



Press Release No. 1

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VdA Fair Committee of the Stuttgart Antiquarian Book Fair Launches Collaboration with Goldmann Public Relations

The Fair Committee of the Stuttgart Antiquarian Book Fair is delighted that Goldmann Public Relations will take over press work and strategic brand development to further sharpen the profile of the topic "Historical Books." The renowned Munich agency with offices in Zurich and Berlin will support the Fair Committee in communications, brand development, and media work to further strengthen the profile of the traditional fair as the leading platform for antiquarian books in the German-speaking region. The goal of this partnership is also to bring the fascination and significance of antiquarian books closer to a younger, book-loving target audience and to further increase the regional and international visibility of the event, particularly in the DACH border region (Germany-Austria-Switzerland).

"We are very pleased to have Frau Goldmann's team with their over 35 years of experience in the cultural heritage of books on board to give our campaign decisive momentum and a stronger new direction," emphasizes Balázs Jádi, spokesperson for the Fair Committee of the Stuttgart Antiquarian Book Fair, who together with antiquarian dealer and gallerist Roger Sonnewald led the contract negotiations for the Fair Committee."

About Goldmann Public Relations

For over twenty years, Goldmann Public Relations has been among the most distinguished communication agencies in the cultural sector. The company has an extensive client portfolio from the fields of art trade, auctions, museums, and cultural events. The brands and institutions it manages include, among others, the HIGHLIGHTS International Art Fair Munich, the Ketterer Kunst Auction House, the Stiftung Buchkunst (Book Art Foundation), the Leipzig Book Fair, and various international gallery associations. With in-depth industry knowledge and a keen sense for media positioning, the agency has earned an excellent reputation in the cultural and media landscape.

Strategic Partnership Goals

The new partnership aims to expand the visibility of the Stuttgart Antiquarian Book Fair beyond specialist audiences and to specifically address a culture- and art-loving target group. In addition to traditional press work, the collaboration includes the development of long-term communication strategies that present the cultural heritage of books and Stuttgart as an antiquarian book location in a modern context.

The Fair Committee looks forward to working with Goldmann Public Relations and to new momentum for the positioning and perception of the Stuttgart Antiquarian Book Fair.

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