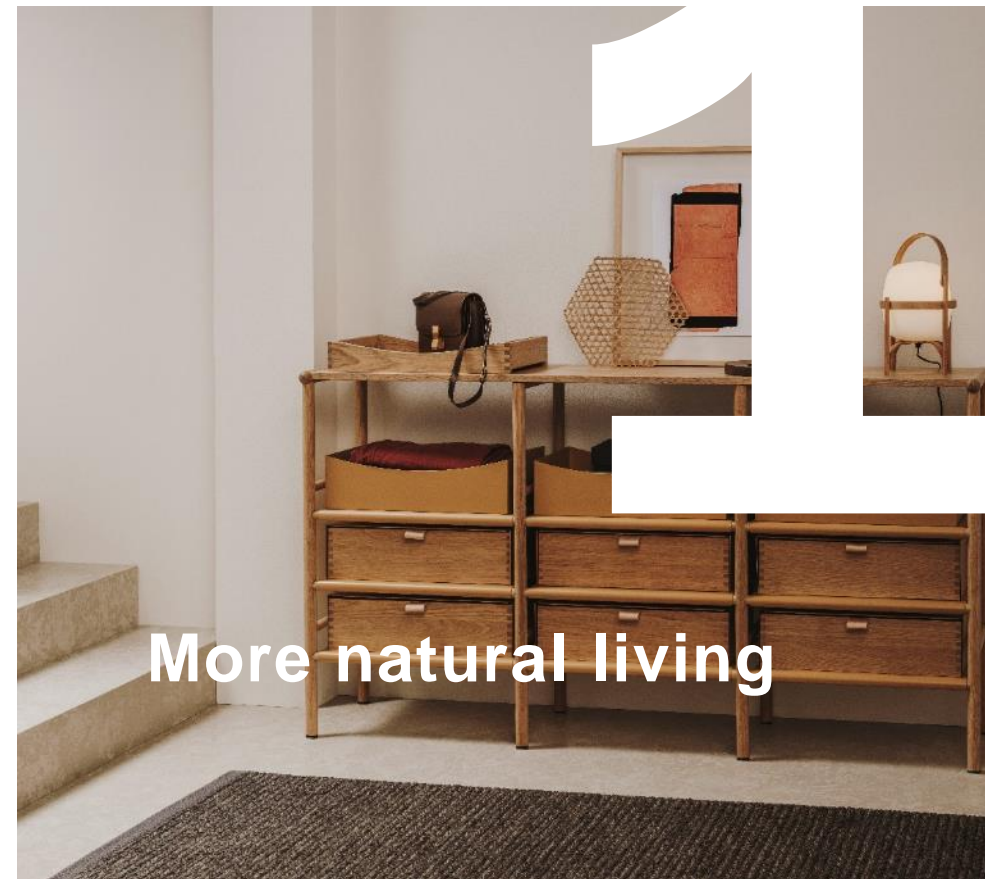


READY FOR BETTER LIVING | THE EIGHT MOST IMPORTANT LIVING TRENDS OF IMM COLOGNE 2020

All agree that we want to live better: more comfortably, more stylishly, using space more effectively, more colourfully, smarter and more sustainably.



More natural living



Greener living



Smarter living



More efficient living



Living more comfortably



Living without limits



Colourful living



Decorative living

Press Release: <https://bit.ly/2NklaHr>

MORE NATURAL LIVING

An ever increasing number of people are seriously attempting to change their consumer behaviour in order to initiate a trend turnaround toward a sustainable society. Consumer decisions with regard to mobility, mobile phone or nutrition, just as much as for furniture, are being increasingly evaluated under the aspect of climate neutrality.

Exhibitors:

burgbad, Hall 2.2 | Booth C006

Team 7, Hall 11.3 | Booth P024 Q025

Hartmann, Hall 10.2 | Booth M001

Janua, Hall 11.1 | Booth E031 D038

de Sede, Hall 11.2 | Booth H051

Ames, Hall 3.2 | Booth F031

Studio Henk, Hall 2.2 | Booth D022

Cassina, Hall 11.2 | Booth H010 J011

Pure Talents Contest, Hall 3.1



GREENER LIVING

We increasingly want to be close to nature: no new apartments are being built without balconies; apartments and houses with access to gardens or patios are in high demand, especially in urban areas. These touchpoints with nature are now also becoming an integral part of our homes, with patios taking on the role of a second living room.

Exhibitors:

Emu, Hall 3.2 | Booth D031 D039
Fischer Möbel, Hall 3.2 | Booth D006
Cane-line, Hall 11.2 | Booth H034 J035
Extremis, Hall 2.2 | Booth A003
Fermob; Hall 3.2 | Booth D008 E009
Fatboy, Hall 3.1 | Booth C010
Kettal, Hall 3.2 | Booth E020
Weishäupl, Hall 11.1 | Booth A031
Das Haus 2020, Hall 3.1





SMARTER LIVING

Can we use an app to grow herbs?
Can computers nurture plants to improve air quality? Does the climate have an impact on building services? Does a smart control system switch off the lights and the coffee machine when you leave the house? Smart applications are becoming ever more diverse, reliable and easy to use and can be tailored increasingly precisely to the specific needs of residents.

Smart Village, Hall 4.2

MORE EFFICIENT LIVING

Rising rents and smaller homes will continue to drive the demand for space-saving furniture. The first wave of the trend toward tidiness and renunciation aesthetics has already reached us from the USA and Asia. Renouncing consumption and restricting ourselves to the essential things in life are strategies for creating order in the home. And more and more people are finding this approach extremely beneficial.

Exhibitors:

Infiniti, Hall 2.2 | Booth D004

New Tendency, Hall 2.2 | Booth B015 C019

Sculptures Jeux, Hall 3.2 | Booth F053

ONDARRETA, Hall 2.2 | Booth A018

Müller Möbelfabrikation, Hall 3.2 | Booth F039



LIVING MORE COMFORTABLY

We are worth it! Comfort is written in capital letters in every home (no matter how small), especially in the bedroom. However, investments are also being made in the bathroom and seating furniture. Compact, design-oriented seating, such as two-seater sofas or armchairs, is the trend in the upper product segment. Here, special attention is paid to ergonomics. Console table, wall rest tables or small shelves not only assure a sense of order in everyday life, but are instead an integral element of interior design.

Exhibitors:

Thonet, Hall 3.2 | Booth E021

[more] Bernhard Müller, Hall 11.2 | Booth M041 L040

Cor, Hall 11.3 | Booth S010 T019

Pode, Hall 2.2 | Booth A002

Rolf Benz, Hall 11.3 | Booth O008

Richard Lampert, Hall 3.2 | Booth E011

Menu, Hall 3.2 | Booth E031

Vitra, Artek, Hall 2.2 | Booth A010 B011



LIVING WITHOUT LIMITS

The requirements of living are currently changing quite rapidly. More sophisticated singles apartments with a scarce offering of space and a lifestyle that also seeks freedom from conventions when it comes to furnishings are reinforcing the trend toward generously dimensioned one-room apartments with a loft feeling. These are complemented by one or two work rooms or bedrooms as needed. The flowing into one another of the rooms leads to a need for multifunctional furniture that marks living areas or delimits them from one another.

Exhibitors:

Antonio Lupi, Hall 3.2 | Booth D024

Burgbad, Hall 2.2 | Booth C006

Kettnaker, Hall 11.3 | Booth S019 R010

Ligne Roset, Hall 11.3 | Booth O020 P029

Bette, Hall 4.2 | Booth C057

Geberit, Hall 4.2 | Booth B057



COLOURFUL LIVING

While the overall interior design trend is toward dark colours, from dark greens and blues to black, the minimalist interiors style remains loyal to the lighter and more natural shades. Avant-gardists pledge themselves to the Bauhaus tradition with primary colours colourfully combined with a white base colour. However, the interiors scene as a whole is becoming more colourful through the intensive use of colour schemes. Monochromaticity is also being increasingly abandoned in favour of patterns.

Exhibitors:

Horgenglarus, Hall 3.2 | Booth F021

Cor, Hall 11.3 | Booth S010 T019

Wittmann, Hall 11.2 | Booth M010 N011

String Furniture, Hall 3.2 | Booth E044

Prostoria, Hall 11.2 | Booth J030 K031

TONON, Hall 11.1 | Booth B029

Thonet, Hall 3.2 | Booth E021

Brühl, Hall 11.2 | Booth N041 M040

Bretz, Hall 11.1 | Booth B010 C011

Leolux, Hall 11.2 | Booth H031

Woud, Hall 3.2 | Booth E051

DECORATIVE LIVING

After clothing, living is today the number one means of expression. We are not only what we wear, but how we live. This makes every decorative element a statement. The basis for any eyecatcher is a space to make an impact. Tidy optics and decorative elements thus don't need to contradict one another. Lifestyle and the decorative are staged, on the wall elements, in the textiles, on the floor ...

Exhibitors:

Luiz, Hall 11.2 | Booth J041

Kare Design, Hall 10.1 | Booth A008

Nani Marquina, Hall 3.2 | Booth F007

Jan Kath, Hall 3.2 | Booth F029

Northern, Hall 3.2 | Booth F009

Pulpo, Hall 3.2 | Booth E023

Schönbuch, Hall 3.2 | Booth E010

Trend Atmospheres, Hall 11.3