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The bathroom is coming to Cologne

- **imm cologne is being enriched with interiors ideas revolving around the bathroom**
- **Many sanitation providers will present themselves to design decision makers in the Pure Architects segment**
- **Pure Architects offers attractive synergies for the bathroom with the trend theme of life**

From 15 to 21 January 2018, the new trade fair format Pure Architects will start at imm cologne, with the strong participation of leading sanitation brands. Relaxing wellness hours or fitness cult, country house style or urban chic, parquet or tiles in wood look, hanging lamps over the real wood washstand, decorative sheepskin or trendy cement tiles: the bathroom is being increasingly perceived and used as living space. Koelnmesse also sees the increasing demands of clients for their new bathrooms reflected in the increasing number of individual exhibitors from the bathroom product segment. Its new offering of a specific presentation platform at imm cologne is currently being noted with great interest in the sanitation segment. Visitors to imm cologne will thus already have the opportunity in January 2018 to see for themselves live and experience how the boundaries between bathrooms and living spaces are becoming increasingly blurred in interior design.

imm cologne creates the ideal basic conditions for sanitation assortments

With the new design possibilities, doors for new forms of presentation are also opening for sanitation assortments. The international interiors show imm cologne has now developed a special format for assortments that, like the bathroom, enter into a relationship with the architecture: Pure Architects. The participation of leading brands of the sanitation industry confirms the need and the successful Cologne offering of a solution for the integration of the bathroom into the lifestyle context of an interiors show. The sanitation companies anticipate new impulses from the target group orientation of Pure Architects and from a presence in a new proximity with other interior design assortments.

Premiere with renowned bathroom brands

Important players will be at imm cologne 2018. In addition to spa concepts and bathroom furniture, bathtubs and shower tubs, fittings, innovative shower WCs, mirrors, accessories, as well as saunas can also be seen. To date, brands like Antonio Lupi, burgbad, Bette, Klafs, Vola, Geberit, Laufen, Vallone, Tece or Emco are among the exhibitors of the premiere event. "We have also exhibited on occasion at imm cologne over the years. The new Pure Architects concept, with its strict target group



imm cologne

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orientation, convinced us to come again“, explains Sabine Meissner, Head of Marketing for burgbad. The presentation of complete assortments is also not the plan of the bathroom furniture specialists from the Sauerland. The stand concept of Pure Architects also offers the possibility to focus on a central product or brand statement. “We will be presenting our innovative RL40 mirror cabinet programme at imm cologne 2018. It is equally both a spatial concept and a lighting solution. It is a product that requires explanation, and in Pure Architects we find a platform suited to now and again be able to tell a clientele familiar with interiors a few words more”, Meissner continues.

Bathroom products in the context of trendy interior design worlds and light installations

In contrast with the industry trade fairs, it is primarily the context that motivates sanitation companies to participate in imm cologne: the interior design worlds of the large interiors brands as much as the advanced design of smaller design editors. The other assortment areas of Pure Architects are also well-suited to complete the impressions of the trade visitors and end consumers of holistic planning of the bathroom living area.

Another attractive common denominator for bathroom planning is provided with the theme of light, which will not only be focused on next year in Pure Architects as technical light, but will also be prominently featured in the Pure section as decorative light. Thus, for example, the visionary living space simulation “Das Haus” will be interpreted in 2018 by the Czech light designer Lucie Koldova.

However, in addition to the product offering in front of the wall, the assortments of, for example, manufacturers of tiles and floor coverings for the bathroom will also be on location. With the wall and floor covering provider Bärwolf, for example, one of the leading providers of mosaics and decorations exhibits his new interiors ideas. Florim, the manufacturer of porcelain stoneware tiles, known for, among other things, his oversized ceramic slabs, provides inspiring tiles for architects and planners. And with TheSize Surfaces, a young company with a strong orientation toward export will exhibit at imm cologne; one that can utilise the experience of more than 40 years in the field of natural stone, and which sells its slabs on the market under the brand name Neolith.

For exhibitors from the bathrooms sector, Pure Architects offers a unique opportunity to present their creative ideas for modern bathrooms in the context of an international interiors show. Visitors will have the opportunity to see for themselves how, in the world of interior design, the boundaries between bathrooms and living spaces are becoming increasingly blurred.

Koelnmesse - Global competence in Furniture, Interiors and Design:

Koelnmesse is the world’s top trade fair organiser for the areas of furnishing, living and lifestyle. At the trade fair hub of Cologne, the leading international fair imm cologne as well as the trade fair formats of LivingKitchen, ORGATEC, spoga+gafa,

interzum and Kind + Jugend rank among the internationally renowned and established industry meeting places. These fairs comprehensively represent the upholstered and case furniture segment, the kitchen industry, the office furniture sector and outdoor living as well as the innovations of the furniture supply industry. Over the last few years, Koelnmesse has specifically added international fairs in the most important fast-expanding markets to its portfolio. These include the LivingKitchen/CIKB in Shanghai, interzum guangzhou in Guangzhou and Pueri Expo in Sao Paulo. With ambista, the network of the interior decorating industry, Koelnmesse offers direct access to relevant products, contacts, competence and events.

Further information is available at: <http://www.global-competence.net/interiors/>
Further information about ambista: <http://ww.ambista.com/>

The next events:

China Kids Expo, Shanghai, China, 18.-20.10.2017
LivingKitchen China/CIKB, Shanghai, China, 22.10.-24.10.2017
imm cologne, Cologne, Germany, 15.-21.01.2018

Note for editorial offices:

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