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## **inhorgenta europe 2008**

### **Hall 'C1' – a focal point for the specialised trade in precious stones**

- **Concentrated range of precious stones in one hall**
- **Manfred Wild and Bernd Munsteiner with important and unique pieces**
- **mineralArt as the springboard for young artists**

inhorgenta europe 2008, which takes place in Munich on 15 - 18 February 2008 for the 35th time, enjoys an outstanding reputation in many areas of the jewellery world. This leading fair is particularly esteemed for its great variety – including its unique range of trendsetting designer jewellery. The trade fair now wishes to achieve something similar in the area of precious stones too and is extending its range in this segment. In February, the complete range of precious stones and loose pearls will be concentrated in one exhibition hall and enlarged. The aim is to make Hall 'C1' a focal point of the international precious stone and pearl trade. Armin Wittmann, Exhibition Director of inhorgenta europe, explains: "Hall C2 has long become a familiar term in the designer scene. We now wish to achieve the same too for the exhibitors of precious stones and loose pearls. This is a service for our specialised dealers who would like a structure that facilitates easy orientation within inhorgenta europe."

Over 200 firms from the area of precious stones and loose pearls have already applied to take part at inhorgenta europe 2008. Among these are well-known manufacturers like Groh + Ripp, Wild & Petsch and the diamond cutter Philipp Hahn Söhne. In addition, an extensive accompanying programme presents topics for the sector such as the latest trends and cutting techniques. At a special area, Manfred Wild and Bernd Munsteiner display selected, unique pieces to the international public from the trade. And the Deutsche Geologische Gesellschaft – the German Geological Association – offers trade visitors and exhibitors an examination service for precious stones.

A highlight of the wide-ranging accompanying programme in precious stone Hall C1 is the mineralART design competition. This year, the platform for up-and-coming designers takes rock crystal as its subject. The competition focuses on the creation of an innovative piece of jewellery or other object from rock crystal. mineralArt is aimed especially at jewellery and precious stone designers, trainees and students at technical colleges and universities as well as from the academies at home and abroad. For Joachim Köls, member of the jury and chairman of the Kreissparkasse Birkenfeld district savings bank, the mineralART design competition is “an excellent way for young designers in particular to make a name for themselves in the industry.” At a special show, all pieces of work submitted are displayed to the international public from the trade.

Apart from the new hall structure, the layout concept too provides additional orientation at inhorgenta europe. In showcases and at special areas, reminiscences of some of the world’s greatest treasures are presented. For instance, Hall C1 is designed on the analogy of ancient Mayan art jewellery, which was based on precious stones. “The specialised trade should feel at home in Hall C1 and benefit from a wide-ranging offer”, says Armin Wittmann. “Everything is ready and we look forward to an inspiring inhorgenta europe 2008.”

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