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**METAV 2016 opts for strong partners – industrial designers involved for the first time**

**Frankfurt am Main, 3. November 2015** – The METAV 2016 – the 19th International Exhibition for Metalworking Technologies – to be held in Düsseldorf from 23 to 27 February – is opting for strong partners: for the first time, the VDW (German Machine Tool Builders’ Association) in Frankfurt am Main has succeeded in bringing the Association of German Industrial Designers (VDID), in addition to numerous other partners, on board for the trade fair. Prestigious agencies for industrial design will be showcasing their capabilities by jointly participating in the METAV’s Industrial Design Forum 2016.

Dr. Wilfried Schäfer, Executive Director of the VDW and the METAV’s organiser, emphasises: “By cooperating with industrial designers, the METAV 2016 will for the first time be imaging the entire industrial value creation chain, from development to actual production.” Industrial design functions here as an important interface between the METAV’s core elements and the new areas. “Besides detailed information on the complementary topics involved, the METAV 2016 now offers trade visitors even more synergetic effects,” says Wilfried Schäfer.

**Design is more than visual appeal**

Industrial design, in addition to functionality, efficiency and performative capabilities, makes a crucial contribution towards the commercial success of the products concerned. Design here relates not only to formal aesthetics, but in particular to the function involved, and the functional principles behind it. Industrial designers are tasked with the essential job of supporting manufacturers of machines and lines in their work at the beginning of the process chain: firstly, in the development process from the original idea to market maturity. Secondly, industrial design creates the preconditions for putting on the market safe, human-engineered and visually appealing products of lasting value. The METAV aims to offer exhibitors and visitors from all areas of metalworking this important bridge between the development and production phases through cooperation with industrial designers.

**Cooperation creates ideal access to industrial production**

Andreas Schulze, of andreas schulze industrial design, Limburg, the VDID’s Vice-President and a co-exhibitor at the METAV, is enthusiastic about his alliance with the VDW: “The METAV offers us ideal access to the crucial links in the value creation chain. Industrial design is a key discipline whose effects are felt inside companies on all levels. Even in very technical areas, emotional factors influence the purchasing decision, and thus industrial design has a huge potential for value creation in the corporate environment.”

The exhibitors on the VDID’s joint stand will be mapping out this potential using their own design developments as examples. The association aims here to bring companies together with competent industrial designers, says the VDID’s representative. On the VDID’s stand, a dozen prestigious industrial design companies will be showcasing their reference projects from various application categories and be available to talk about the topic of industrial design in the mechanical engineering sector.

**METAV 2016 provides holistic imaging of the metalworking value creation chain**

The METAV images the entire value creation chain in production technology: from initial planning with CAD/CAM and simulation, then manufacturing, all the way through to automation and quality assurance. The focus here is on machine tools and manufacturing systems, high-precision tools, automated material flows, computer technology, industrial electronics, and accessories. It addresses all metalworking user sectors, chief among them the automotive industry and its component suppliers, the mechanical engineering sector, medical technology and aircraft manufacturing, electrical engineering and electronics, plus the iron, sheet-metal and metalworking industries.

Around its specialist core, the METAV will as from 2016 be expanded to include two product categories and two user issues: additive manufacturing, the entire field of quality assurance, tool and mould construction, medical technology. All four areas will be permanently integrated into the METAV as fixed constituents, spotlighted and addressed as trade fair topics with their own nomenclature in what are called “areas”. Besides individual exhibitors, there is room in the areas for shared stands as well. Finally, each area will be complemented by a forum with specialist presentations.

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**Background**

**VDID Association of German Industrial Designers, Berlin**

Founded in 1959, the Association of German Industrial Designers (VDID) provides a mediatory function for its 450 member companies between the industrial and design communities, as well as between politicians and society as a whole. Worldwide, there are only a few national organisations that number so many highly qualified, practically experienced industrial designers in their ranks as the VDID. In Germany, it is the only professional association in which only industrial designers with a recognised degree are accepted. The organisation is the professional forum for industrial designers, and promotes their corporate competence and quality. The VDID is organised nationwide in a total of seven regional groups that serve as platforms for regular mutual feedback between experts, the communication of practical knowledge, the dissemination of information and for pursuing a proactive youth development programme.

Further information under *www.vdid.de*

**METAV 2016 in Düsseldorf**

The METAV 2016 – the 19th International Exhibition for Metalworking Technologies – will be held in Düsseldorf from 23 to 27 February. It will be showcasing the entire spectrum of production technology. The principal focuses are machine tools, production systems, high-precision tools, automated material flows, computer technology, industrial electronics, and accessories, complemented by the new themes of Moulding, Medical, Additive Manufacturing and Quality, which are now permanently anchored in what are called “areas” with their own nomenclature in the METAV’s exhibition programme. The METAV’s target group for visitors includes all branches of industry that work metal, particularly machinery and plant manufacturers, the automotive industry and its component suppliers, aerospace, the electrical engineering industry, energy and medical technologies, tool and mould-making, plus metalworking and the craft sector.

Further information under *www.metav.de*