

Become a partner.
Build the future.
Shape architecture!

event formats 2026

hybrid events (in-person and livestream)

- db & md Symposium 
- “anders! bauen” in existing buildings
- md Event

online formats

- db 360
- db Ortstermin
- md Flurfunk
- md design dialog

award ceremony

- db Wettbewerb
„ Respect and perspective“

event partner

- Sponsoring
- partner package

contact

- your contact persons

hybrid events

(in-person and livestream)

Experience architecture
up close – your brand as an
exclusive event partner.

hybrid event

„anders! bauen“

NEW



db + md Symposium on existing structures

Focus: **Sustainable solutions for architecture and interior design.** Expert speakers will present project examples, applications, and best practices.

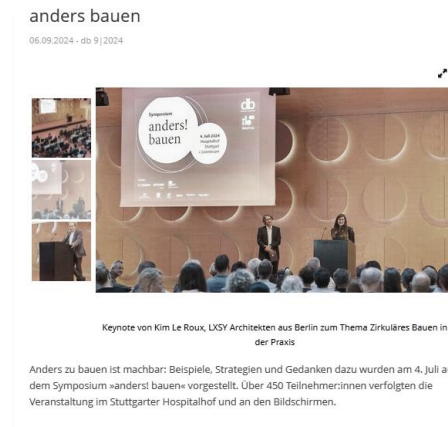
Moderators: Emre Onur (db Editor-in-Chief) & Johanna Neves Pimenta (md Editor-in-Chief)

How can we break free from old habits, leave behind well-worn patterns, and rethink everything from scratch? How can we plan with more courage?

And how does this reflect in the built reality?

We will explore both existing buildings and new construction projects, with a focus on circularity and sufficiency.

- + Present your expertise at our event, sponsor a specialist lecture, and make valuable connections during the get-together.
- + Each expert lecture will be followed by a moderated sponsor introduction. Your speaker and a representative of your company will be available to answer questions.



15, July 2026
Hospitalhof
Stuttgart

hybrid event

md Event



md Trade event at Orgatec 2026

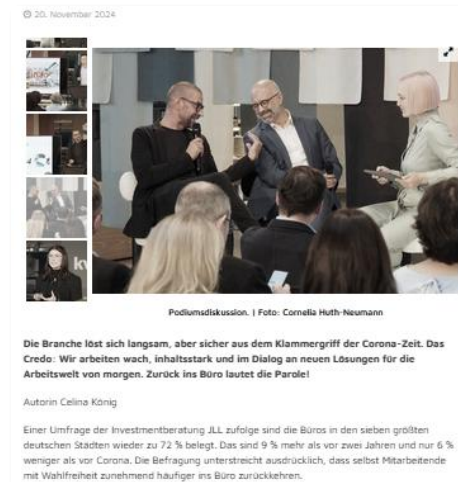
On the eve of Orgatec, md focuses on the key topics of the modern working world: **office, flooring, lighting, and acoustics.**

Moderator: Johanna Neves-Pimenta (md Editor-in-Chief)

Expert speakers will present current projects, showcase practical applications, and address central issues that are shaping the office environments of today and tomorrow.

As a sponsor, you will benefit from direct contact with decision-makers, exclusive product presentations and maximum visibility – live on site and digitally.

- + Become a partner at the exclusive md event – with expert talks and networking on the eve of Orgatec.
- + Connect with experts and innovators in office planning and interior architecture.



October 26, 2026
Köln

online formats

As a sponsor of the expert panels, you'll be right in the thick of things.

Experience architecture and design digitally.

online event

db 360°

db Architects Forum livestream

Welcome to the db 360° expert panel for architects, specialist planners, and civil engineers—an inspiring forum that highlights the current challenges and innovations in the construction industry.

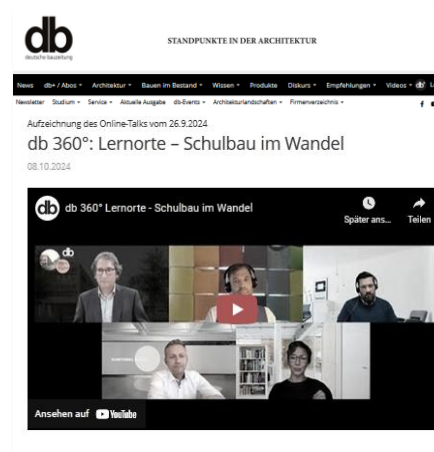
Our four-part talk series invites you to discuss the future of construction and gain valuable insights.

db editor-in-chief Emre Onur discusses specific planning topics with an architect/specialist planner and three manufacturers.

1 architect
+
3 manufacturers

db
360°

- + Become a partner of the db 360° expert panel and position your brand in the dialogue on the future of construction.
- + Benefit from direct visibility among architects, specialist planners, and civil engineers, and provide impetus for innovation.



dates 2026

March 26
June 25
September 24
November 26

db 360° Lineup 2026



Building Differently – Circular Construction

March 26, 2026

Circular construction is central to the construction revolution. How can circular construction be implemented in practice and how can its acceptance among the public, planners, and investors be promoted? Following the successful db online talk in 2025, we would like to revisit the topic of circular construction and discuss current developments in the construction industry.

Digitalization in construction practice

June 25, 2026

How far has digitalization progressed in the construction industry and how can AI and BIM support planning and practice? What contribution does the construction industry make to planners and builders? We will discuss the opportunities and challenges of digital technologies in the construction industry with manufacturers and software providers.

Building for children

September 24, 2026

Building for children means building for the future. Child-friendly architecture promotes learning and play. The focus is on both the renovation and new construction of kindergartens, daycare centers, and similar facilities. We take a particular look at construction, materials, color, and light for future-oriented building.

Enveloped

November 26, 2026

The facade is the visual calling card of a building. But the envelope not only shapes the cityscape in terms of design, it must also meet structural and construction requirements. We discuss current technologies, adaptive or green façades, and innovative materials and constructions—including for roofs, balconies, and pergolas.

Online Event

db Ortstermin



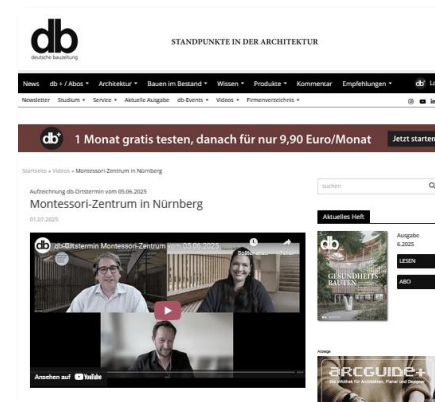
Architecture projects – visited, filmed, and discussed

Your stage for real project contacts: In a moderated online format, you can present your reference to architects, interior designers, and civil engineers with a specific interest in the project.

With your own specialist presentation, accompanied by an exclusive db film – including live questions and direct exchange.

Moderated encounters, exciting project presentations, and lively exchanges in the chat open up new avenues for networking and knowledge transfer.

- + Become a sponsor of the db on-site event and strengthen your position as an innovation partner in the construction industry.
- + Benefit from film production, live presentation, and maximum visibility in the db community—all in one event.



Date upon request

Online Event

md Flurfunk



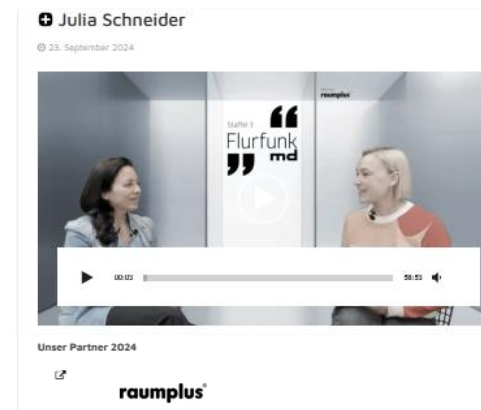
Online talk series

Four times a year, md 'Flurfunk' opens its digital stage to leading interior designers and planners, who provide exclusive insights into their recipes for success and inspiring projects.

In conversation with md (Editor-in-chief) Johanna Neves Pimenta, participants gain authentic insights and can actively shape the dialogue.

As a sponsor, you will secure maximum visibility and benefit from valuable contacts in the creative industry network.

- + Present your company four times a year to interested interior designers and planners.
- + Position your brand as a source of inspiration and visionary—in the midst of a dedicated community seeking innovative strategies and forward-looking solutions.



Dates 2026

March 18
June 24
September 16
December 2

Flurfunk Lineup 2026



Long Term/Long Distance

Als Susanne Brandherm und Sabine Krumrey ihr gemeinsames Büro brandherm+krumrey gründeten, hätten sie sich wohl nicht träumen lassen, dass sie 25 Jahre später zu den Taktgebern der Branche zählen.

Die Erfolgsgeheimnisse ihrer beruflichen Partnerschaft und Vor- wie Nachteile ihrer zwei Standorte in Köln und Hamburg diskutieren sie im mdFlurfunk.

Ein Leben mit der Kunst

Michele Rami sammelt mit Leidenschaft Kunst.

Sein Lichtplanungsbüro Candela gleicht stellenweise einer Galerie. Doch welche Bedeutung hat gegenständliche Kunst noch in Zeiten vorrückender Digitalisierung und Entmaterialisierung? Sollte Kunst „schön“ sein? Entstehen Wechselwirkungen mit der Kreativarbeit? Was kann einen das nicht-Funktionale lehren?

Details on topics and content will be available shortly.

Der schlimmste Bauherr: Man selbst

Das einzige, was schlimmer ist, als für sich selbst privat zu bauen? Für sein eigenes Büro zu bauen! Kilian Kresing hat beides getan – und lernen müssen, dass man selbst als routinierter Profi zugleich der komplizierteste Bauherr ist. Ein Gespräch über Perfektion im guten wie im schlechten Sinne, damit all die da draußen, die eines Tages vielleicht noch bauen möchten, sich selbst als Bauherr lieben.

Stakeholdermanagement

Kuratoren. Bauherren. Pädagogen. Marketeers. Öffentliche und private Geldgeber: Wenn Oliver Gies und Peter Neudert von impuls Ausstellungen gestalten, haben sie mit einer Vielzahl an Stakeholdern zu tun. Wie findet man die richtige Ansprache für die einzelnen Akteure? Wie sorgt man dafür, dass alle Entscheider auf einem Blatt sind – und zwar fristgerecht? Was tun, wenn zwei Parteien gegensätzlicher Meinung sind?

Online Event

md Design Dialog



Online expert panel

Inspire. Network. Help shape the future.

md (Editor-in-Chief) Johanna Neves Pimenta discusses current topics in architecture and interior design with experts from the fields of planning and industry.

After an impetus from the planning side, sponsors take the stage and the audience is actively involved in the open discussion.

With three manufacturers or exclusive:

Position yourself on key topics such as sustainability, building renovation, office planning, or digitalization.

- ⊕ Become a sponsor of md design dialog and present your company to the industry.
- ⊕ Work with md to develop a tailor-made event, individually tailored to your priorities.



Date upon request

Award ceremonies

Present your brand to an exclusive circle of the most innovative people in the construction industry.

Sustainable visibility and valuable contacts.

Live Event

db Wettbewerb



» “Respect and Perspective: Building in Existing Structures”«

The db db competition Building in Existing Structures focuses on renovations, conversions, and extensions in which innovative solutions that go beyond the technical standard have been implemented.

The award recognizes projects that give existing buildings a sustainable and viable future and impress with their outstanding qualities.

A high-caliber jury evaluates and selects the submitted projects.

- + As a sponsor, you will accompany the competition from the announcement to the award ceremony and benefit from exclusive visibility.
- + You will strengthen your brand in the long term and establish direct contacts with the industry's thought leaders and decision-makers.



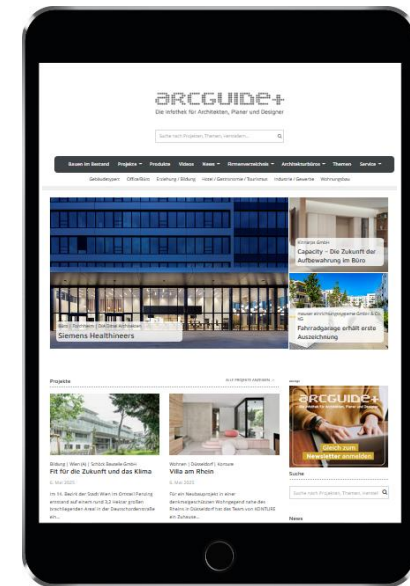
Entries open:
from spring 2026

Become a partner

Your stage for strong brand
presence and valuable
industry contacts.

Sponsoring

Our event formats offer you a wide range of media services—from exclusive visibility and targeted communication to sustainable brand presence. Use our channels to communicate your message specifically to an engaged specialist target group and effectively strengthen your brand image.



+ Circulation: 16,000 print + 2,500 epaper
Newsletter: 28,000 recipients

+ Circulation: 7,000 print + 12,000 epaper
Newsletter: 17,000 recipients

+ Website: ø. 105,000 page impressions
Newsletter: 14,500 recipients

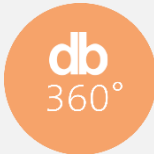
Partner packages

Presence und livestream

Media performance	format	sponsor contribution
+ Editorial coverage on websites and social media channels + Sponsor integration in editorial newsletters + Company logo on all advertising materials and the registration page + Banner campaign on all architecture websites and in the newsletter. + You will receive a GDPR-compliant list of participants	Hybrid events	
		7,800 Euro
		7,500 Euro
	award ceremony	
		6,900 Euro

Partner packages

Online formats

Media performance	format	sponsor contribution
+ Editorial coverage on websites and social media channels + Sponsor integration in editorial newsletters + Company logo on all advertising materials and the registration page + Banner campaign on all architecture websites and in the newsletter. + You will receive a GDPR-compliant list of participants		4 talks: 6,000 Euro
		per talk: max. 3 partners: 2,700 Euro exklusiv: 7,500 Euro
		Per talk: 2,700 Euro
		7,500 Euro inkl. db movie

Please contact us, we will
be happy to provide you
with a customized
sponsorship offer!

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