

PRESS RELEASE

The New CCH – Stage To The World

Innovative Showroom To Open

Hamburg, May 30, 2017 – The CCH - Congress Center Hamburg has been undergoing comprehensive modernization and remodeling work since January 2017. As of June, customers and potential customers will be able to see for themselves how the new CCH is taking shape. The new CCH Showroom in Hall A, right in the center of the construction site, will provide a fascinating preview of the new CCH, offering digital visualizations, sample furnishings and much more. The official opening ceremony of the CCH Showroom will take place on May 30, 2017 in the presence of Frank Horch, State Minister for Economics, Free and Hanseatic City of Hamburg. On June 1st, there will be an exclusive opportunity for event organizers to experience the new showroom.

The highlight of the new showroom will be the Holographic Pyramid, a virtual architectural model seemingly floating in space. Interested event organizers will be able to see representations of a broad variety of room and space configurations the new CCH will offer. The show will also exhibit various interior design elements the new CCH will feature, from building and decoration materials to future furnishings. Furthermore, customers can take a virtual tour of the modernized congress center on a large, interactive flat screen. 360-degree images and various videos will deliver vivid impressions of the new CCH.

“We have created the new CCH Showroom in response to the wishes expressed by numerous event organizers to have a realistic idea of the possible uses offered by the new CCH at an early time,” explains Edgar Hirt, Senior Vice President Congresses and Events at Hamburg Messe und Congress GmbH. “In the past this would have been possible only by taking customers on a physical tour of the construction site, which disrupted the ongoing construction work, required visitors to wear personal protection equipment and exposed them to noise and dust. The innovative CCH Showroom in Hall A is thus a perfect solution.”

For more information on the new CCH and some visual impressions please visit www.the-new-cch.com.

Press Contact

Karsten Broockmann
Corporate press officer / Director PR department
ph.: +49 40 3569-2090
E-mail: karsten.broockmann@hamburg-messe.de

About The New CCH

The CCH - Congress Center Hamburg is one of Europe's biggest convention centers. It has been undergoing comprehensive modernization and remodeling since January 2017. With 12,000 sqm of exhibition space, 12,000 sqm of foyer space and 12,000 seats in up to 50 halls, the new CCH will be an ideal venue for the varying requirements of today's conventions and events when it reopens in 2019. The future CCH will be able to accommodate several concurrent events practically without limitations. Plus, with its generously-dimensioned entrance foyer, the CCH will feature an additional, multi-purpose space perfectly suited for special events, such as product exhibits or marketing shows.

