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#immcologne

“Das Haus” gets an update for its tenth edition at imm cologne 2021 with a new location, concept and theme



imm cologne 2021
18.01. - 24.01.2021
www.imm-cologne.com

“Das Haus”, the successful series of design showcases hosted by the Interior Business Event imm cologne, will celebrate its tenth anniversary in 2021. The tenth edition will also mark a change in direction: Thematically, “Das Haus” will open itself up even further to future issues and market developments. Alongside leading brands, a changing roster of designers will address these themes in installations staged with the characteristically personal interpretations. With this update, “Das Haus” remains exemplary, experimental and experience-oriented.

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A special showcase with groundbreaking examples of new forms of urban living is lined up for imm cologne visitors in 2021: “Das Apartment HAUS”. A number of the former designers of “Das Haus” have been invited to contribute to the anniversary special edition. They will be involved in devising the concept for the format’s further development and in its design. With several different designers creating the updated “Das Haus”, the vision of home living will be more complex. The overarching design by imm cologne Creative Director and designer Dick Spierenburg will ensure a consistent overall appearance.

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To mark its transition to new themes, “Das Haus” is moving to a new location with diverse, high-calibre surroundings: it will now appear alongside Pure Atmospheres in Hall 11.2. In line with its overall concept, “Das Apartment HAUS” will also be given a wider thematic scope so that it can explore the debate on a current issue in interior design across multiple rooms.

Executive Board:
Gerald Böse (President and Chief Executive Officer)
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2021: urban living concepts for long- or short-stay apartments

Home living is conceived today as a holistic sphere of life that encompasses the need for retreat, but also indoor and outdoor social activities, entertainment and home working. However, it is not just integrating the home office into traditional living environments that is creating new future challenges for the interior design industry. The sector must also develop models for “new living” that can provide solutions for denser living spaces.

Chairwoman of the Supervisory Board:
Mayor of the City of Cologne
Henriette Reker

In 2021, the experimental platform for interior design will therefore be devoted to a future issue with an increasing impact on urban development: long- or short-stay apartments offering innovative solutions for temporary or permanent homes in densely populated urban environments.

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

Long- and short-stay apartments represent a new segment for the interiors business. Executives, expats, digital nomads, commuters, career starters and students have very different requirements when it comes to managed urban living concepts.

Page

2/3

Innovative event format adds value for trade fair visitors

imm cologne is responding to changes in the hospitality market and creating a forum for the new concepts developed by its exhibitors for hotels and lounges, bars, clubs and restaurants. The most exciting developments can currently be seen in residential interior design. “New models are emerging for people who are flexible in terms of time and location and who are open to living concepts such as apartment buildings and co-living projects,” says Dick Spierenburg, Creative Director of imm cologne. At imm cologne 2021, a special edition of our design event ‘Das Haus’ will create an experimental platform for innovative concepts like these in order to pick up on the important new ideas stimulating the industry.”

Long- or short-stay apartments are let fully furnished. These new apartment buildings also foster different forms of co-living by expanding the private sphere with areas for communal use dedicated to hospitality, sport and work.

“Das Apartment HAUS” will present a series of inspiring examples of designers’ work and branded apartments that reveal what private and public spaces could look like in these new living concepts.

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 idd Shanghai, interzum bogotá in Bogotá, 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.

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

Further information about ambista: www.ambista.com/

The next events:

Pueri Expo - International Trade Fair for Baby & Childcare Products, Sao Paulo

04.08. - 07.08.2020

spoga+gafa - The garden trade fair, Cologne 06.09. - 08.09.2020

Kind + Jugend - The Trade Show for Kids' First Years, Cologne 17.09. - 20.09.2020

Note for editorial offices:

imm cologne press information as well as photos are available on the Internet at

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Page

3/3

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