

The Hall of Frames remains mobile

Steinhausen, 28.02.2022 - The Hall of Frames is moving from the Zurich region to Central Switzerland. On 4 September 2022, a new edition of the Hall of Frames will be held for the first time at the Swiss Museum of Transport in Lucerne. Not only the location is new, but also the duration of the exhibition. This year it will only take place on one day.



The Chapel Bridge with its water tower is a landmark of the city of Lucerne.
@ Lucerne Tourism / Beat Brechbühl

It is part of the concept that the Hall of Frames (HOF) keeps reinventing itself. After various locations in the Zurich area, the HOF is once again moving across the cantonal border to Central Switzerland. The Zurich Convention Centre - venue of the HOF 2021 - has indeed proved its worth. However, a significant price increase in rental costs has led to the decision to host the HOF 2022 at a new location. Furthermore, it is not yet predictable how the regulatory changes in the Swiss market will affect potential exhibitors from abroad.

Back to the roots

In 2011, one of the first editions of the HOF took place at the Théâtre La Fourmi in Lucerne. After eleven years, the HOF is returning to Lucerne. The choice fell on the Museum of Transport in Lucerne, which is ideally suited as an exhibition venue in many respects. Located in the heart of Lucerne, not far from the railway station, the Museum of Transport is easily accessible. From the station, you can comfortably reach the Museum of Transport, which is located directly on the shores of Lake Lucerne, by bus or even by boat. The view of the city, the lake and the mountains from the exhibition hall is correspondingly unique.

If you want, you can bring the whole family and combine your visit to the HOF with an admission to the Museum of Transport and Communication. The Museum of Transport is the most visited museum in Switzerland and displays a large collection of locomotives, cars, ships and aircraft. In addition to the actual museum, the Museum of Transport also houses a planetarium, the "Film Theatre" and the "Swiss Chocolate Adventure".



The Swiss Museum of Transport in Lucerne is the most visited museum in Switzerland.
@ Swiss Museum of Transport

Well established table fair

It had been planned for some time to expand to Lucerne with a new kind of concept called "Hall of Frames Weekend". Due to the pandemic, this project had to be postponed for two consecutive years. Whether and in what form the "Hall of Frames Weekend" will still be launched is currently unknown.

The HOF in September 2022 at the Swiss Museum of Transport will follow the tried and tested formula: A large exhibition hall and all exhibitors with the same table size. The organizers expect thirty to forty brands from Switzerland and Europe. The HOF is a must for everyone who is involved in the eyewear scene in Switzerland!

Less is more

New this year is not only the location, but also the duration of the fair. Whereas in previous years the HOF was held on a Sunday and a Monday, this year it will be limited to the Sunday as the day of the event. In recent years, the number of visitors on Sunday has clearly exceeded the number on Monday. A survey of last year's exhibitors showed that a majority of those questioned preferred a one-day fair.

Partners HOF 2022

"We are pleased to be able to continue our cooperation with our main partner Nikon in 2022", says Nathanaël Wenger, owner and managing director of HOF. Dynoptic - an association of about 100 owner-managed opticians from all over Switzerland - as well as the Basel-based architectural firm Studio Arenas will also be back as partner companies this year.

Reunion in Stuttgart

After a five-year break, the organizers of the eyewear fair will be returning to Stuttgart. On 8 and 9 October 2022, "Die Brillenmesse" will once again take place in the popular "Motorworld" in Böblingen. "We have been approached on several occasions about holding another eyewear trade fair in Stuttgart", says co-organizer Eveline Perritaz. "A survey among potential exhibitors has shown that there is definitely interest in holding another event."

Further information

All important information about the HOF can be found on our website. In addition to exhibitors, visitors are also asked to register in advance on this platform.

Links

www.hallofframes.ch
www.hallofframesweekend.ch
www.verkehrshaus.ch
www.nikon-lenswear.ch
www.dynoptic.ch
www.marthaarenas.com

Pictures & other downloads

www.hallofframes.ch/marketing-downloads



Exhibition location & opening hours

Swiss Museum of Transport
Lidostrasse 5
6006 Lucerne
Sunday, 4 September from 9:00 a.m. to
6:00 p.m.

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Main Partner



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