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## Experience Architectural Projects first hand

Heinze ArchitekTOUR reinvents itself with the theme PROJECTS 25



Experience, understand, connect – the Heinze ArchitekTOUR in 2025 starts with a new concept and sharpened focus. Under the main theme PROJECTS 25, the successful event series for architects, planners, and building product manufacturers will now focus on realized architectural projects. The kickoff will be on May 6, 2025, in Offenbach, followed by additional stops in Berlin, Stuttgart, Essen, Leipzig, and Munich.

## References as Visible Proof of Competence and Innovation

First initiated in 2010 by Heinze, a leading information service provider for building products and architecture, the Heinze ArchitekTOUR has established itself as one of the most renowned events in the industry. With the relaunch under the motto PROJECTS 25, Heinze now aims to consistently emphasize the added value of completed reference projects. On compact exhibition boards, the participating industry partners will present

concrete project examples, making the practical use of their product solutions immediately tangible.

"Reference projects are the most visible proof of the competence, quality, and innovative strength of the manufacturers involved," says Christian Stallknecht, Head of Events and Marketing at Heinze. "For planners and architects, they are a valuable source of inspiration and a catalyst for new building tasks. That's why we are now consciously focusing on them in our series."

### **Six selected locations with a special atmosphere**

The event period has also been changed: for the very first time, the ArchitektTOUR will take place in spring, and it will be present in six architecturally significant locations. After the official launch at the Fredenhagen industrial hall in Offenbach, the roadshow will take place in Berlin (Insel Eiswerder), Stuttgart (Carl Benz Arena), Essen (Grand Hall), Leipzig (Alte Wollkämmerei), and Munich (TonHalle). A special highlight will also be the inclusion of regional architecture – including selected projects from this year's "Day of Architecture." For the first time, there will be a collaboration with the Architects' Chambers of Hesse, Berlin and Baden-Württemberg. The program will be complemented by a special exhibition from Heinze and BauNetz showcasing the best architectural projects from the past two years.

### **PROJECTS 25: Interdisciplinary. Multimedia. Personal.**

In addition to the reference presentations at the exhibition stands, visitors will be treated to an interdisciplinary stage program. In compact, dialog-oriented sessions, architects, planners, specialist engineers, and manufacturers will jointly present realized projects – including planning processes, challenges, and solutions used. "With PROJECTS 25, we connect knowledge transfer with project practice. Our goal is to show architecture in a holistic way and promote exchange on equal terms," explains Stallknecht. The previous limit on the number of exhibitors will also be lifted – at each location, at least 30 companies are expected to participate.

## Architectural Communication at a New Level



With the relaunch of the ArchitekTOUR, Heinze is creating a platform that uniquely combines information, inspiration, and interaction. The focus on built reality makes architecture tangible – practical, relevant, and future oriented.

For more information and registration, visit: [architektour.heinze.de](https://architektour.heinze.de)

### The Dates of the ArchitekTOUR 2025:

- May 6, 2025 – Fredenhage, Offenbach
- May 13, 2025 – Insel Campus Eiswerder, Berlin
- May 22, 2025 – Carl Benz Arena, Stuttgart
- September 2, 2025 – Grand Hall, Essen
- September 9, 2025 – Alte Wollkämmerei, Leipzig
- September 16, 2025 – TonHalle in Werksviertel, Munich

### **About the company**

Heinze has been supporting architects and planners in Germany with detailed planning for more than half a century. Starting with product data sheets and a manufacturer's catalog, Heinze has now developed into a multimedia information partner for Bau and equipment products.

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More press information can be found at [www.heinzemedien.de](http://www.heinzemedien.de)