

The Hall of Frames remains mobile

Steinhausen, 28.02.2022 - On 4 September 2022, a Hall of Frames will be held for the first time at the Swiss Museum of Transport in Lucerne. A novelty is not only the location, 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

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 now returning to Lucerne. The choice fell on the Museum of Transport, located in the heart of Lucerne not far from the railway station.

Those who wish can combine their 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 aeroplanes.

Well established table fair

The HOF of September 2022 will be held according to a tried and tested recipe: A large exhibition hall as well as equally large table space for all eyewear exhibitors. The organizers expect thirty to forty brands from Switzerland and Europe. A must for anyone involved in the eyewear scene in Switzerland!



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

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 over two days, this year it will be held on Sunday only. 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 around 100 owner-managed opticians from all over Switzerland - and the Basel-based architectural firm Studio Arenas will also be back as partner companies this year.

Reunion in Stuttgart

After a five-year break, "Die Brillenmesse" will take place again on 8 and 9 October 2022 in the tried and tested "Motorworld" in Böblingen. "We have been approached on several occasions about holding another spectacle 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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Partners

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