

# showUP

TRADE SHOW FOR HOME AND GIFT

*Amsterdam, 6 February 2020*

## **showUP on the move**

The next edition of showUP, the trade show for home and gift, will take place in the Brabanthallen in Den Bosch on 30 and 31 August 2020.

The autumn edition of showUP is normally held in the first weekend of September, but this year it would coincide with the Maison & Objet in Paris, which has been moved one week and is now scheduled for that same weekend.

In order to allow both exhibitors and visitors to attend both trade fairs, showUP has chosen to set a new time and place: in the newly renovated Brabanthallen on Sunday, 30 August and Monday, 31 August.

Daan van Trigt, organiser of showUP: "After 11 editions in a row in the Expo Haarlemmermeer, it might take some getting used to, but the renovated Brabanthallen presents a wonderful alternative. It offers brand-new spaces with excellent facilities. It's also a bit closer to Belgium and Germany, where more and more of our visitors come from, and it will give us more control over the climate in the halls during the warm summer days."



In spring 2021, showUP will return to the familiar Expo Haarlemmermeer in Vijfhuizen, where the 15th edition of showUP was held on 2 and 3 February. With more than 350 exhibitors, showUP is the largest trade show for home accessories, gifts and lifestyle items in the Benelux. Almost 6,000 professionals are attended this edition.



showUP is renowned for its attractive combination of famous brands from the Netherlands and abroad and new upcoming labels and designers. The newcomer Dutch furniture brand Ginger Home stood out from the crowd during the last edition of the trade fair.

‘Shared Space’ was the theme of this year’s popular trend talk and installation by trendwatcher Jan Agelink: *‘More People, Less Space. How can we ensure a green future on our overcrowded planet?’*

[CLICK HERE TO SEE HI-RES IMAGES OF THE MOST RECENT EDITION OF SHOWUP](#)

## Facts

For more information about the trade fair, the floorplan a list of exhibitors, please visit: [www.showup.nl](http://www.showup.nl).

## Dates

30 + 31 August 2020

Brabanthallen, Den Bosch

7 + 8 February 2021

Expo Haarlemmermeer, Vijfhuizen

**Note to the press (not for publication)**

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For Hi-Res images, partnerships and other questions, please contact Daan van Trigt (daan@showup.nl) or call +31 020 7070690.