), Dirk Freytag (Head of Sales DE, Head of Development | CTO, Authorised Officer), Andreas Höhme (DE North/East), Tobias Franke (Technology), Robert Markowski (DE West), Andreas Fürthauer (Team Lead & Offers DE West), Bernard Niessen (Team Lead FR, LUX & BE), Maximilian Bartel (Technology)

1st row: Herbert Brunmeier (Team Lead DE So), Giuseppe Bontà (Head of International Department), Christian Demmelhuber (CEO), Florian Heiningner (Head of Technical Processing), Gerhard Irion (DE Central), Johannes Eder (Head of Marketing), not in the picture: René Weiß (Team Lead AT), Tobias Todt (Sales CH), Sylvia Herkert (Technology) and Christoph Ebner (Technology)

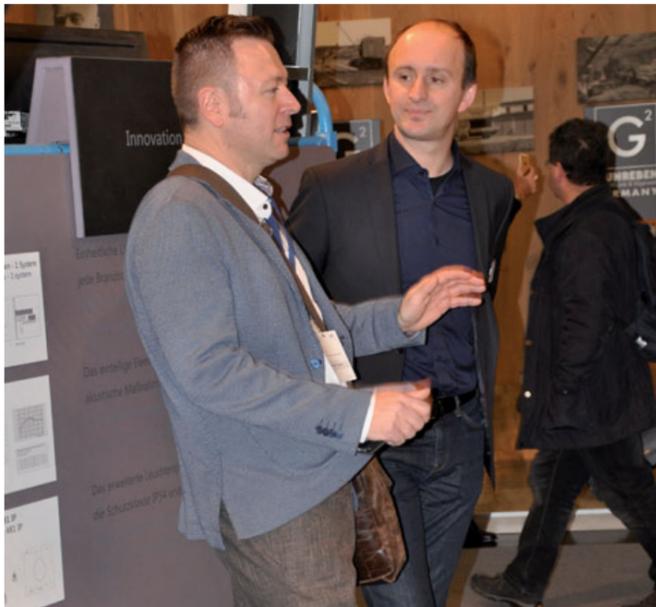
A big thank-you!

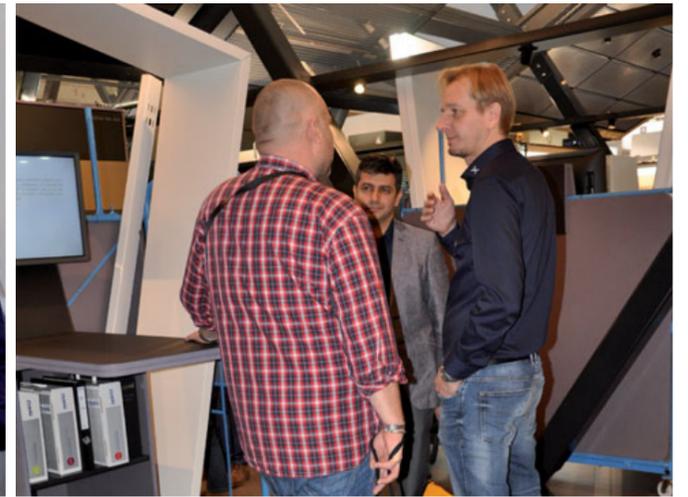
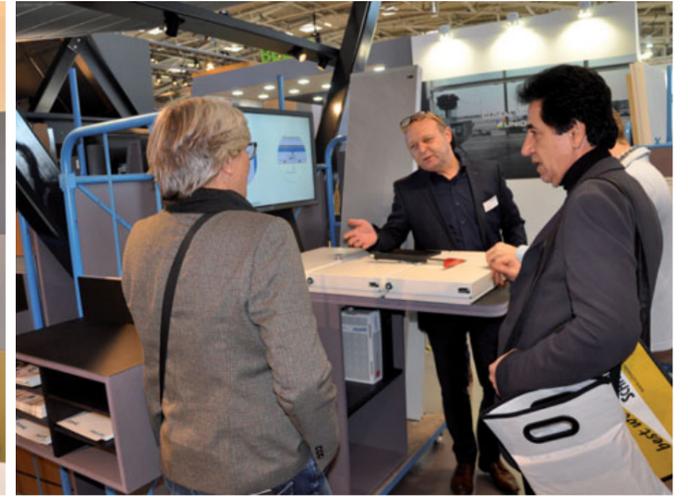
FURAL is known for its excellent catering during the trade fair. Eating and drinking is part of a successful day at the trade fair. The catering offered everything from the traditional Bavarian veal sausage to deer stew and chopped sugared pancake with raisins.

Students of the Vilshofen trade academy for nutrition and supply management saw to culinary treats at the FURAL exhibition stand again this year. We thank them very much for the delicious catering and the very good service during the trade fair. Thanks to Cornelia Böckl and Steffi Hiesbauer for the great organisation!



Impressions





OUR OTHER SITES

**Frankfurt/Hungen, DE
Königsberger Straße 21, 35410 Hungen**

**Prachatice, CZ
Průmyslová II/985, 38301 Prachatice**

More photos of the exhibition stand:

www.fural.com

facebook.com/metalldecken

Photo credits:

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