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#zow

## Living in the city of tomorrow

### Great ideas in a compact setting: ZOW 2018 presents TINY SPACES

Housing is becoming scarcer and more expensive, the available living space is dwindling both in absolute and per capita terms. This is an issue for which the interior design sector, and the furniture industry specifically, needs to find suitable answers quickly. The Trendfilter design workshop, in cooperation with the Interior Design department of the Detmold School of Architecture and Interior Design at the Ostwestfalen-Lippe University of Applied Sciences, has developed "TINY SPACES" for ZOW 2018, the industry's next big workshop and trade fair event. The special area surprises with clever, conceptually very different idea sketches for the living spaces of tomorrow and the future.

The world is changing - quickly, visibly, palpably for us all. Urbanisation and gentrification are processes that have a direct effect on communal and domestic life. "Technical upgrades, demands for increased flexibility at work, never-ending rent rises in cities and sociodemographic changes in age distribution and cultural make-up: it is high time we considered how apartments can achieve quality, generousness and atmosphere in just a small space," says Dipl.-Ing. Ulrich Nether from the Detmold School of Architecture and Interior Design at the Ostwestfalen-Lippe University of Applied Sciences. Completely new approaches to work, life and housing will be required in future. The ZOW supplier trade fair in Bad Salzuflen, with its workshop atmosphere, is the ideal platform for that.

#### Maximum freedom for development

The upcoming event in February 2018 will feature the innovative special area "TINY SPACES", where the focus is on clever solution ideas and design concepts for interior fittings and furniture for small, indeed tiny, spaces. The concept was provided by design scout Katrin de Louw, the front woman at Trendfilter in Bünde, Germany. The project is realised by students on the Interior Design Master's course run by Professor Ulrich Nether and Ricarda Jacobi at the OWL University of Applied Sciences in Detmold. This is the context in which Lena Klein-Erwig, Mascha Großmann, Jessica Neumann, Tessa Sieker and Celina Stiehl present their original, radically condensed furnishing and design ideas.

The students have been given complete freedom in the development work - so the results presented at the fair will be all the more of a surprise, be they space saving, comfort, safety or universal design solutions. In all cases, the design basis is the new ZOW exhibition system, as used by all exhibitors.



ZOW  
06.02. - 08.02.2018  
www.zow.de

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### Setting new benchmarks together

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Whether the special area sets new benchmarks for exceptional living in small spaces largely depends on the acceptance and support received from innovative supplier companies and furniture manufacturers. Katrin de Louw is happy with the response received from the industry so far: “The feedback from suppliers on our ‘TINY SPACES’ project has been extraordinary - we are trying to offer all supporters space, without having to make any sacrifices in terms of the concepts of the aspiring interior designers.” She adds that there are still opportunities for exhibitors in the wood composite board segment to get involved. Interested companies can contact Katrin de Louw directly: [info@trendfilter.net](mailto:info@trendfilter.net)

**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 China/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.

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### The next events:

imm cologne, Cologne, Germany 15.-21.01.2018

ZOW, Bad Salzflun, Germany, 06.-08.02.2018

Feria Mueble & Madera, Bogota, Colombia, 07.03.2018 - 10.03.2018

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