

No. 4

PURE TEXTILE – imm cologne boosts textile competence



Prestigious fabric brands opt for Cologne and its innovative concept

imm cologne 2011
18.-23.01.2011

www.imm-cologne.com

Modern furniture, textiles and carpets are inseparably linked. They determine the design of a room, emphasise individual interior atmospheres and underscore their owner's personal lifestyle. On its way to becoming the most modern furnishing fair in Europe, the imm cologne has now succeeded in signing up top textile brands as exhibitors for the longer term. Companies like Christian Fischbacher, Création Baumann, JAB Anstoetz, Kinnasand, Nya Nordiska, Sahco, Chivasso, Wellmann and Zimmer + Rohde represent a major gain for the international furniture fair's textile competence.

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Apart from the hall concept, it was above all the attempt to appeal to new target groups in the contract business and consumer sector that clinched their decision. Besides bringing furniture manufacturers and dealers together, the imm cologne also attracts architects, interior designers, professional decorators, stylists, consumers and of course numerous members of the media – audiences that are highly important for the prominent new exhibitors. "Nowadays furniture and decorative fabrics are often chosen together. At the imm cologne, these two worlds come together perfectly. Thanks to pure textile, the next imm cologne will definitely be even more attractive for visitors," says Gerald Böse, CEO of Koelnmesse GmbH, of this latest success.

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Herbert Marner

Chairman of the Supervisory Board:
Mayor of the City of Cologne
Jürgen Roters

Besides the exhibition itself, "PURE TEXTILE" in Hall 11.1 will also feature a Trend Show and a central piazza where visitors can talk and linger.

Place of business and (legal) domicile:
Cologne - Amtsgericht Köln, HRB 952

Once again, Cologne will provide a trend barometer for the international furniture industry at the start of the new year. By hosting the imm cologne and LivingKitchen simultaneously, Cologne is strengthening its competence as a trade fair location for the furnishing sector long-term.

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imm cologne + LivingKitchen
18 - 23 January 2011
9.00 a.m. to 6 p.m.

Preview Day: 17 January 2011 Public Days: 21 to 23 January 2011