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#interzum

## interzum 2019 casually puts the focus on surfaces

### The "Surfaces & Wood Design" piazza

interzum is once again the provider of impulses in 2019 for the design of the living spaces of tomorrow. The most innovative products, new technological developments and innovations in materials are presented at the largest industry event worldwide. The entire industry is here to experience product premieres and to have a look into the future: in addition to the new products of the exhibitors, the four piazza of interzum will once again be the trend hot spots of the event. The "Surfaces & Wood Design" piazza presents product solutions for interior architecture and the furniture design of tomorrow relating to the topic of surfaces.

The "Surfaces & Wood Design" piazza is curated by the interior designer and trend expert Katrin de Louw. With her Trendfilter® agency, she has already been responsible for a special exhibition on the topic of surfaces at the last edition of interzum. "Our aim is to make it possible for people to experience the manufacturers' latest developments at first hand, and to focus in particular on the most important from the great quantity of new developments", says Katrin de Louw. To achieve this, she has further developed the area's experience character: steel reinforcement mesh is used to stage the exhibits with a cool and casual look. Around large tables, visitors can experience and touch samples and prototypes and gain concentrated insight into the huge range of possibilities that carrier materials and surfaces offer customers.

The piazza is divided into sections addressing the key words "Sustainability", "Customized", "Haptic", "Lightweight", "Digital Printing", "Anti-Fingerprint" and "Wood & Stones". It is not just wood and wood materials that are presented at the special exhibition, but also related product groups such as furniture handles or upholstery and decor fabrics. With the relocation of the lecture area to hall 04.2 and into the new 'Speakers' Corner', the special event is now also significantly larger in area in comparison with interzum 2017. This allows visitors to experience even more of the great diversity of cutting-edge carrier materials and surfaces at the special exhibition and at the lectures of renowned experts and exhibiting companies.

However, the piazza concept is not only the place at which trend themes are adopted and made experienceable for visitors with products, but is instead, reminiscent of an Italian piazza, the central communication point within the trade fair. "The piazzas have considerable significance in the overall composition of interzum", says Maik Fischer, Director of interzum. "There, visitors can acquire an overview and then selectively visit the individual exhibitors. The success of this concept is demonstrated by the enormous popularity of the piazzas. This year we



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have also therefore decided to expand the exhibition area."

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