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#immcologne

Record registrations for the Pure segment at imm cologne 2019

- Brand diversity thanks to the great many newcomers in the Pure segment
- Design meets business at the international interiors show in Cologne
- Top events mean added value for visitors

“imm cologne 2019 is going to be fantastic!” according to Matthias Pollmann, Koelnmesse’s Vice President Trade Fair Management. The reason for this excitement is not only the overall positive situation regarding registrations for imm cologne but in particular the significant rise in exhibitor numbers in the design-oriented Pure segment. As a result of the continual updating and optimisation of the division of the exhibition space, new orientation of the exhibitor structure, innovative visitor signage in combination with inspiring events, the Pure section is becoming a design hotspot for visitors and exhibitors alike. Decision makers, interior designers, influencers and design-oriented consumers can experience the trends in the sector for themselves in Cologne right at the start of the 2019 interiors year. From new sofas to the latest material and colour trends through to product innovations: Cologne will transform into an innovation platform for the furnishings industry.

“We have now been working continuously for seven years on the optimisation and strategic orientation of imm cologne and are proud that we will be setting a new benchmark in all areas for trade fairs in the interiors sector at our 2019 event,” say Matthias Pollmann and Dick Spierenburg, Creative Director of imm cologne, in agreement. “All the relevant market leaders and top design labels will be there - in our view, that is a strong statement in favour of imm cologne and for Germany as a location for business,” according to the two trade fair managers.

The who’s who of design is headed for imm cologne

Newcomers include Fritz Hansen, Normann Copenhagen, Tobias Grau, burgbad, Dedon, Desalto, Knoll International, Montis, Northern and Asplund. Design brands from Scandinavia to Spain make a regular appearance on the Rhine. Many Italian brands also take advantage of imm cologne to do international business. From Molteni, Cassina, Flexform, Minotti, Emu Group, Poltrona Frau, B&B Italia, Gallotti & Radice, Lapalma, Reflex, Gyform, Arflex, Fast and MDF Italia to Riva, Pedrali, Cierre Imbottiti, Poliform, Paolo Castelli, Verzelloni, Giorgetti, Novamobili, Living Divani, Baxter, Meridiani, Mazalli, Kubikoff, Sculptures Jeux, Tonelli Design through to Antonio Lupi Design: the who’s who of Italian design can be found in Cologne.



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Mayor of the City of Cologne
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Headquarters and place of jurisdiction:
Cologne
District Court Cologne, HRB 952

Design meets business at the international interiors show in Cologne

Visitors currently benefit not only from a very good economic environment in Germany, but also from a very broad range of products and services. Home lifestyles and product ranges will be on show in all their diversity across eleven halls: from elegant lifestyle brands and on-trend design labels in the design segment to intelligent interiors solutions for young, trend-aware homes in the Smart segment - and everything in between.

imm cologne impresses visitors because it has the right balance between a showroom and business, design and suitability for daily use, completeness and compactness. And with a visit to LivingKitchen, which is taking place alongside, almost all aspects of home living can be experienced together in Cologne. In addition to an overview of the international kitchens industry, LivingKitchen 2019 will provide answers to questions such as what the kitchen design of tomorrow looks like, how are nutrition trends changing technologies in the kitchen, and how intelligently can we network cooking and consumption, living and eating?

Pure 3.0: the next chapter in the success story!

Pure Atmospheres is the new name for a new spatial experience in Hall 11.3, which is bringing together numerous exhibitors to form a new exhibition concept. Here, there is a strong focus on promoting the event's new character as an experience as well as the overall quality of the visit. "For the first time, there will be a central piazza, which - alongside an inspiring special presentation - will also provide a cocktail bar offering sophisticated gastronomy. The aim is to provide exhibitors and visitors with a meeting point where they can network in an informal setting," says Dick Spierenburg, summarising the concept of Pure Atmospheres. The Pure Editions product segment will also be expanded into Hall 3.1.

Top events for a fair visit with added value

In addition to "The Stage" - probably the most interesting and highly regarded lecture forum from all of Europe's trade fairs - imm cologne 2019 will once again feature the interior design project "Das Haus" as a highlight for design enthusiasts. Now the eighth in the series, the 2019 "Haus" will be created by the Australian couple Kate and Joel Booy with their emerging design studio Truly Truly, based in Rotterdam. And the Pure Talents Contest once again offers young designers the opportunity to present themselves to an interested trade fair audience and make initial business contacts - this time around, it will feature a special exhibition on the subject of kitchens at LivingKitchen. This is also where Swiss star designer Alfredo Häberli will introduce his vision for a kitchen of the future: a projection of kitchen living of tomorrow, which he sees as being settled firmly at the centre of the home.

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 CIKB in Shanghai, interzum guangzhou in Guangzhou and Pueri Expo in Sao Paulo. With ambista, the online portal for the interiors business, Koelnmesse offers direct access to products, contacts, expertise and events relevant to the industry all year round.

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

The next events:

Kind + Jugend - The Trade Show for Kids' First Years, Cologne 20.09. - 23.09.2018
CIKB - The platform for the Kitchen Industry in China, Shanghai 10.10. - 12.10.2018

Note for editorial offices:

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