

Press release

Architecture for a Changing World Takes Center Stage at GET NORD 2026

Hamburg, 1 October 2026 – Under the guiding theme “Future Building – Architecture | Resources | Technology”, the International ArchitectureForum, held as part of GET NORD from 19 to 21 November 2026 in Hamburg, will explore the challenges and prospects of future-oriented building. Organized by the Architektur Centrum Hamburg, the forum brings together national and international architects to discuss how architectural quality, ecological responsibility and technological innovation can be combined.

The focus extends beyond new materials and technologies. Equal attention is given to the handling of existing building stock, new strategies for conversion and adaptive reuse, and the question of how architecture can respond to social and environmental change. The forum therefore sees the future of building as a matter of developing a new culture of construction and transformation: What attitudes, processes and architectural approaches are needed to deal sustainably with existing resources and the built environment? “We are experiencing a fundamental shift in the conditions under which architecture is created. The forum aims to demonstrate that the future lies not only in new construction, but also in adapting existing buildings, managing resources responsibly and creating spaces that respond to changing societal needs,” explains **Volker Roscher**, Managing Director of the Architektur Centrum Hamburg.

Resource Consumption Makes Alternatives Necessary

The scale of the challenges is underscored by current figures: Around 37 percent of global CO₂ emissions are attributable to the building sector, including construction activities, while nearly 50 percent of global material extraction is linked to buildings and construction. These findings are presented in the Global Status Report for Buildings and Construction 2025–2026, published in May 2026 by the United Nations Environment Programme (UNEP) and the Global Alliance for Buildings and Construction (GlobalABC)¹. In 2024, the global building floor area amounted to 273 billion square metres, growing by 1.7 percent within a single year. At the same time, around half of the buildings that will exist in 2050 have yet to be built or renovated². In Germany, too, the considerable need for refurbishment of existing buildings, combined with substantial resource consumption, represents a major challenge. The International ArchitectureForum addresses these developments and places international architectural positions at the heart of the discussion under the guiding theme “Future Building – Architecture | Resources | Technology”.

Transform, Rethink, Redesign

The programme opens with **Lacaton & Vassal Architectes** from Montreuil, France, offering insights into the comprehensive transformation of Kampnagel, Hamburg’s renowned cultural venue. Their approach of preserving, developing and adapting existing structures has become a hallmark of the award-winning practice and was recognised in 2025 when co-founder Anne Lacaton received the Jane Drew Prize. This will be followed by Amelie Deuflhard and Jonas Zipf, who will present the client perspective and provide insights into the requirements and opportunities arising from the development and transformation of existing cultural venues. **gmp Architekten** will then explore the

¹ <https://www.unep.org/resources/report/global-status-report-buildings-and-construction-2025-2026>

² <https://www.unep.org/resources/report/global-status-report-buildings-and-construction-2025-2026>

potential of existing structures, using the Alsterschwimmhalle Hamburg as an example of how the conversion and development of existing buildings can make an important contribution to sustainable architecture.

The second day focuses on the quality and adaptability of spaces. **Innauer Matt** from Bezau, Austria, will explore the “Meaning and Sensuality of Space” and present, among other projects, the Kunstraum Kassel, which received the German Architecture Prize in 2023. **ATAMA** from Ghent will demonstrate the possibilities of transformative architecture through the example of M AT-FELIX-1450. **Hoskin Architects** from Berlin will address the topic of “people focused design” and provide insights into the redevelopment of the Marienfeste in Würzburg, which is being transformed into a modern and accessible museum across several construction phases. The practice received a RIAS Award in 2026 for the Parkhead Health & Social Care and Community Hub in Glasgow.

The third day brings together the various perspectives through discussions on transformation culture, sustainable architecture and the conscious use of materials. **Alexander Poetzsch** from Dresden will examine what defines a contemporary culture of building conversion and adaptation, presenting, among other examples, the Barn at Strehla Town Hall, which has been nominated for the DAM Prize 2027. **Florian Nagler** from Munich will focus on the inherent qualities of sustainable architecture and provide insights into the Bad Aibling Research Houses. In 2026, he was awarded the Heinrich Tessenow Medal in recognition of his body of work, research and architectural philosophy. The forum concludes with **Anupama Kundoo**, who works in Pondicherry, Berlin and Mumbai. Using the Wall House as an example, she will demonstrate how materiality and the use of building materials can be reimagined and combined with architectural quality.

Participation in the International ArchitectureForum is free of charge, but registration is required. The event is also generally recognised as continuing professional education in accordance with Section 5 (1), Sentence 1 of the Continuing Education Regulations of the Hamburg Chamber of Architects, the Chambers of Architects of Lower Saxony, Mecklenburg-Western Pomerania, Bremen and Berlin, as well as the Chamber of Architects and Engineers of Schleswig-Holstein. Registration will open on Wednesday, 14 October 2026, via the Architektur Centrum’s website at www.architektur-centrum.de.

Guided Tours Showcasing Innovative Solutions

In addition to the International ArchitectureForum, GET NORD 2026 offers architects and planners the opportunity to meet selected exhibitors during the **Guided Architects' Tours**. During these guided tours, participating exhibitors will provide concise 15-minute expert presentations, showcasing innovative materials, construction solutions and products that offer concrete answers to current challenges in design and planning processes. The tours provide an opportunity to experience new products and approaches first-hand and to discuss their practical applications in specific planning projects. For further information and registration, interested participants can contact the Architektur Centrum Hamburg directly at www.architektur-centrum.de.

Awards for Architecture, Lighting and Trade Fair Communication



Alongside the International ArchitectureForum, GET NORD 2026 will highlight outstanding achievements in architecture, urban development, lighting and trade fair communication. On Friday, 20 November 2026, at 10:30 a.m., the Architektur Centrum Hamburg – Society for Architecture and Building Culture will present the **Semper Medal**. The award honours individuals or institutions that have demonstrated exceptional commitment to architecture and urban development in Hamburg. It commemorates the Hamburg-born architect Gottfried Semper and is presented to invited guests. For the seventh time, the Architektur Centrum Hamburg and Hamburg Messe und Congress GmbH will also present the **GET NORD Architecture Award**, recognising a trade fair stand that particularly appeals to architects and promotes professional exchange between manufacturers and planners. In addition, the **LICHTPREIS**, awarded every two years since 2014 for outstanding and innovative lighting projects, will once again be presented at GET NORD.

Secure Your Ticket Now!

Trade visitors can purchase their ticket for GET NORD 2026 under [Tickets & invitations - GET NORD](#). Media representatives can find accreditation options [here](#) on the website.

About GET NORD

GET NORD is Germany's pioneering joint trade fair for technical building equipment, leading nationwide in connecting the electrical, sanitary, heating, and air-conditioning sectors, and it is the most important building technology trade fair in Northern Germany. It takes place every two years at the Hamburg Messe und Congress exhibition grounds and, with its forward-looking trade fair concept, connects the various building technology trades with architects, planners, wholesalers, and industry representatives. Around 650 companies present their latest products and innovative solutions on the topics of energy efficiency, renewable energies, energy management, building equipment, and building system technology. GET NORD thus serves as a platform and driver for future-oriented building technologies and climate-friendly solutions for the home. The next event will take place from 19 to 21 November 2026 in Hamburg.

Further information about GET NORD: www.get-nord.com

Photos, logo, and site plan for download <https://www.get-nord.com/press/downloads>

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