



Pressrelease

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An exhibition hall becomes an ocean: “The Rainbow Fish” comes to life at Messe Augsburg

Augsburg Exhibition Center is currently the setting for a film production. Filming with the Augsburger Puppenkiste is transforming the exhibition grounds into a cinematic underwater world and showcasing the venue’s capabilities for sophisticated film and media productions.

Floating fish, mysterious octopuses, and colorful corals: Over the past few weeks, an elaborately designed underwater world has taken shape in the halls of the Augsburg Exhibition Center. The world-famous children’s book classic “The Rainbow Fish” by Marcus Pfister is being adapted into a handcrafted cinematic adventure by Claussen+Putz Filmproduktion, in co-production with STUDIOCANAL and Zodiac Pictures, and in collaboration with the Augsburger Puppenkiste.

For the long-established Augsburger Puppenkiste, the film marks its first major theatrical production in quite some time. Traditional puppetry meets modern filmmaking: handcrafted puppets move through a specially created underwater world, supported by sophisticated lighting technology, set construction, and precisely coordinated production processes.

The filming demonstrates the possibilities that modern trade show infrastructure opens up beyond traditional event formats such as trade shows and conferences. Film productions require controllable lighting and acoustic conditions, sturdy suspension points, space for sets and equipment, and efficient logistics. The halls at Messe Augsburg can be darkened, offer suitable conditions for rigging and ceiling suspensions, and provide spacious production areas with short distances between locations.

Wide access roads, ground-level hall doors, and loading, storage, and parking facilities facilitate the delivery of sets and technical equipment. Electricity, water, IT, and communications infrastructure are available, as are catering services and rest areas for production crews.

Electric vehicle charging stations round out the infrastructure on the grounds.

Upon request, project-specific resource and energy data can be transparently reported—including electricity from hydropower and the venue’s own solar generation.



“Film productions are events with special technical and logistical requirements. This is where Messe Augsburg demonstrates its universal strength: We are a venue that creates the right conditions for complex events and makes them possible—whether it’s a trade show, convention, live event, or production,” says Lorenz A. Rau, CEO of Messe Augsburg.

The production combines two of Augsburg’s particular strengths: the Augsburger Puppenkiste’s storytelling artistry, renowned far beyond the region, and a high-capacity event and production venue. This makes Messe Augsburg an ideal location for film, television, streaming, and photography productions, as well as for rehearsals, set construction, and other temporary production formats.

“The Rainbow Fish” will be released in German theaters on November 19, 2026.

About Messe Augsburg

Augsburg combines economic tradition with forward-looking themes—and Messe Augsburg brings this connection to life as a trade fair and convention venue. Across 48,000 m² of exhibition space in seven halls, along with approximately 10,000 m² of outdoor grounds, the venue fosters connections through trade fairs, conventions, conferences, industry events, corporate events, and accompanying cultural programs. With this broad portfolio of events, a consistent full-service approach for customers, and strong regional roots, it makes a significant contribution to the economic and social development of the city and the region.

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