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NO. 19 - ISSUE 1 | 2021

Trend briefing
for journalists

imm cologne 2022

Interior Design Trends 2021 | 2022

The six most important interior trends of imm cologne 2021/2022

10 years Das Haus das Apartment Haus

New theme for the design event at imm cologne 2022: Sharing Spaces

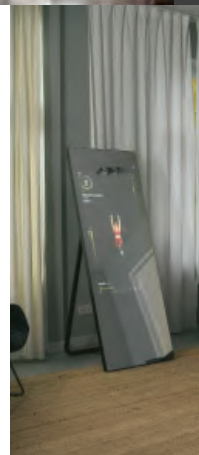
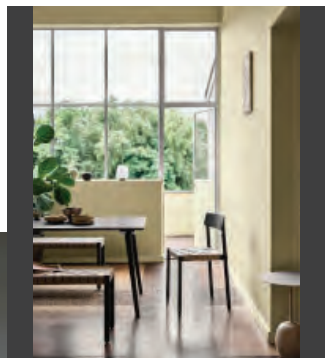
The Winners Pure Talents Contest

The winners of imm cologne's competition for young designers

Exhibitors New Launches 2021

An overview of imm cologne exhibitors' new launches for the 2021 interiors year





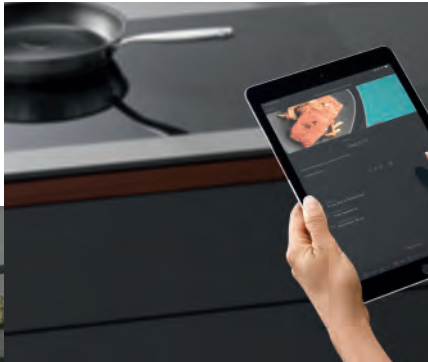
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Editorial

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How we live is important to us. More and more people are thinking about how they can make their lives and homes more sustainable, where they live, who they live with, what their home says about them and how their interior should look in order for it feel like home. The international furniture and interiors fair imm cologne doesn't just present furniture makers' ingenuity and inventiveness – it's a reflection of the current interior trends as well.

The 2021 interiors year is already underway, and the sector is looking to the new launches of this exceptional year. What effects is the corona pandemic having on interior lifestyle? Which trends are influencing furniture development and production? And what impact will the social changes that are noticeable everywhere have on consumer behaviour in the interiors market? The imm cologne has pinpointed six important trends that will make themselves felt well beyond the interiors year and presents important new product launches for editorial use.

Markus Majerus

Communications Manager imm cologne | LivingKitchen

Natural Luxury



Illustration: Björn Steinmetzler; Koelnmesse



**SUSTAINABLE
QUALITY
SOFT EDGE
NORDIC
CRAFTSMANSHIP
NATURAL
LUXURY
IMM
COLOGNE**



—
Sustainable
Quality
Soft Edge
Nordic
Craftsmanship

01 | Natural Luxury

Quality is the real luxury

Traditional craftsmanship, simplicity, premium materials, soft-edge design – these are the signals that point to “pure” luxury – pure because it’s natural, defined by a focus on what really matters and the willingness to renounce mass consumption in favour of sustainable product concepts.



“The beginning of the pandemic seems to have resulted in increased demand for premium products with a high level of design quality,” says imm cologne director Claire Steinbrück. “It’s a development that can be observed in interiors markets across the globe and could well trigger a boom in demand for sustainably developed and produced furnishings.”

Similarly to what’s happening in the fashion world, the pendulum in the interiors sector seems to be swinging away from “more and ever cheaper” and towards a relatively pronounced quality orientation. More than ever before, furnishing culture – influenced by the design scene – is exhibiting a preference for an understated, simple design language with a natural look and authentic materials in the A-grade category. Exquisitely worked wood and leather, accompanied by marble and stone with soft contours and a smooth feel, are unmistakable indicators of high-end quality.

At the same time, both fashionable and more traditional

interiors are in search of more glamour, but not so much with a high-gloss finish as with an ultra matt look: upmarket, with an original flair and classic charm. That’s why Natural Luxury is an interiors trend that embodies several different aspirations: we want to live in greener, more stylish, more colourful, more natural and more sustainable homes.

A global interiors trend: sustainable furniture with a quality guarantee

Quality is the real luxury. It manifests itself not so much in “more” and the opulence of its forms and materials but in top-quality workmanship, in details, in the originality of the furniture. First and foremost, Natural Luxury is

Natural Luxury

01 &Tradition Betty TK1

Betty is a stackable chair by Thau & Kallio for &Tradition. The chair is based on a creative element that usually remains hidden: the woven seat. It's named after Copenhagen's Betty Nansen Theatre, a wooden pavilion from 1857. The most striking feature of the chair is the exposed webbing seat that's normally hidden under the frame. Thanks to the webbing design, the chair isn't just light, it has an airy, almost transparent presence as well. On the other hand, it's strong and flexible because the webbing adapts to the body. (Photo: &Tradition)

www.andtradition.com

02 ADA Chalet

Thanks to the soft, snug cover materials in combination with the naturalness of wood, the Chalet boxspring bed from ADA's new Terra collection radiates warmth and a sense of security. Solid wood elements on the headboard and frame add an extra special touch. The layered mattress structure and pleasant height of the bed promise excellent sleeping comfort. To meet individual sleep needs and ensure a harmonious overall look, select mattresses and toppers are available, as well as a wide choice of fabrics and top-quality leather. Customers can also choose from various types of wood and different stain colours. (Photo: ADA)

www.ada.at

03 ADA Grand Nobile

The Grand Nobile bed from ADA's Terra collection aims to bring an emphatically natural touch to the bedroom. The entire bed frame is made of wood. Oak, Swiss pine or beech – whatever the variety, no other natural material conveys such a pleasant sense of warmth and cosiness as real wood. The headboards can be tailored to individual preferences with various cover materials and different types of wood. But it's not just Grand Nobile's elegant, cosy good looks that are impressive, it creates a soothing sleeping atmosphere too: ADA only uses select materials for its beds – in combinations designed to promote restful sleep. (Photo: ADA)

www.ada.at

04 ADA Stella Alpina

ADA demonstrates what natural sleep looks like with its bed creations for the Terra collection. The Stella Alpina boxspring bed owes its captivating charm to the naturalness and unique features of its wooden elements. Wild oak, beech or Swiss pine – whatever the variety, the wood is processed in such a way that the characteristics that occur as part of the tree's natural growth are preserved. Customers can opt to have either the headboard or box covered with fine fabrics and leathers, leaving the other section to showcase the beauty of the wood. (Photo: ADA)

www.ada.at

05 artanova Saas Fee

The Saas Fee sofa from artanova is made for movement: the seat, back and headrest can be adjusted electrically, enabling individual users to create their favourite position effortlessly. Despite the built-in technology, the sofa has a light and airy appearance. Both the informal upholstery and the two armrest variants contribute to the harmonious overall look. Those who prefer a fixed position can order the non-motorised version. (Photo: artanova, Arno Greiner)

www.artanova.ch

06 B.I.C. Holden

B.I.C. Carpets took a totally out-of-the-box approach to its new collections and staged the photo shoot by the sea. With its "Message in a Bottle" campaign, B.I.C. wants to spread the message that carpets can be sustainably produced too. The cradle-to-cradle carpet Holden is made of eco-friendly yarns that are produced from recycled fishing nets and other waste materials that have been recovered from the oceans. The innovative yarn feels silky-soft, as if your feet are gliding over warm sand on a sunny beach. It gleams like sunlight dancing on the surface of the sea. (Photo: B.I.C.)

www.bic-carpets.com

07 B.I.C. Haven

The patchwork quilt of the Haven collection by B.I.C. consists of eight carefully selected colours. Each colour represents an element that can be found at the coast: ocean green, marram grass, pure pearl etc. All the carpets in the collection are produced on site in Belgium from Econyl, a yarn made of recycled waste materials recovered from the sea. To visualise these qualities in the campaign, the rugs were arranged like decommissioned fishing nets. (Photo: B.I.C.)

www.bic-carpets.com

08 Brühl Tomo

The Tomo sofa by brühl is designed for making yourself super-comfortable. Backrests with a high-back and tilting function invite you to sink back and relax. Optional integrated footrests can be added to provide even more comfort. The armrests can be folded flat, effortlessly converting Tomo into a daybed. They're also ideal for standing a tray on when you want to settle down with a cup of tea. (Photo: brühl, Michael Danner)

www.bruehl.com



01 &Tradition, Betty TK1



03 ADA, Grand Nobile



06 B.I.C., Holden



02 ADA, Chalet



04 ADA, Stella Alpina



08 Brühl, Tomo



07 B.I.C., Haven



05 artanova, Saas Fee



09 Brühl, Tomo

Natural Luxury



10 Carl Hansen, FK63



11 ClassiCon, Matéria



12 COR, Farmer Chair

rooted in the world of materials. Their quality and authenticity are best expressed in simple forms that showcase the manufacturer's expertise and skill in an understandable way. More than ever before, concentrating on the essentials is becoming the credo of design fans. The high-value strategy deliberately renounces mass consumption in favour of a sustainable, responsible interpretation of interior lifestyle, where furniture should have a story to tell and can (in theory) be handed on.

A more natural way to live

More and more people are seriously trying to change their consumer behaviour in the hope of sparking a turnaround that leads to society behaving more sustainably. The aspect of climate neutrality is playing a growing role in consumer decisions, regardless of whether they relate to mobility, smartphones, food or furniture. As a result, the product's ability to tell a story is becoming more and more important. That's why natural materials and solid wood are popular choices when it comes to products for the home – not just because they conjure up a cosy atmosphere, but for ecological reasons too. Furniture with a high level of design quality also promises a sustainable effect. The longing for a natural home is keeping the trend towards Nordic design very much alive – especially as it's associated with an uncomplicated, rustic, close-to-nature lifestyle that finds expression in the traditionally simple design cultivated in the 20th century.

Going greener

Being close to nature is becoming increasingly important to us: no new build is complete without a balcony, and apartments with access to a garden or terrace are highly sought after, especially in inner-city areas. Now these touchpoints with nature are becoming an integral part of the home, and the patio is turning into a second living room. With the Indoor-Outdoor trend, today's weatherproof outdoor furniture doesn't only look as if it's come straight from the living room, it's being used there too! Its upmarket materials and high-tech textiles make it suitable for indoor use as well. In the upper price segment, it's virtually impossible to tell the difference any more, and the level of comfort offered by the new indoor-outdoor furniture is catching up fast too.

Colour up your life: natural shades add warmth

There's always demand for a cosy home – especially in corona times. Which is why it seems plausible to assume that the pandemic is having an impact on the colour palette in people's homes. All the same, the palette we're seeing at the moment is also affected by a need that's been making itself felt for some time now: the desire for natural shades and a natural ambience. Upmarket wallpaper, authentic and elaborate parquet flooring or sophisticated tiles, furniture and accessories with light, modern beige tones as their basic colour don't just create that kind of atmosphere, they radiate cosiness as well. This season's colours come straight from nature: sandy beige is returning to modern interiors as a ground colour and taking over from white, brown shades are tend-

ing towards taupe rather than chocolate, and even the trending shades of grey seem to have been inspired by earthy hues. Natural linen fibres for the seats of chairs and benches, Vienna wickerwork, pure new wool or premium leather – sustainable materials with a story to tell upgrade furnishings and are often modelled on nature itself. Beige tones are being combined with splashes of the latest on-trend colours – from warm ochre to glowing honey yellow, from pastel terracotta to vivid saffron red, from delicate greens to vibrant olive. And interior designers are increasingly turning to dark green or night blue as an alternative to black.

09 Brühl Tomo

Top spots: covered with soft, dark-blue leather, the Tomo soft corner suite by brühl consists of a corner element and add-on sofa with arms. The furniture rests on a linear chrome frame. The sofa combination is pictured with Power and Poem armchairs with matching upholstery – a striking and luxurious ensemble. (Photo: brühl, Michael Danner)

www.bruehl.com

10 Carl Hansen FK63

The FK63 bookcase system designed by Preben Fabricius and Jørgen Kastholm embodies Carl Hansen & Son's commitment to craftsmanship and timeless design. The various modules are intended to permit maximum flexibility and can be combined in a multitude of ways to suit any space and every need – regardless of whether they're used in modern homes, offices, hotels or other public spaces. (Photo: Carl Hansen & Son)

www.carlhansen.com

11 ClassiCon Matéria

The Matéria series of lowboards stands out due to its special dimensions and serene aura. On closer inspection, their almost monochrome appearance turns out to be a combination of open-pored travertine and wood. Matéria triggers an intuitive need to run your hand over the surfaces and enjoy their natural feel. What started out as a purely experimental design by Germany's Christian Haas was extended into a trio in collaboration with ClassiCon. Used individually or in combination, the hand-produced lowboards make a unique impact thanks to their distinctive materiality and demonstrate just how sensuous pared down design can be. (Photo: ClassiCon, Gerhard Kellermann)

www.classicon.com

12 COR Farmer Chair

We're spending more time at home again. In 1965, designer Gerd Lange created the Farmer chair, which combines contemporary homing with a love of nature. A simple wooden construction is paired with fabric panels to create a highly flexible piece of furniture. The square armchairs and tables are assembled by simply slotting the individual parts together and can be taken apart again just as easily before being reassembled elsewhere. Now the first "Made in Germany" flatpack furniture is being revisited for the next builders of tomorrow: COR is reissuing the design classic. (Photo: COR)

www.cor.de

Natural Luxury



13 Design House Stockholm , Air Cabinet



14 Draenert , 2043 Dan



17 JAB Anstoetz, Rue Cambon



16 JAB Anstoetz, Belle Couture

13 Design House Stockholm Air Cabinet

What happens when the Bullerby world of Swedish artist couple Karin and Carl Larsson merges with the contemporary visual language of modern design classics from Design House Stockholm and builds a bridge between two centuries? Color Accent: Karin Larsson's expressive world of colour from the 19th century gives the furniture and objects from this collection by Design House Stockholm a unique momentum. The Swedish design brand is launching six creations in the new palette. A vibrant, cheerful and strong signal for more colour in life. (Photo: Design House Stockholm)

designhousestockholm.com

14 Draenert 2043 Dan

When it comes to comfort, the 2034 Dan shell chair by furniture specialist Draenert leaves nothing to be desired thanks to a slightly flexible backrest and an additional inserted seat cushion. The version with a four-star base swivels and is available with an optional return mechanism. The casual folds in the upholstery make for a pleasantly relaxed feel and underscore the finesse of the design. (Photo: Draenert)

www.draenert.de

15 Horgenglarus Seley

Flexible, comfortable, easy to move: those are the characteristics shared by the various members of the Seley family from Horgenglarus. It consists of a small armchair, a petite bench with or without a backrest and a stool. The latest addition to the family is an impeccably stylish chair that's a perfect fit with the product line. While the design remains virtually unchanged, comfort has been maximised for sitting in an upright position. The Seley series is the result of a collaboration between Swiss designer Frédéric Dedelley and the Glarus-based furniture manufacturer. (Photo: Horgenglarus)

www.horgenglarus.ch

16 JAB Anstoetz Belle Couture

Via Condotti, Avenue Montaigne, Bond Street – the upholstery fabrics in the new Belle Couture collection from JAB Anstoetz Fabrics bear the names of famous boulevards and trigger associations with international fashion labels and their signature pieces. The patterns convey chic – with a cool, glamorous or retro flair. Art deco provides a treasure trove of motifs: dense rows of peacock feathers and jagged shapes make the surfaces come alive. Belle Couture is ideal for creating an on-trend pattern mix with brass details or shimmering bar accessories. (Photo: JAB ANSTOETZ)

www.jab.de



18 Leolux, Cream



19 Müller Möbel, R 110



15 Horgenglarus, Seley



20 Nanimarquina, Colors

17 JAB Anstoetz Rue Cambon

Rue Cambon in Paris is inextricably linked with the name Coco Chanel. No. 31 houses her legendary apartment, the mirror-lined staircase, salons and ateliers. With its Rue Cambon collection, JAB Anstoetz Fabrics takes up famous Chanel codes, playfully translating details and iconic looks into patterned and plain upholstery fabrics, decoration fabrics and décorés. The collection covers a wide range of styles, from simple elegance all the way to modern glamour. (Photo: JAB ANSTOETZ)

www.jab.de

18 Leolux Cream

Invitingly comfortable: the character of Cream, a new swivel armchair from Leolux (design: Studio Truly Truly), is defined by its natural materials. The heart and soul of the chair is its bentwood shell in walnut or oak; the seat is upholstered in soft fabric or leather. The adjustable head cushion ensures optimal comfort: the upholstery experts at Leolux want to make the seating experience as pleasant as possible. That also includes a reclining mechanism for adjusting the sitting position from active to passive, making Cream the perfect companion for any task. (Photo: Leolux)

www.leolux.com

19 Müller Möbel R 110

A home workstation has become an almost commonplace feature of our interior landscape. But striking the right balance between living and working isn't always easy. Especially when space is in short supply. The secret to success: exceptional furniture that combines design with functionality – like the new R 110 sideboard by Müller Möbel. It's slender, mobile and – thanks to a generous width of 160 cm – provides plenty of space for important home office utensils and all the home entertainment equipment. (Photo: müller möbel)

www.mueller-moebel.com

20 Nanimarquina Colors

Colors is a collection of rugs in strong, saturated and energetic shades designed by Nani Marquina. The rugs are the first plain dhurries in the Nanimarquina portfolio and an abstract interpretation of the colours of nature. The top-quality Indian dhurries, which – unlike classic dhurries – incorporate the fringe into the structure of the carpet, can be combined with the amorphous flowers of the Flora collection by Catalan artist Santi Moix. (Photo: nanimarquina)

www.nanimarquina.com

Natural Luxury



More and more people are seriously trying to change their consumer behaviour in the hope of sparking a turnaround that leads to society behaving more sustainably.



27 Thonet, 520

26 TEAM 7
echt.zeit

As the focal point of the house, the kitchen is playing an increasingly prominent role in modern homes. Natural wood specialist Team 7 is creating an appetite for authentic and sustainable solutions with its new echt.zeit kitchen, handcrafted in Austria. Expert craftsmanship plays a crucial role in echt.zeit – from choosing the right wood all the way to traditional joining methods that are ideal for living wood and permit easy assembly and dismantling when necessary. (Photo: TEAM 7)

www.team7-home.com

27 Thonet
520

Designer Marco Dessi took his inspiration for the modern upholstered chair no. 520 from the Café Thonet concept. In his design, Dessi replaced the empty spaces between the bentwood elements with comfortable upholstery. The simple, intelligent design permits different versions with and without armrests. In combination with the extensive choice of materials available, that adds up to a chair collection that's suitable for a wide range of uses – from sophisticated dining all the way to executive meetings. (Photo: Thonet)

www.thonet.de

29 Vitra
Tip Ton RE

After intensive testing, Vitra is launching its first chair made of locally recycled materials. The Swiss furniture manufacturer has succeeded in creating a product made of upcycled household waste and based on the principle of a circular economy. The plastic comes from municipal waste disposal plants in Germany. After metals and other composites have been separated out, the plastic is shredded, cleaned and turned into high-grade reusable granules. The Tip Ton chair by Edward Barber and Jay Osgerby is the first product to be made out of this new material. The recycling variant goes by the name of Tip Ton RE. (Photo: Vitra)

www.vitra.com



29 Vitra, Tip Ton RE

Natural Luxury



21 Nanimarquina, Flora



22 Northern, Pal Bench



23 Poda, Ova



24 Pulpo, Pina



25 Schramm, Remy



28 Tonon, Moon

Natural Luxury

21 Nanimarquina Flora

Nani Marquina's latest collaboration resulted in Flora, a collection bursting with colour and born of admiration for the work of Catalan artist Santi Moix. The collection consists of the three models Backyard, Promenade and Bloom, which capture the beauty of Moix's flowers like paintings. The rugs were made using an elaborate hand-tufting technique that permits very precise detailing. (Photo: nanimarquina)

www.nanimarquina.com

22 Northern Pal Bench

The four-legged Pal bench (design: Sami Kallio) from Northern is full of character and made of strikingly crafted natural materials. The bench is intended as a companion to the existing Pal stool series. The legs extend to the full height of the seat, creating a simple but striking profile because they are attached to the outer side of the frame rather than underneath it. The wicker seat is woven from natural reed fibres and integrated into the frame to form a single flush surface. (Photo: Northern)

www.northern.no

23 Pode Ova

Ova is an elegant table series with a wealth of sophisticated details that invite design enthusiasts to embark on a journey of discovery. The theme of asymmetry, which had a formative influence on the furniture by Cologne designer Meike Harde, is reflected in the differentness of the table legs. Thanks to these asymmetric elements, Ova looks anything but ordinary. The table series consists of four round models and a square side table. The round versions are available in several heights and sizes that permit an abundance of combinations. (Photo: Pode)

www.pode.eu

24 Pulpo Pina

Pina, a series of distinctive side tables designed by Sebastian Herkner, is inspired by the abstract twists and turns of Pina Bausch's famous dance theatre. The basic shape, consisting of a base, rod and tabletop, gleams in various combinations of green, corn yellow, aqua blue, light grey and transparent. The side tables are made of cast glass with brass and steel rods. Bubbles, streaks and other variations in size and colour are part of the production process. (Photo: Pulpo)

www.pulpoproducts.com

25 Schramm Remy

Versatile and flexibly positionable, for anywhere it's needed: in the dressing room, study or guest room, as an extra bed in a hotel room or a relaxing vacation in a holiday home. The Remy daybed from Schramm combines holistic sleeping comfort with a casually modern but classic look. The two back cushions provide individual support for a comfortable sitting position and the daybed can be converted into a guest bed by simply removing the softly quilted topper. (Photo: Schramm Werkstätten)

www.schramm-werkstaetten.com

28 Tonon Moon

Moon by Mac Stopa for Tonon expresses the designer's passion for organically curved lines. The sculptural shape of the chair is based on semicircular lines that are intended to echo the phases of the moon. The sides of the seat extend towards the armrests, forming a flexible suspended backrest that adjusts to the position of the body to ensure maximum comfort. The organically shaped shell is made of a self-supporting frame padded with integral "soft touch" foam or cold cure foam that adapts to the contours of the body and creates a pleasant sensation of softness. (Photo: Tonon)

www.tononitalia.com

Connected Living



Illustration: Björn Steinmetzler; Koelnmesse



**SMART HOME
NETWORKING
BUILDING
SERVICES
FITNESS
DIGITISATION**
CONNECTED
LIVING
**IMM
COLOGNE**

—
Smart Home
Networking
Building Services
Fitness
Digitisation

02 | Connected Living

Smart home, networked living

We've slipped into the digital world like a second skin – out of necessity, but not unwillingly. This new familiarity will probably have an impact on acceptance of the smart home idea too: it's becoming more common for items in private homes to be connected with smart technologies, and interior design is adapting to this increasing connectivity. We're bringing the world into the house – a top trend and a growth market.

The smart home market encompasses the sale of connected appliances and associated services that permit home automation for private consumers (B2C). The appliances involved are directly or indirectly connected via the internet. Their main job is to control, monitor and regulate functions in a private household. According to the recent Digital Market Outlook study by Statista, global revenue in 2020 amounted to \$77.3 billion. With the increasing digitalisation of private households and growing acceptance from occupants, revenue in the smart living market is expected to reach \$175.7 billion by 2025.

In private homes too, the corona pandemic is acting as a catalyst in many areas: Connected Living provides greater convenience through automated routines and digitalised functions from the home office all the way to leisure activities, and in many cases even promotes improved hygiene – for instance as a result of touchless controls equipped with motion sensors and voice control technology.



“Younger generations are particularly open-minded about smart home solutions. For them, Connected Living has a different meaning than it does for home builders and architects,” says Bernd Sanden, director of LivingKitchen and responsible for imm cologne’s Smart Village. “Digital natives’ perspective on smart equipment is very application-oriented and takes smart TV, online fitness classes and the availability of digital media in every room of the house for granted. The majority of them are also open to voice assistants, wearables and people being connected with their home environment – an aspect that will take on a whole new quality.”



03 Mues-Tec Smart Mirror

Available in different designs, shapes and sizes, the Smart Mirrors from Mues-Tec combine the benefits of a mirror and computer in one product. Adjusting the settings for the daily information supply on the mirror is child's play, allowing users to turn the Smart Mirror into their own personalised information centre. Thanks to its wide-ranging functions, the Smart Mirror provides top entertainment and information in any room. Favourite apps can be accessed and controlled with a tap on the capacitive touchscreen, and the integrated voice control function turns the Smart Mirror into a personal assistant and user-friendly partner for controlling the smart home. (Photo: Mues-Tec)

www.mues-tec.de



04 VAHA, fitness mirror

Connected Living simplifies life and reduces stress factors. A smart TV or robot vacuum cleaner are regarded as gateway appliances that open the door to the smart home world.

A more digital way of living

But there's more to Connected Living than classic smart home applications like building services and building automation. Whereas until now smart home themes like energy management, air conditioning and above all security have been the "door-openers" for tech-savvy consumers and home builders, the experience of the pandemic and resulting lockdown has focused attention on the potential applications of digital networking: with home working and home schooling, Zoom and the internet, social media and streaming services, we're bringing the world into our homes. What's more, almost every third German (31%) has made greater use of digital services like video chat consultations, streaming apps or digital finance tools as a result of the corona crisis (according to a population-representative study by digital insurance manager CLARK in collaboration with survey institute YouGov). Digitalisation has become the umbilical cord that keeps us in touch with the outside world.

This experience has fundamentally changed many people's relationship to the technicisation of their own four walls. Today many see Connected Living as a welcome possibility for networking – whether it's for entertainment or work, sport or socialising, or to compensate for the lack of cultural activities.

Interactive platforms like Peloton, Catapult or Vaha are particularly successful at closing the gap between virtual event and real experience – with a broad offering of fitness classes with or without the character of a live session, a personal trainer, a spin bike or a smart workout mirror. The new concept is based on the combination of fitness, technology and media. For a monthly membership fee, users can enjoy the studio experience in their own home and integrate it into their everyday lives at their own convenience. But the real success lies in the social dimension added by the group dynamic in live-stream training sessions or by individual input from a personal trainer. Peloton already has approx. 2 million paying subscribers worldwide, and the German market is attractive to providers on account of its well-known technophile tendencies and fondness of premium products. The apps work on various devices, including smart TVs, tablets and smartphones, and the bikes, treadmills and mirrors are confidently integrated into the interior design. The Fitness Trend 2020 survey by the American College of Sports Medicine predicts annual growth of approx. 6% for the home fitness equipment market until 2025.

Smarter living

Can we use an app to grow herbs? Can a computer take care of plants to improve the indoor climate? Does the climate have an impact on building installations? Can a smart control system turn off the lights and coffee maker when we leave the home? Smart applications are becoming more and more multifaceted, reliable and easy to use, and they can be tailored to occupants' concrete needs with increasing precision. At the same time, smart technologies are increasingly becoming an integral part of the architecture too. Computer-controlled optimisation of the indoor air, innovative controls and functions for shower toilets, or anticipatory and energy-optimising control of the ambient temperature – more and more, smart technology is being integrated into our interiors.

Lamps that double as Bluetooth speakers; bedside tables with cordless phone chargers; cabinets that provide mood lighting; mirror cabinets with multi-media functions, tables that adjust themselves to make sure we change position often enough and sofas that remember everybody's favourite sitting



06 Samsung, Bot™ Handy

04 VAHA Fitness mirror

The VAHA fitness mirror from the firm of the same name is a virtual personal trainer for the whole family. VAHA is an interactive mirror with individual workouts made up of more than 200 exercises for any goal and preference (from yoga and high intensity interval training all the way to back workouts). All the training courses can be accessed digitally and were developed by qualified personal trainers. The highlight: the virtual personal trainer is beamed into the living room like a hologram via the mirror, gives instructions and, because the mirror uses artificial intelligence to analyse the user's movements, is able to provide real-time suggestions for improvement. (Photo: VAHA)

www.vaha.com

06 Samsung Bot™ Handy

Described as "in development", the Samsung Bot™ Handy is intended to give owners a helping hand around the house. Thanks to artificial intelligence, says the South Korean company, the robot will be able to recognise and pick up objects of different weights, shapes and sizes. According to Samsung, it will also be able to tell the difference between the material composition of various objects so that it can use the appropriate amount of force to grip and move them. Equipped with these attributes, the Samsung Bot™ Handy is intended to serve as a reliable partner for household chores like tidying up or sorting out the dishes after a meal. (Photo: Samsung)

www.samsung.com

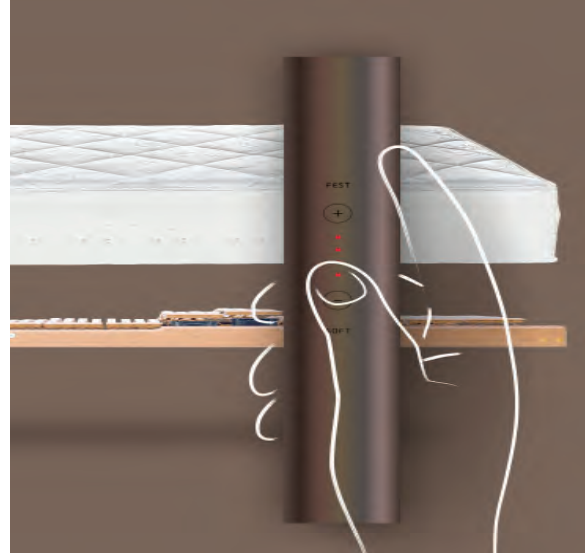
Connected Living

Can we use an app to grow herbs? Can a computer take care of plants to improve the indoor climate? Does the climate have an impact on building installations?





01 Ring, Ring Always Home Cam



09 Rummel, GX



02 Miele, CookAssist

08 Agrilution Plantcube

The smart Plantcube by Agrilution brings the concept of vertical farming into the home. The fully automated cabinet ensures perfect growth conditions for salad greens, leaf vegetables and herbs. The system is automatically controlled via the Agrilution Cloud, and the user-friendly and self-explanatory Agrilution app provides an insight into the growing process as well as instructions for harvesting and any maintenance that might be necessary. It can also be used to order new seeds, which come complete with substrate. The Plantcube can either be built in to the kitchen or used as a freestanding unit. (Photo: TheSubdivision)

www.agrilution.de

01 Ring Ring Always Home Cam

The Ring Always Home Cam by Ring is a compact, light-weight indoor camera that can fly autonomously. It enables users to check whether the oven is switched on, the doors are locked or they've left the iron on while they're away from home. When the connected Ring systems detect unusual activity – like a burglar, for instance – the drone activates and flies automatically. The system notifies the owner, who can then check to see what's happening at home in real time. The user can follow the drone's flight on their smartphone. The launch date has not yet been scheduled. (Photo: Ring)

www.ring.com

09 Rummel GX

GX by Rummel aims to let hotels offer their guests a genuine sleep and comfort upgrade. Specially developed for hotels, the system is designed to allow individual adjustment to suit any sleeping position and hardness preferences. Thanks to its special "Multikern" core, the GX SOUL hotel mattress guarantees ideal support for users of any size and weight. And the GX SOULMATE base means every guest can select their favourite degree of hardness at the push of a button. (Photo: Rummel)

www.rummel-matratzen.de

02 Miele CookAssist

CookAssist from Miele is a new function in the Miele@ mobile app and can be used on all current KM 7000 induction hobs with the TempControl function. On a smartphone or tablet, it provides step-by-step instructions and helpful photos to guide users through the entire frying process. They can follow the information on the display as soon as the pan starts heating to precisely the right temperature. The intelligent TempControl sensor in the hob detects the temperature of the cookware and automatically keeps it constant, making endless adjustments and burnt-on food a thing of the past. (Photo: Miele)

www.miele.com

Connected Living



07 hansgrohe, RainTunes

05 KLAFS S1

With the S1, KLAFS has succeeded in liberating the sauna from the basement of single-family homes by scaling it to suit the reality of urban housing. When not in use, the retractable sauna has a depth of just 60cm – no bigger than a standard wardrobe. Pushing a button on the new, ultra-compact and flat control panel on the front makes the S1 extend to its full depth of 160 cm in just 20 seconds. And with the new sauna cushions and mats from the MOLLIS series, the S1 is even cosier. (Photo: KLAFS)

www.klafs.de



07 hansgrohe RainTunes

RainTunes, a digital shower system from hansgrohe, brings together water, light, sound and fragrance to create a holistic water experience for all the senses. The company collaborated closely with experts from a wide range of different fields to develop digitally controlled shower scenarios designed for individual everyday needs and preferences: Good Morning, Revitalisation, Vitality, Relaxation, Beauty, Nature and Good Night. A tap on the hansgrohe home app, which connects with the hansgrohe shower products via the home wifi network, transmits the selected scenario to the shower, where it's activated via a "play" button. (Photo: hansgrohe / Hansgrohe SE)

www.hansgrohe.com

position; lights that help us fall asleep and beds that gently guide us into a different position when we start snoring – technology is becoming an integral and preferably inconspicuous part of our furniture.

Besides the general home automation trend, the kitchen is the room with the greatest degree of connectivity thanks to the many and varied options for connected kitchen appliances. In addition to ovens and kitchen appliances that can be synchronised with online recipe suggestions, the optimisation of day-to-day work routines is another innovation driver.

The bathroom is increasingly experiencing a digital update as well. Here the focus is on improved heat and water management. Showers or bathtubs can access user profiles tailored to the individual needs of the occupants. Touchless taps aren't just more convenient, they improve the standard of hygiene as well. And the private spa is increasingly being used for fitness. Multimedia monitors provide support in the form of needs-based content.

More connected working

First and foremost, however, the home office will become a permanent part of many interiors. Video calls and business conferences per video aren't just making people want to raise the aesthetic standard of the domestic backdrop; there's more demand for integrating the technical equipment into the smart home technology as well.

With the reduction in contacts necessitated by corona, millions of working people have set themselves up in a home office – and the majority of them feel just fine with that. According to a representative survey of 1,503 working Germans aged 16 or over conducted on behalf of digital association Bitkom, every fourth member of the working population (25% – approx. 10.5 million people) is now working exclusively from home. All in all, almost every second person (45%) is working at least partially from home.

Home is becoming an AI-based hub:


more personal and personalised user experiences

The infrastructure within the home (think connectivity) and beyond is becoming increasingly important. Digital management of the energy supply is being complemented by autonomous units like pellet heating systems or solar energy – important topics for the smart home. But the growing importance of logistics for the organisation of the household will also call for a thoroughly analogue framework for service rooms and docking stations in apartment blocks and private houses. The vision: at some point, a robot will clear the table, load the dishwasher or tidy up a messy room.

Blurring Boundaries



Illustration: Björn Steinmetzler; Koelnmesse

An illustration of a modern living space. In the center, a dark wooden sofa with a light-colored cushion and a reclining footrest is positioned against a blue wall with a white grid pattern. To the left, a large window shows a city skyline. In the foreground, a dark wooden armchair with a woven backrest sits on a light-colored rug. Two white wireframe lanterns with orange flames are placed on the floor. The overall style is a mix of flat colors and line art.

**OPEN
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FUSION
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LOFT
HOME OFFICE
BLURRING
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—
Open Architecture
Fusion
Outdoor Living
Loft
Home Office

03 | Blurring Boundaries

Spaces without borders that satisfy the longing for freedom

The growing desire for boundary-free living is leading to overlapping realities and styles that blur the lines between indoors and outdoors, (semi-) public and private, living and cooking, living and eating, living and working, living space and bathroom.

Specialised products for areas with a specific function – like the outdoor space, bathroom or kitchen – are adapting their materials and aesthetic to the classic furniture and design canon; interiors are evoking a natural ambience, furniture designs are taking the form of free-standing solitaires or space-structuring systems, acting as standalone elements that designate a function zone, replacing rigidly allocated spaces or taking on the functions of rooms.

A more seamless approach

People's expectations of their homes are changing rapidly. More sophisticated apartments for singles despite the housing shortage and a lifestyle that seeks freedom from conventions even when it comes to furnishings are strengthening the trend towards one or two-room apartments with the spacious feel of a loft. There's also a need for options with one or two additional bedrooms or home offices, depending on the occupants' family situation. Because even with a big, open-plan layout, families tend to need a separate entrance area and separate spaces – things that aren't usually found in e.g. a large single apartment in an urban setting. But some things are always popular: light, bright

rooms and a big kitchen with an open transition to the living area – in which case the dining table becomes the focal point not just of family life but of the apartment's layout too.

The merging of spaces is leading to a need for multifunctional furniture that either marks out certain areas or differentiates them from one another. The kitchen and living area are melting into one space, whereas the bathroom tends to stay separate – even though, at least in the high-end segment, there's growing demand for en suite layouts and a bit more floor space. Rather than separate rooms, modern apartments are more likely to have an open arrangement of spaces, and in older buildings with a patchwork layout, walls are being removed to create "room to breathe". Conservatories and attic conversions create light-flooded spaces, and big window fronts – ideally with a seamless transition to the outside space – create a visual and physical connection with the outdoors.

But there's no trend without a counter-trend: as a result of the corona pandemic and the large amount of time people are spending at home, separate rooms are becoming more important again too.



“The furniture industry is in the process of reinventing itself,” says imm cologne director Claire Steinbrück. “The new requirements for an interior that blurs boundaries call for the development of a new generation of furniture based on innovative materials, new connection technologies and modular ideas. There will be a big increase in demand for furniture that structures spaces and can be used flexibly.”

A new job requirement for furniture: structure the space

Besides built-in cabinets, standalone furniture is playing a leading role – all-encompassing collections and wall units in the living room restrict the sense of freedom too much; a mix-and-match approach is better. But that means the standalone pieces have to be combinable: furniture designs that have what it takes to become classics master the art of finding the right balance – original but not extroverted, agreeable but not boring. Multifunctional furniture is the hero in any interior that successfully blurs boundaries: tables that are equally convincing as a dining table or desk, freestanding sofas, cabinets that serve as both storage space and wall, room dividers with functions that can be accessed from both sides (like an integrated swivel screen), mobile furniture that’s suitable for indoor and outdoor use. Nowadays, for instance, an open-plan lifestyle kitchen is a highly sought-after feature that combines a host of different feel-good factors. As a result, kitchen furnishings are becoming increasingly cosy and are almost indistinguishable from living room cabinets and shelves – the transitions are becoming increasingly fluid.



Blurring Boundaries



12 Kettal, Club Net

That's an experience being shared by many people – not just two-person households but a lot of families as well. A separate home office or private spa provides an opportunity to retreat when you need to work or relax. Which is why, in future, architects will increasingly be planning homes with a flexible layout and usage possibilities so that, in a perfect world, a spacious ambience can be combined with the option of splitting the floor space into smaller units.

Furniture for zoning spaces

When walls come down and the impressive panoramic window commands an uninterrupted view of the city, when there's a desk next to the bed or the kitchen transitions seamlessly into the living area, it's up to the interior design to suggest limits so as to give the eye something to focus on and allocate a suitable function to the space depending on the mood and needs at any given time. Areas with a specific function and purpose can be zoned accordingly, for instance with (movable) partitions

03 Ambivalenz Curt

A cosy armchair for reading, a sofa for switching off or a huge lounge corner for a movie evening – the Curt system (design: Joa Herrenknecht) by Ambivalenz is nothing if not flexible. And yet Curt is based on a single simple module, a square cuboid whose height is half the length of its sides. Every element is equipped with 16 concealed connection loops that are only visible when in use. The patent-pending connection system is based on an adjustable strap with two hooks that can be attached and released in the blink of an eye. (Photo: Ambivalenz)

www.ambivalenz.org

11 Hind Rabii Infinity

Infinity (design: Chiaramonte Marin Studio) from Hind Rabii is a huge floor lamp with a shallow, concave shade that can be pointed forwards or upwards and is evocative of a radar dish. The finely finished lamp aims to zero in on the future of interior design and is made from the latest technological materials. (Photo: Hind Rabii)

www.hindrabii.eu

12 Kettal Club Net

The new Club Net armchair from Kettal is based on an elegant, classic structure with gentle curves that gives it a calm, attractive appearance. Its shape is defined by woven cords and aluminium tubing to create a light, handcrafted aesthetic. The stackable armchairs are available in 18 "Bela Rope" colours for the cords, 30 "Terrain Paints" colours for the aluminium and 34 "Terrain Laminat" fabrics. (Photo: Kettal)

www.kettal.com

or permanent built-ins. Furniture and fixtures are increasingly being used to designate zones within large spaces: the modular sofa signifies the quiet zone, the dining table stands for the working zone, shelving units double as room dividers. And rugs don't just add a touch of colour and cosiness, they mark out important zones and structure the interior design. Different colours and materials – like wooden flooring, tiles or curtains – can also be used to define areas with a designated use.

A new generation of furniture made for flexibility

When it comes to the Blurring Boundaries trend, modern furniture has to be flexible. The growing desire to rearrange the interior and the many and varied possibilities for creating seamless spaces call for furniture that can be used in different situations. A stool that looks just as much at home in the bathroom, living area and home office as it does on the patio, as well as shelving, coat racks, console tables and cabinets, are good examples of standalone, mobile

Blurring Boundaries



09 Emu, Cannolè



10 Gyform, Mojito



18 Thonet, S 5000 Retreat

elements that are suitable for use in various rooms or spaces. When there are fewer walls, furniture has to be able to stand, make an impact and work all by itself. That's why today's stand-alone pieces don't just have a "good side" any more but look equally attractive from any angle. There are plenty of side tables that double as seating and plenty of poufs that can be used as side tables – and effortlessly convertible modular sofas are no longer the exception either. And there's bathroom furniture that looks just as much at home in the hallway or kitchen as it does in the bathroom too. This kind of versatile furniture is often inspired by the outdoor segment, which translates the open feel of being in the fresh air into light and airy furnishings – an aesthetic that works equally well in modern, loft-inspired layouts. It's no coincidence that mobile furniture on wheels – first and foremost classic serving trolleys that can switch effortlessly between the kitchen and living area or indoors and outdoors – is particularly popular right now, and always the first thing to sell out on sales platforms and in shopping clubs.

Outdoor living – connecting with nature

However you look at it, the outdoor living trend has changed the furniture market. The "second living room" has been gaining importance for some years now. Regardless of whether they have a big garden or a small rented apartment: people are kitting out their balconies, patios and gardens and upgrading outdoor areas into fully

fledged living space with quality outdoor furniture, clever furniture concepts, water-repellent fabrics and lighting. “Is that for indoors or outside?” you can’t help asking when you see the new garden and patio furniture. Wood, metal, wicker and plastic, cotton or PVC, stone, concrete or composite – whether it’s the surfaces or the aesthetic of the workmanship, the differences are almost impossible to spot. Because not even the design is guided by classic patio furniture any more, but by what’s in the living room. The main thing is that it’s stylish. Conversely, the aesthetic of many a living room sofa seems to have been influenced by the simplicity of outdoor lounge furniture, bringing a breath of sunshine indoors as a result. The two types of living room are influencing one another and sometimes even swapping furniture with each other.

As a result of the corona crisis, the desire for a garden, a (roof) terrace, a balcony or a communal back garden is growing even stronger. Properties are increasingly being chosen for their “green” connections with nature and command a noticeably higher price when they come with a garden or roof terrace.

tween indoors and outdoors and awareness of the social relevance of interior aesthetics: we will observe trends, look for our own style and swap views on social media. An interior stands for a way of life, community, the expression of individuality and social exchange.

Interiors are echoing the overlap between different areas of life

The desire for boundary-free living is leading to overlapping realities and styles that blur the lines between indoors and outdoors, (semi-) public and private, living and cooking, living and eating, living and working, living space and bathroom. Standalone furniture and systems are being used to define functions within the home. On the whole, modern living will in future be characterised by an open layout, transparency be-

09 Emu Cannolè

The Cannolè seating system by Emu (design: Anton Cristell and Emanuel Gargano) is based on a fully welded construction made of steel tubing galvanised inside and out. The seat consists of a grid of galvanised rods welded to a rod frame. All the Cannolè cushions are made of polyurethane rubber with an added layer of polyester fibre resin. Additional protection is provided by a water-repellent inner cover made of polyamide. (Photo: Emu)

www.emu.it

10 Gyform Mojito

The Mojito sofa by Gyform owes the strength of its design to details like the feet, which are strikingly attached to the front of the furniture and wrapped in a band, either in the same colour as the upholstery or in a different shade to create a deliberate contrast. Inviting, sophisticated and casual all at the same time, the style and elegance of this versatile line will look at home in all sorts of different settings. (Photo: Gyform)

www.gyform.it

18 Thonet S 5000 Retreat

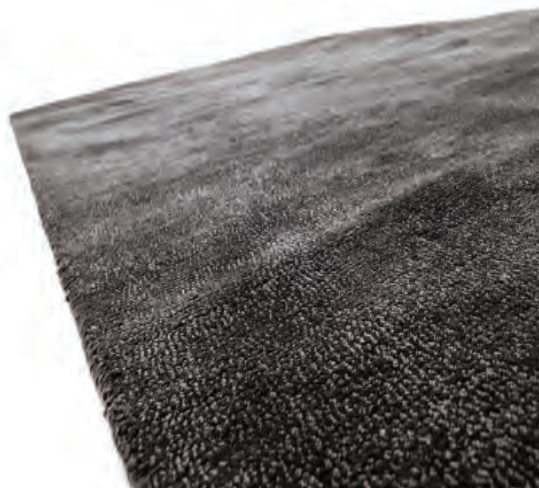
About 15 years ago, English designer James Irvine reinterpreted the daybed with the S 5000. Now Studio Irvine has taken the idea of Thonet’s versatile, minimalist S 5000 range further. The result is a modular system of sofas and seating elements with dividing panels. Add-on elements like tables, cushions and power sockets permit a wide variety of uses, both in a New Work context and private settings. The new S 5000 Retreat variant blocks out noise and ensures privacy, as well as allowing social distancing in the workplace. (Photo: Thonet)

www.thonet.de

Blurring Boundaries



01 ADA, Verona



13 Kymo, Mark 2



05 Brühl, Bongo Bay



04 Auping, Noa Daybed

01 ADA Verona

Verona, a generously proportioned range of lounge furniture by ADA, is designed for an unusually high degree of individuality and flexibility. The freestanding back cushions can be adjusted to suit personal preferences. The neck cushion is loose and can therefore be positioned as required, and the armrests can also be individually adjusted thanks to a ratchet mechanism. When it comes to comfort, however, the absolute highlight of the Verona range is the luxurious relax lounge that can be adjusted at the push of a button and doubles as a comfortable bed for overnight guests. (Photo: ADA)

www.ada.at

02 ADA Amsterdam

The Amsterdam suite from ADA is designed for next-level relaxation and comes with sophisticated relax functions and smart features: adjustable neck supports, folding armrests and a heart-balance function that promotes optimal circulation ensure exclusive comfort with a wellness bonus. The integrated table is a clever extra convenience and provides a practical surface for an iPad or laptop, as well as ensuring the remote control for the TV is always within easy reach. (Photo: ADA)

www.ada.at

04 Auping Noa Daybed

The Noa daybed (design: Eva Harlou) is the first daybed to be launched by Dutch manufacturer Auping since the 1950s. Its rounded forms, natural wood and characteristic wooden wheels echo the design features of the eponymous night-time bed. Besides ensuring the daybed is comfortable, a matching mattress and pillow roll in two different colours (Clara Yellow and Light Grey) turn Noa into a genuine highlight for any space. (Photo: Auping)

www.auping.com

05 Brühl Bongo Bay

The organic, softly flowing yet powerful lines of the Bongo Bay lounge collection by brühl are reminiscent of sculptures, rounded rocks or abstract paintings. All the corners and edges seem to have been worn smooth by water flowing over them. A free, expressive design – out of the ordinary, but also familiar and friendly. The lounge adds a spectacular element to the range and can either be used as a standalone piece or to complement individual interiors. Because the armrest can be positioned on either side, the open-end lounge can be configured to suit any space. (Photo: brühl, Michael Danner)

www.bruehl.com



02 ADA, Amsterdam



06 COR, Jalis21



08 e15, Richard Herre Collection



07 de Sede, DS-707

06 COR Jalis21

Oriental traditions of sitting and resting were the inspiration for the Jalis sofa line by COR. The back and seat were created out of folded cushions placed next to one another; they were originally arranged on platforms and could be optionally combined with open surfaces for storage or display. Now the range has been developed further. Jalis21 has accentuated contours, softer upholstery and is generally more voluminous. The floor-hugging design of the sumptuously shaped cushions invites you to make yourself comfortable and relax – not in far-off lands, but in your own four walls. (Photo: COR)

www.cor.de

07 de Sede DS-707

DS-707 by de Sede is a modern composition of hand-finished leather and contemporary design. The soft, flowing transitions combine the post-modern era of Swiss furniture design with the clear, open structures of brutalism, for which designer Philippe Malouin took his inspiration from Habitat 67 in Montreal. Available as a comfy armchair or a modular sofa created by combining individual elements to achieve the desired length, DS-707 is form in perfection and creates a unique highlight in any space. (Photo: de Sede)

www.desede.ch

08 e15 Richard Herre Collection

This year too, e15 is continuing to explore designs by the protagonists of modernism. Now the collection of Richard Herre – a very prolific German architect, interior designer, graphic artist and author – has been included in the portfolio. He has only recently been rediscovered as an important representative of the New Objectivity movement of the 1920s and an influential figure of the Deutscher Werkbund in Stuttgart. (Photo: e15)

www.e15.com

13 Kymo Mark 2

Mark 2 by Kymo is a plain-coloured, understated outdoor rug with an atmospheric vintage flair. Mark 2 is made from recycled PET, which is produced from used plastic products that are melted down and spun into a robust yarn that can withstand any weather. Because its stylish design makes Mark 2 the perfect cosy companion for any indoor or outdoor space, it can also be used to warm cold feet in any wet area. (Photo: kymo)

www.kymo.de

Blurring Boundaries

However you look at it, the outdoor living trend has changed the furniture market. The “second living room” has been gaining importance for some years now.





16 Rolf Benz, Yoko

17 String Furniture String System Outdoor

Out of the house and into the fresh air: with new galvanised poles and a back panel, the String System Outdoor (design: Anna von Schewen) can now also be used as a freestanding unit. The posts are approx. one metre tall and have an adjustable foot that allows the shelving to stand unsupported. As a result, the weatherproof all-rounder from String Furniture can be accessed from all sides and opens up a wealth of possibilities for the garden and patio. The holes in the back panel can be fitted with hooks for holding tools, flowerpots or anything else. (Photo: String Furniture, Marcus Lawett)

www.stringfurniture.com

16 Rolf Benz Yoko

YOKO, the new outdoor collection from Rolf Benz, is ideal for al fresco dining or a comfortable and relaxed evening on the roof terrace. Developed by Toan Nguyen, the underlying principle behind YOKO is intended to ensure maximum flexibility: thanks to a framework consisting of webbing, upholstery, panel inserts and an all-round slot-in system, sofas, corner sofas, récamiers, lounging spaces or face-to-face situations with and without tabletops can be created effortlessly and reconfigured again just as easily. The seat cushions are available in various lengths to match the sofa version, the back cushions are slotted into place and can be complemented with side cushions or a side roll. (Photo: Rolf Benz)

www.rolf-benz.com

Blurring Boundaries



15 Midgard, Ayno



19 Tuuci, Equinox Cabana



21 Weishäupl, Minu



14 Kymo, New Wave



20 Walter Knoll, Leadchair Management Soft

14 Kymo New Wave

The New Wave outdoor rug by Kymo features a dreamy yet dynamic pattern of overlapping waves that echoes the vividness of nature and has a mystic touch thanks to the tone-on-tone colourways. The robust and easy-care New Wave Outdoor rugs are also ideal for use in the kitchen, bathroom or home sauna. New Wave is available in 12 standard colours for creating a wide variety of looks and is made of recycled PET. (Photo: kymo)

www.kymo.de

20 Walter Knoll Leadchair Management

Walter Knoll is now offering its Leadchair Management programme with soft upholstery encased in relaxed, casual covers. The functionality remains unchanged but is paired with a softer, informal look. Because the upholstery technique does not require adhesive, a wide selection of fabrics can be used to cover the chair. The frame is available with a highly polished or matt, powder-coated finish in black or bronze. The new look opens up totally new areas of use, from contemporary corporate premises all the way to the private home office. Our working culture is changing, and so are the furnishings. (Photo: Walter Knoll)

www.walterknoll.de

15 Midgard Ayno

With Ayno (design: Diez Office), Midgard is very literally tracing an arc between its origins and the present. The key feature of the lamp is a thin, flexible fibre-glass rod, the angle and radius of which are altered by means of two adjustment rings and the cable that stretches between them. As a result, Ayno doesn't require a single hinge. The use of LED and low voltage technology meant the diameter of the textile cable could be reduced to a minimum. Presented as a prototype at imm cologne in 2020, the lamp is now available for sale. (Photo: Midgard)

www.midgard.com

21 Weishäupl Minu

The Minu range from Weishäupl invites users to play an active part in designing their furniture. One, two or three-seater elements form the basis of the modular system and can be mixed and matched as desired. The number of back cushions can be selected according to individual preferences and the desired level of comfort, as can the hook-on trays and tables in various sizes. An attractive matching lounge made of lightweight aluminium is also available. (Photo: Weishäupl, Ulli Seer)

www.weishaeupl.de

19 Tuuci Equinox Cabana

The Equinox cabana has been given a new function in the form of an automated louvered roof. Intense sunlight can be filtered or blocked out completely, while rainwater is channelled straight to the ground. The automated control unit includes a wind and rain sensor that detects the ambient conditions and opens or closes the roof automatically as required. Tuuci's louver system can also be controlled via a touchpad. Components made of marine-grade, corrosion-resistant aluminium and stainless steel ensure durable and reliable function while providing a nautical aesthetic. (Photo: Tuuci)

www.tuuci.com

Multifunctional



Illustration: Björn Steinmetzler; Koelnmesse



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Space-Saving
Modular
Multipurpose
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04 | Multifunctional

Smaller, less, more than meets the eye

Urbanisation and rising housing prices call for small-footprint solutions for singles and families with multifunctional features: the furniture industry is responding to the challenge of creating maximum comfort in a small space with home office systems, small furniture, smart solutions with connected living features, and intelligent designs made possible by innovative fittings and modern storage space solutions. Faced with all the changes in the home environment as a result of the corona pandemic, people's demands of their own four walls are growing. They're looking for innovative furniture and furnishings that can be adapted, added to and modified to suit their changed needs.



“Individualisation is also strengthening the multifunctional trend. People’s expectations of their homes have never been as diverse as they are today,” says imm cologne director Claire Steinbrück, summing up the growing relevance of clever product solutions in interior design. “Interior lifestyle is becoming an increasingly important topic in general. Because it’s innovative and delivers added value, multifunctional furniture is both sustainable and space-saving; it structures, separates and serves multiple purposes.”

There are two main drivers behind the trend towards multifunctional furniture: firstly the reduced space available, which goes in hand in hand with the desire for a perfect, uncluttered look; and secondly, increased demands in terms of functionality as a result of changes in use patterns.

When it comes to homes with a small floor area, “less is more” is the order of the day. Especially in expensive urban locations, the need for furniture that’s suitable for small apartments is growing. There’s a demand for furniture with a modular, flexible and functional design that makes the best possible use of the space available. At the same

time, it often performs several functions and creates space where you wouldn’t expect it – thanks to clever concepts and innovative fittings.

In addition, the issue of floor area is taking on new-found relevance as a result of the corona crisis and the increased amount of time people are spending at home. Setting up a home office, making sure there’s room for the kids to play and new requirements are changing the way we use our own four walls. Now it’s flexibility that’s called for, and furniture systems are being judged according to whether they can handle the changes or have to be replaced.

But there’s another aspect that should be viewed independently



04 COR, Floater desk

When it comes to homes with a small floor area, “less is more” is the order of the day. Especially in expensive urban locations, the need for furniture that’s suitable for small apartments is growing. There’s a demand for furniture with a modular, flexible and functional design that makes the best possible use of the space available.



02 Brühl, four-two

of a home's size: when furniture is used in open-plan layouts it takes on additional functions – it designates certain areas or separates them from one another. Depending on the user's mood or motivation, it serves different purposes: the table can be a dining area, home office or craft workshop; the sofa is a room divider, lounge and guest bed – and therefore not only needs to be attractive from the back but also adjustable and preferably mobile so that it can be rolled aside if necessary. The kitchen counter is a worktop, bar and home office all rolled into one, and the pouf can take on the role of coffee table if required.

A more efficient way to live

Rising rents and smaller apartments will continue to drive the need for space-saving furniture. The first trend waves of the tidy-up-and-manage-without aesthetic came to us from Asia and the US, as well as in the form of the death cleaning philosophy from Sweden – non-consumption and focusing on the essential things in life are strategies for creating order in the home. And a growing number of people are finding that extremely therapeutic. Tidiness is hip – and therefore anything but “uncool”. As a result, quality rather than quantity could well be the right furnishing philosophy for many people – especially as it's compatible with the desire for a natural interior.

In keeping with the multifunctional trend, small and compact sofas and armchairs are a popular choice and often have a design that echoes classic typologies. In future, there will be even greater demand for affordable modular systems and compact stand-alone solutions that are scalable (so that they can be adapted to different room sizes), variable (thanks to extension mechanisms etc.) and versatile. And living on two levels is becoming trendy too: loft beds are making a comeback. However, in view of the broad range of applications for such furniture systems – from tiny apartments all the way to spacious lofts – manufacturers attach great importance to a modern aesthetic that's compatible with an urban living style and not the slightest bit evocative of a teenage bedsit.

A more flexible way to live

In corona times, a piece of furniture can become a hero: although the dining table has long been the focal point and communication centre of family life, extension options are now making it the No. 1 star of the multifunctional stage. When floor space is limited, a convertible table that can adapt to changing requirements over the course of the day and week is an ideal solution. And the sofa has long ceased to be merely a sofa: today it's a flexible, adjustable and multifunctional piece of furniture based on the platform principle. Shelving systems are being given doors so that they can keep the home office in order and bits and pieces out of sight.

Multifunctional



03 ClassiCon, Sol Table



08 Kristina Dam Studio, Stack Floor Shelf and Stack Wall Shelf



06 müller möbelfabrikation, PS 20

Furniture is very literally a movable asset, and users are increasingly demanding genuine mobility from it. Nowadays, it's not uncommon for functional units like the desk to be designed as a self-contained, self-sufficient system that integrates everything you could possibly need: a writing surface, cable management, drawers, room for the printer, utensil organisers, lighting, wheeled containers and a chair, all of which can be pushed together or folded up into a compact entity that can be moved to wherever it's required. Whether it's an office on wheels, a compact kitchen, a storage bed or a multimedia chair – mobility is a genuine bonus.

A more comfortable way to live

In addition to furniture that can be produced in a variety of sizes thanks to its modular design, we're also seeing an increase in products that can adapt to the ergonomic needs of their users with increasing precision. Lifting mechanisms that turn the home office table into a stand-up desk, an extra worktop that can be extracted from the kitchen cabinet as if by magic, a sofa that reveals a previously hidden neck support or footrest at the push of a button: adjustability is a highly attractive feature that's in great demand even when there's no shortage of space – a luxury that comes as standard in the case of this trend. The desire for multifunctionality is rooted in the need to get the maximum out of the minimum – and make it look like less. An uncluttered look is the main thing.

02 Brühl four-two

The four-two sofa by brühl is a dynamic addition to any interior. The cosy upholstery – firmer in the case of four-two compact, more yielding in the four-two soft version – permits an abundance of sitting and lounging positions and also makes for a very comfortable bed. Additional options like headrests or table modules, which are particularly useful when four-two is used as a bed, provide even more comfort. The furniture's convenient convertibility is based on a longchair and a swivel sofa that form a corner suite when used in the basic position. Thanks to easy-roll casters, the swivel sofa can be effortlessly pulled over to the longchair to create a spacious upholstered surface for lounging and relaxing. (Photo: brühl)

www.bruehl.com

05 HEY-SIGN Knot

The Knot wall element by HEY-SIGN is a decorative storage talent that also helps improve the indoor climate thanks to its 5mm-thick felt made of pure new wool. Whether it's used as a storage option for everyday office utensils or to hold a potted plant, Knot is both useful and attractive – and because it's so easy to mount on the wall, it can be integrated into all sorts of interiors. Three different sizes and the many different colour options from the HEY-SIGN palette make for countless interesting possibilities. (Photo: HEY-SIGN)

www.hey-sign.de

03 ClassiCon Sol Table

An elegant sculpture or a functional side table? Available in three different colours, the Sol Table from ClassiCon is neither one nor the other – it's both at once. Created by Spanish design duo OrtegaGuijarro, the Sol Table is a truly multifaceted piece. Constructed out of different-sized glass panels, it might look captivatingly simple at first glance, but closer inspection reveals just how many layers there are to the design. Depending on the angle the table is seen from, the way the light hits it and the play of shadows, the coloured, transparent elements merge into an array of different silhouettes, fascinating the beholder with this optical illusion. (Photo: Elias Hassos)

www.classicon.com

06 müller möbelfabrikation PS 20

The new PS 20 from müller möbelfabrikation is modern, airy and elegant. As a desk, it not only provides plenty of space for writing utensils, it also makes child's play of hooking digital devices up to the power supply. Thanks to the ample storage space for cables and chargers, everything can be kept within easy reach – and out of the way. With a matching makeup mirror, PS 20 is transformed into a beauty hotspot. The large compartment in the centre console and two drawers make sure everything stays neat and tidy while keeping all the necessary utensils close at hand. At the same time, the elegant tabletop made of black crystal glass is the ideal surface for use with beauty products. (Photo: müller möbelfabrikation)

www.mueller-moebel.com

04 COR Floater work-lounge

The first work-lounge concept for COR was developed by designer Pauline Deltour: a range of sofas and easy chairs by the name of Floater. The design is based on a system: solid wooden frames are combined with an upholstered outer shell, seat and back cushions, boxes, shelves and storage solutions. The new desk broadens the spectrum of individual configuration options by zoning all the different functions that are relevant for an open space arrangement. While the desk makes a compelling soloist, it's also a great team player when incorporated into an ensemble together with a new add-on panel. (Photo: COR)

www.cor.de

08 Kristina Dam Studio Stack Floor Shelf

The Stack Floor Shelf and Stack Wall Shelf are a natural extension and design development of the Stack Storage Series by Danish design studio Kristina Dam. Whether it's used on the floor or the wall, the minimalist solid oak furniture blends in with any modern and confident interior and provides an individually adaptable organisation platform for the hallway or living room. (Photo: Kristina Dam Studio)

www.kristinadam.dk

Multifunctional



Rising rents and smaller apartments will continue to drive the need for space-saving furniture.



07 COR, Delta table

01 Ambivalenz Fläpps wall desk

Available in four versions, the multifunctional Fläpps Secretaries from Ambivalenz are space-saving wall desks that create the ideal conditions for a stylish and efficient home office. All the models are impressive for their compact, functional design and can be added to as the need arises. The Fläpps Secretary 80×50-1, for instance, can be combined with an add-on wall pocket to create the Fläpps Secretary of State, with enough storage space for office utensils and laptops measuring up to 14 inches. For those in search of a full-sized desk for a long day's work, the Fläpps Secretary 100×60-1 has a desktop measuring 90×50cm, providing an extra 20cm of space as compared to its little sister. Finally, the Fläpps Secretary 80×80-2 with an integrated folding shelf provides a complete home office solution. (Photo: Ambivalenz)

www.ambivalenz.org

07 COR Delta table

The Delta table from COR never fails to rise to the occasion. When the front section is pulled slightly forwards, a wing-shaped extension unfolds and blends in so well with the overall appearance of the grain that it's almost indistinguishable. The solid wood table thus very literally unfolds whole new sides to its slender silhouette. The basic models measuring 180, 200 and 220 centimetres can be combined with the new extension to add an entire metre to their length, increasing the size of the tables to an impressive 280, 300 or 320 centimetres. (Photo: COR)

www.cor.de

For Seasons



Illustration: Björn Steinmetzler; Koelnmesse



CREATIVITY
DECORATION
CHANGING INTERIORS
INSPIRING NATURE
COLOUR YOUR
LIFESTYLE
FOR
SEASONS
IMM
COLOGNE



—
Creativity
Decoration
Changing Interiors
Inspiring Nature
Colour your lifestyle

05 | For Seasons

Living with the seasons, the delights of decorating, communicating in interior tableaux

Interior lifestyle is a topic that's very much on people's minds. As an expression of personality, the interior no longer paints a rigid picture but is becoming a continuous process instead. But the changes in the furnishings aren't just influenced by trends; they're directly affected by what's happening in our natural surroundings and the rhythm of the seasons and our cultural customs too.

It's becoming increasingly common for the colourways and motifs of interior trends to reflect seasonal changes in nature. Obviously seasonal decoration is nothing new: every year, tableware, candles, flowers and Halloween pumpkins return to our homes in slightly altered form as the seasons come and go. But for a growing number of people, this tradition is becoming a lifestyle – totally independently of whatever stylistic preferences they happen to have, whether it's Scandi Chic or New Glam, Natural Luxury or wabi-sabi, a liking for marble or a fondness for terrazzo.

The prerequisite for the For Seasons trend is a willingness to embrace the decorative without being hampered by taboos: interior design is taking decorating seriously again, and even in minimalist interiors using seasonal decorations to create a strong,

perfectly placed accent is no longer considered a stylistic sin. Because decoration has become an inherent part of interior design – and the For Seasons trend performs two different functions:

Echoes of nature

Firstly, it creates a reflection of the outdoor world within the home – a function that has taken on even more significance in the light of the pandemic experience. Nature seems to be the crucial source of inspiration, because interior design is reflecting seasonal colours and moods – although in the form of variants that are in keeping with the trends at any given time, of course: sometimes pastel and tone-on-tone, then bright and colourful again, another time rich in contrasts and finished in high-gloss lacquer, then in the form of nuanced collages. Today, typical set pieces from nature are available as



03 Jab Anstoetz, Lilies

02 Jab Anstoetz Lilies

Spaces to retreat to, full of warmth and emotion. The new Grandezza Six Senses collection from JAB Anstoetz Fabrics celebrates the diversity and beauty of faraway lands – with the Lilies fabric, for instance, which features lush blooms and entwined foliage on a strictly geometric background. The printed velvet is available in three expressive colours that make exotic places and their impressive aesthetic come alive in your own four walls. (Photo: Jab Anstoetz)

www.jab.de



“The industry realised long ago that, when it comes to presenting its products and creating sales appeal in its showrooms – which are increasingly turning into concept stores – it’s vital to take account of consumers’ need to see the way they furnish their homes as a constantly changing process,” says Claire Steinbrück, director of international furniture and interiors fair imm cologne, of the For Seasons trend. “The art lies in reconciling the equally apparent trend towards sustainable, long-lasting furniture with customers’ desire to transform and decorate.”



04 KARE, Osaka

New Asia style: Fine, dark ash veneer, brushed stainless steel with an antique brass finish and a graphic shape – it’s this trinity that gives the Osaka collection by KARE Design its harmony. The unusual geometric handles with rods add a touch of flamboyance. Their forms evoke the rich heritage of Japanese aesthetics and underscore the fuss-free clarity of the design. (Photo: KARE)



05 KARE, Night Fever Purple

accessories in all sorts of different qualities: a blanket made of artificial fur, an imitation pumpkin in velvet or ceramic or an animal sculpture made of paper, wood or metal. We're also fond of bringing nature into the house in the flesh, so to speak – in the form of plants (hanging baskets are particularly popular right now), cut flowers or a dried arrangement. And increasingly in the form of artificial products too.

Inspired by the changing seasons, people are looking for more change within their homes – a reflex to what's going on outside the window. Accordingly, rather than looking like a counterpoint or artificial product, the furnishings seem like an echo of the natural environment as we perceive it.

The interior as a form of communication

Secondly, the cyclical reorganisation, rearrangement and redecorating of the interior serves a communicative purpose as well – and this side of the For Seasons trend is also gaining relevance in response to the isolation and lack of social and cultural experiences resulting from the corona pandemic. Via social media platforms like Pinterest and Instagram and on interior and lifestyle blogs, communities are forming and exchanging views on the latest trends. A photo of an interior becomes a lifestyle statement and serves as a model that's emulated by means of DIY and hacks.

As a result, social media is undoubtedly the strongest driver of the For Seasons trend, but it also serves the need for creative activity, variety and lifestyle. Thanks to the combined effect of its mirroring function and suitability as communication content, For Seasons turns the interior into a representation of its occupants' mindset.

Restyles and updates need to be factored in

The most important tools for implementing the For Seasons trend are colours and home textiles, table decorations, wallpapers, rugs, cushions and an inexhaustible supply of decorative accessories that can be arranged on consoles, little tables and trays, as well as plants, vases and cut flowers, candles, coffee table books and objets d'art, to name but a few. On the walls, the repertoire can switch back and forth between mirrors, pictures, wall stickers and 3D objects. Picture frames, on the other hand, are often draped on sideboards and stood on floors rather than hung from nails.

In the long term, the trade fair organisers are expecting a change in interior culture: rugs and curtains will be replaced more often, and interchangeable covers for sofas and armchairs could well prove a popular offering. In future, walls probably won't be the only thing that gets a new look on a regular basis: cabinet doors could be replaced with new ones or individual pieces of furniture swapped to create a mix & match look.

For Seasons



01 Glatz, Sunwing Casa

01 Glatz Sunwing Casa

The Sunwing Casa from Glatz is an evergreen cantilever sunshade that now features newly modified profiles and casing designs. Centrally positioned controls make it easy to use, and because the canopy is attached to a side pole the Sunwing Casa provides maximum shade while taking up a minimum of space. With a powder-coated frame in natural anodised aluminium and a new anthracite grey option, the sunshade is an ideal combination of ergonomics and design. (Photo: Glatz)

www.glatz.ch

03 KARE Muskat

The Muskat collection by KARE Design is like a hymn to mid-century furniture design: warm wood hues create a snug and cosy feel, brass-coated spherical knobs and sleeves on the slightly angled legs add elegant, gleaming highlights. The straightforwardness of the furniture's lines contrasts with its striking decoration: the fronts feature an abstract scale pattern that's engraved into the solid wood and hand-finished with gold paint. From the grand bed all the way to dressers for the hallway – all the models in the collection have carcasses and fronts made of solid mango wood. (Photo: KARE)

www.kare-design.com

05 KARE Night Fever Purple

The purple sofa with velvet-look fuchsia upholstery and graceful stainless steel legs with a gleaming brass-coloured finish seats up to three people. The curvaceous couch by KARE Design radiates a retro flair and can be positioned anywhere in the room because the back and sides are just as aesthetic as the front view. What's more, the continuous seat makes Night Fever Purple extremely comfortable – a sofa which, like the Night Fever armchair, has what it takes to be a showpiece. (Photo: KARE)

www.kare-design.com

07 Limited Edition Fearless Living

Jean-Philippe Demeyer's non-conformist approach and the spirit he imbues his interiors with impressed the Limited Edition team, prompting the company to embark on a collaboration with the Belgian interior designer. The eyes on the Fearless Living rug are both striking and funny, and what better way to make people smile than with a wink? Fearless Living's fanciful pattern transcends the boundaries of classic design while simultaneously giving a nod to the old world: the tufted carpet echoes the symbolism of eye charms as protection against evil, misfortune and fear, transforming fearless eyes into fearless living. (Photo: Limited Edition)

www.le.be

**Furniture as a canvas for changing styles:
making a hobby out of home**

When it comes to buying furniture, people who make a hobby out of their home are more likely to consider how well the furnishings can serve as a canvas for the changing styles they like to create. It's essential to find the right balance: the furniture should be neither too flamboyant nor too boring. Relatively neutral colouring and a strong but simple design seem ideal. Anything that doesn't fit in is adapted as necessary. A new coat of paint, different buttons, hacks that result in a complete change of character: For Seasons has no inhibitions.

Sofas become surfaces for displaying cushions and blankets, dressers and sideboards are used for showing off lamps, decorative items and finds from the great outdoors, and even a corner of the extra-large dining table is permanently reserved for decorative touches. Cabinets are dotted with open compartments and coffee tables are turning into display cases. And they're being joined by consoles, side tables and box shelves whose sole purpose is to provide a stage for attractive arrangements. Decorations are becoming a collage that changes constantly in keeping with the seasons and our perception of nature.

Display cabinets are extremely popular again too – even in the bathroom. Like in the kitchen, tiled walls have been on the retreat here for years and are being replaced with expanses of plaster and wallpaper, adorned with framed pictures or photo wallpapers that add a sense of cosiness and a seasonal feel.

Furniture as a lifestyle item

But For Seasons fans aren't the only target group that's paying more attention to fashion and lifestyle trends when it comes to furnishing their homes. That's evident from the increasing overlap between different product categories that can be seen on all the major sales platforms and shopping club sites. Things that don't necessarily belong together are being presented together as if it were the most natural thing in the world: console tables together with cushions and dresses, hall stands with mirrors and coats; beds draped with underwear and fancy coverlets; furs and pillows next to a chair, desks paired with art prints and a matching business outfit. A sofa in winter white can evidently trigger associa-



03 KARE, Muskat

tions not just with a woollen throw but with winter boots too, and who wouldn't want to buy towels and a leather weekend bag when they're shopping for a dresser?

Less, but lots of it

At some point, the For Seasons trend comes into conflict with the dominant aesthetic of simple design and the lifestyle idea of an uncluttered existence – a life that sees happiness reign as a result of liberating itself from anything superfluous and keeping order in the home. The solution: putting things away until the right season comes around again – not just the Christmas decorations, but the spring green cushion covers, the summery blue linen curtains, the autumnal dried flower arrangement and the wintry woollen rug. Because yes, less is more – and if it's too much, it belongs in the basement.



07 Limited Edition, Fearless Living

Sharing Spaces



Illustration: Björn Steinmetzler; Koelnmesse





—
Co-Living
Short Stay Apartments
Co-Working
Long Stay Apartments
das Apartment Haus

06 | Sharing Spaces

Convenient living with social connections

Today the place we call home is perceived as an overarching part of our lives that encompasses both the need to retreat and social activities, indoors and outdoors, entertainment and home working. However, integrating the home office into the traditional living environment isn't the only challenge that the interiors industry will face in future; the sector will also have to develop models for "a new way of living" that seek to provide solutions for phenomena like urban densification, demographic change and growing mobility.

Urbanisation is a megatrend that not even a pandemic can reverse – at most, it might put a damper on it. According to *Cities in the World: A New Perspective on Urbanisation*, a report by the Organisation for Economic Co-operation and Development (OECD) from June 2020, the number of people living in cities grew from 1.5 to 3.5 billion between 1975 and 2015. By the year 2050, that number is expected to climb to more than 5 billion people. At the same time, the share of single households continues to rise; in Germany, for instance, it will increase from 42% today to 44% by 2035, according to a study by US real estate services firm Cushman & Wakefield (April 2019). And that doesn't just apply to young target groups, but to older people as well. As housing in conurbations becomes scarcer, rental housing's share of the real estate industry is growing.

The trend towards remote working is gaining ground along with digitalisation and is currently experiencing dynamic growth due to the pandemic. In conurbations, the market for providing flexible office space is growing and will become more widespread on the outskirts of major cities too. But mobility isn't limited to local work circumstances, it's also leading to a continual exchange of staff, experts, freelancers, students and scientists across the globe. Because of digital nomads, there will in future be less mobility between home and the office but greater mobility between cities and countries – because it's becoming normal to work from home and be at home in the world.

These are some of the factors that will change not just our world of work but many aspects of our private culture too – the way we live in our own four walls. As a result, it won't just be the real estate industry and urban planning that will have to seek answers to these developments in future, but the interiors sector as well.



“The hospitality market is changing. New models are emerging for people who need to be flexible in terms of time and place and are open to new living concepts like apartment houses and co-living projects. Fresh offerings are required for this demographic,” says Dick Spierenburg, creative director of imm cologne, who sees good opportunities for international design labels to establish new markets in this area.

das Apartment HAUS at the imm cologne 2022



The imm cologne’s Das Haus has always been a place of encounter. The way we perceive living space is changing all the time – and not just since corona struck: mobility, urban consolidation and the search for new forms of housing that allow permeability and seclusion in equal measure are presenting architecture and interior design with new challenges. Das Apartment HAUS 2022 aims to generate relevant concepts that permit temporary living in a mix of private space and communal areas with protected access.

Sharing Spaces



01 ONE FORTY WEST; Design: Sebastian Herkner; Photo: Commerz Real

Co-living: convenience with social connections

One of the most widely discussed approaches right now follows on from the sharing concept that has already proved itself in other areas like co-working. But the idea of sharing owes its fascination not just to the sustainability aspect or such pragmatic benefits as saving costs and space, but to the idea of generating added value: through inspiration, networking and the experience of community.

Communal facilities and co-working spaces, co-living and modern flat shares: there are many ways to share spaces. In a managed apartment house, residents can share an office (or even a workstation), the fitness room, the lounge, the café or the roof terrace, as well as the various service offerings. The forms co-living can take range from a room in a big co-living apartment with a shared kitchen and bathroom all the way to a thinktank community of like-minded entrepreneurs, from modern student hostels and micro-apartment concepts with different standards of furnishings and shared space offerings – usually in new builds or newly developed neighbourhoods – all the way to deluxe serviced apartments.

But the growing popularity of micro-apartments in recent years is probably due not only to the housing shortage or rising costs for inner-city accommodation, but also to the ideal of modern living: urban, loft-like, stylish, and very much a part of things. Co-living is its most attractive when it permits uncompromising individuality paired with social con-

nections – unrestricted by fixed times for working, eating, sleeping, sport, socialising or partying.

According to the new Europe Co-Living Report from CBRE (October 2020), Berlin is Germany's most important target for international operators, even though, says CBRE, the market is still at the start of its development. Nor does the global commercial real estate services firm expect the corona pandemic to have a negative impact on the co-living market, because the possibilities for social distancing in combination with good digital infrastructure, co-working areas and cafés facilitate homeworking without resulting in complete social isolation.

A new symbiosis between living and service, apartment and facilities

A temporary home is what's required. Co-living concepts create additional housing for highly mobile people who, as a rule, are accustomed to a lifestyle in which living and working overlap. It's for them that the real estate industry and interiors sector are developing new models for "furnished" accommodation. Existing office and residential space is being converted, and in urban areas more money is being invested in new ideas for flexible lifestyle concepts. A multitude of innovative rental concepts will increase demand for top-quality and functional furniture and furnishings in the next few years. Rental furniture is playing a growing role too, and has to meet new standards of quality and longevity.

A different kind of communal living: long and short stay apartments plus co-living & co-working areas

The more centrally located a co-living facility is, the more multifaceted the apartment building's usage concept tends to be. That's why major cities are seeing a growing number of residential towers containing not just apartments but office space, restaurants, shops, cinemas and gyms as well. Work, leisure and home are combined under one roof, usually with exclusive long and short stay apartments available as a private unit.

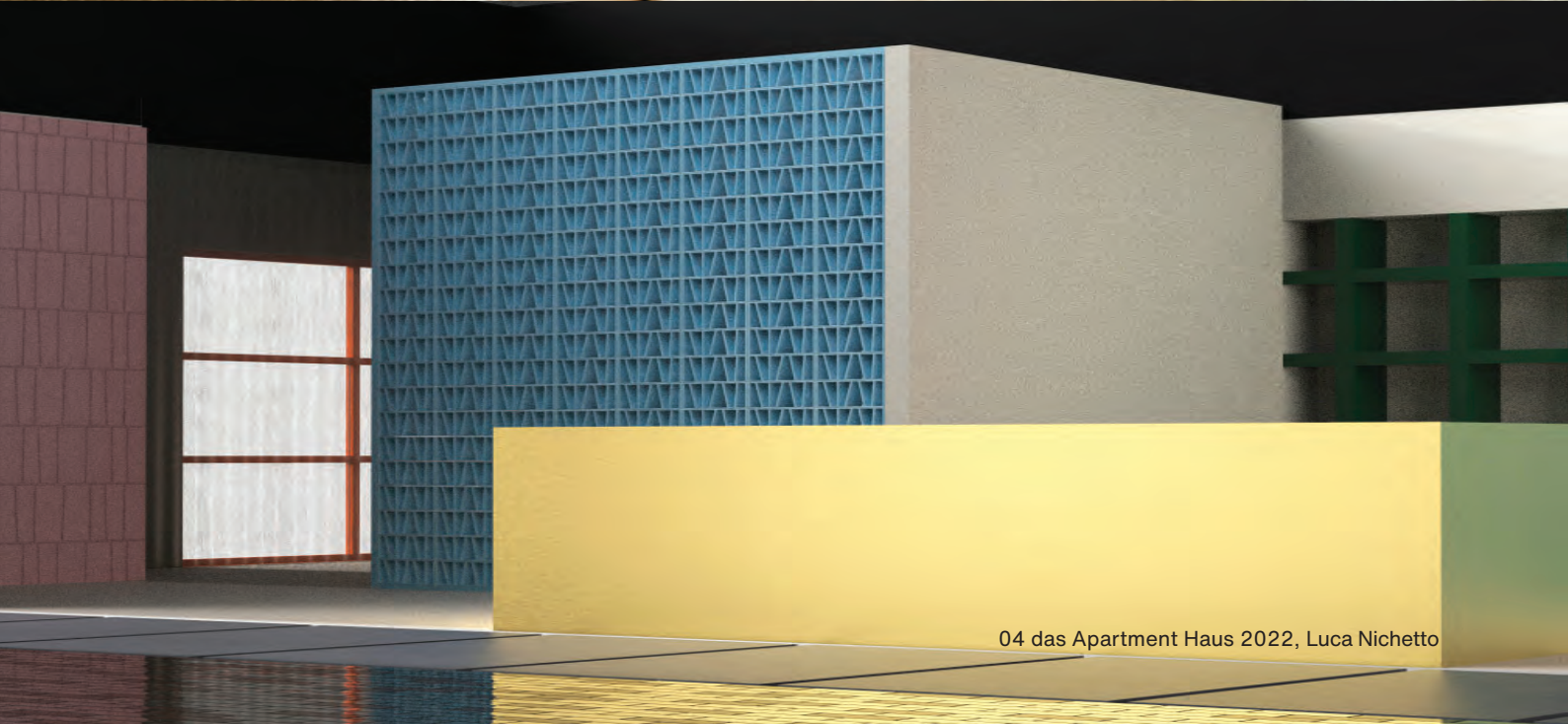
Long and short stay apartments represent a new category for the interiors business. Brands from the office sector are offering private lines with a cosier feel than classic office furniture. At the same time, living in the office or a hotel is being discovered as a viable option for implementing flexible working models, continuing education courses and Work

Sharing Spaces

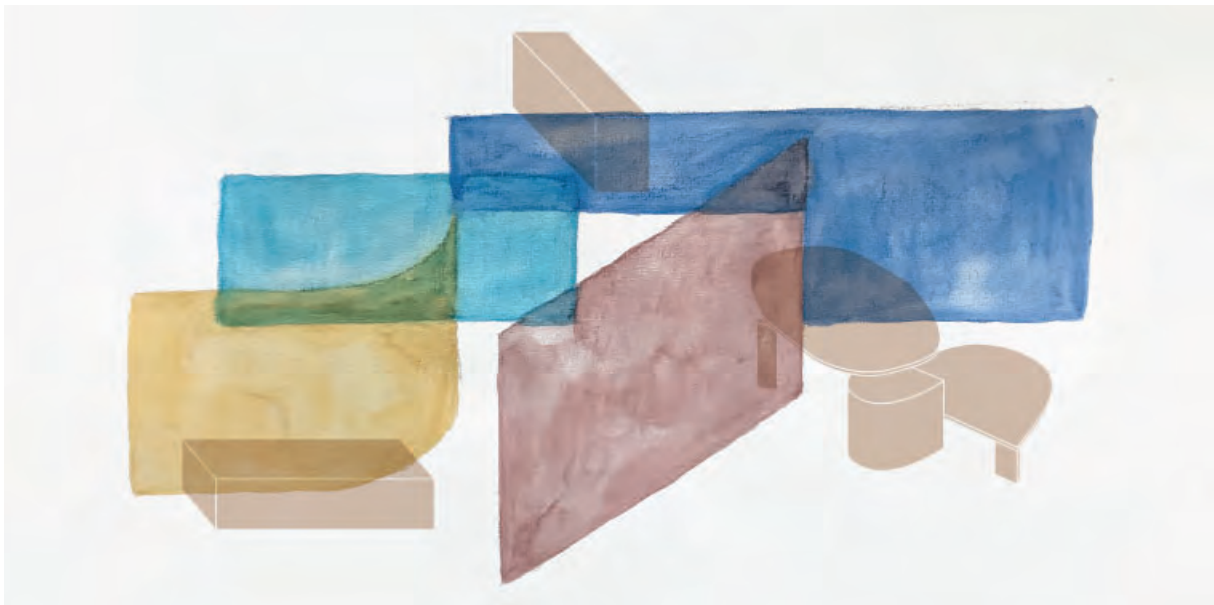
“Long and short stay apartments are a very exciting topic right now if you look at residential towers in cities like New York – or the project in Frankfurt I was involved in – where spacious communal areas provide a counterbalance to the generally pretty small apartments, while simultaneously encouraging a totally new outlook on life,” says Sebastian Herkner about his Das Apartment HAUS project for the international furniture and interiors fair imm cologne.



02 ONE FORTY WEST; Design: Sebastian Herkner; Photo: Commerz Real



04 das Apartment Haus 2022, Luca Nichetto



03 das Apartment Haus 2022, Studio Truly Truly

3.0, although executives, expats, digital nomads, commuters, newcomers and students have very different requirements when it comes to concepts for managed urban living.

Professional interior design and a quality experience

As a rule, well-appointed shared spaces like long and short stay apartments are fully furnished and ready to move into. Generally speaking, an all-inclusive lease covers all maintenance and utilities costs, furnishings, wifi and streaming services, with additional options like co-working spaces, cleaning, laundry and mail services, fitness facilities or even regular events. Comfort, attractive furnishings and good infrastructure are equally important quality criteria when it comes to deciding on an apartment – but even so, the emotional aspect of an appealing interior design is probably often the decisive factor.

When it comes to implementing co-living offerings, a great deal of importance is attached to an on-trend interior because the Instagram effect among social media savvy target groups is crucial to building an image. At the same time, a stylish interior design, longevity and flexibility aren't all that matters when it comes to furnishing a long or short stay apartment. It's about identity too – both in the sense of giving the interior design a palpable character and in terms of being open for the cultural identities that the temporary occupants bring with them.

Developing the co-living spaces of tomorrow: designers create Das Apartment HAUS

“Long and short stay apartments are a very exciting topic right now if you look at residential towers in cities like New York – or the project in Frankfurt I was

involved in – where spacious communal areas provide a counterbalance to the generally pretty small apartments, while simultaneously encouraging a totally new outlook on life,” says Sebastian Herkner about his Das Apartment HAUS project for the international furniture and interiors fair imm cologne, for which – together with designers Luca Nichetto, Stefan Diez and Kate Booy of Studio Truly Truly – he is creating an experimental structure consisting of several apartments and co-living spaces. “When you're designing co-living and co-working areas, the challenge is to create the transitions between spaces for concentration and spaces for communication in such a way that there's room for all the different needs involved: space to withdraw, for working together, but also for meeting people and allowing a sense of neighbourliness to develop.”

“Nobody can say today how widespread the sharing of spaces will become. But it's not just a trend, it's a sustainable development: the search for new housing structures is a response to real changes in how people are living,” says Dick Spierenburg of the trend's significance. “The boundaries between leisure and work are becoming increasingly blurred, and corona is forcing us to return to the protected space of our home. For the long term, we need new ways to live our private and public lives side by side,” he concludes.

Pure Talents Contest



The jury of the imm cologne's Pure Talents Contest 2021: Eva Marguerre, Sebastian Herkner, Norbert Ruf and Jennifer Reaves (from left). The prizes went to 1. a light sculpture with a highly emotional impact, 2. a bookend that doubles as a reading light, 3. an ultralight wooden chair and, for the LivingKitchen Selection, a mobile kitchen. (Photo: Frank A. Reinhardt; Koelnmesse)



1st Prize

Framing light: an emotional door-opener

Luiza Guidi

Maya Collection

imm cologne 2021

—
This year's winning entries represent a highly creative new generation of designers that urgently needs a stage.

The winners of the imm cologne's competition for up-and-coming designers

The works by the young designers the jury of the Pure Talents Contest 2021 selected as the best of the 26 nominees are surprisingly poetic, playful and light-footed: a light sculpture with a highly emotional impact, a bookend that doubles as a reading light, an ultralight wooden chair and a modular food cart are the winners of the 18th edition of imm cologne's international Pure Talents Contest. In difficult times, they create an appetite for interior design and the new ideas for the sector.

Luiza Guidi **Maya Collection**

Shaped like empty frames, the Maya pieces are a collection of light sculptures that cast light in an enticing way and bring a new dimension to an otherwise flat wall. Turning them on is an experience in itself, with their light being a direct response to the user's movements. In Buddhism, Maya means "the power by which the universe becomes manifest; the illusion or appearance of the phenomenal world." (Photo: Luiza Guidi)

www.luizaguidi.com

It goes without saying that this was no "normal" Pure Talents Contest, because the organiser, Koelnmesse, had to cancel the international furniture and interiors fair imm cologne that usually takes place in January due to the pandemic. That also meant there was no presentation platform at the trade fair, where industry players, the professional community and design enthusiasts from all over the world gather every year to get an overview of the market and present and discover the season's new launches. That's why, normally, imm cologne provides the ideal platform for up-and-coming designers to present themselves to the public and potential customers in a professional and attractive setting.

Online award ceremony and extensive online presentations

Consequently, imm cologne turned to digital presentation formats instead and, in addition to presenting the nominees and winners on its website, also announced the winners during an online press event on 9 February, where the names of the prize-winning entrants were revealed by imm cologne director Claire Steinbrück and juror Sebastian Herkner.

imm cologne and LivingKitchen Selection: two lighting designs, a chair and a mobile kitchen

Luiza Guidi was awarded first prize for the Maya Collection, a series of light sculptures that add a new dimension to the wall. Second prize went to Dirk



3RD PLACE: IMM COLOGNE

Tatu Laakso
Olivia chair



1ST PLACE: IMM COLOGNE

Luiza Guidi
Maya Collection



2ND PLACE: IMM COLOGNE

Dirk Vosding
Elina



1ST PLACE: LIVING KITCHEN SELEKTION

Erik Mantz-Hansen
Guerilla Kitchen



Vosding for Elina – a design which, in a time when the focus is on digital communications, shines a light on the quintessential analogue medium: the book. The jury awarded third prize to Tatu Laakso's Olivia chair, a lightweight and universal wooden chair that successfully balances a slender structure with a comfortable sitting experience. And finally, in the LivingKitchen Selection, a prize category that only features in the Pure Talents Contest every two years when the LivingKitchen event is held parallel to imm cologne, first prize went to Erik Mantz-Hansen's Guerilla Kitchen, a compact modular street food kitchen. The winners were announced during the imm cologne trend briefing on 9 February.

An expert jury praises sophisticated and sensuous product designs

In October 2020, a total of 862 product entries from 59 countries were examined by the jury of this year's Pure Talents Contest, consisting of Eva Marguerre (Designstudio Besau-Marguerre), Jennifer Reaves, CEO of international design trade show blickfang, designer Sebastian Herkner from Offenburg and Norbert Ruf, creative director and managing director of Thonet GmbH. The 26 nominated designs represent the product categories furniture, floor coverings, wallpapers and textiles, lighting, smart home, home accessories and kitchens.

The jury's conclusion: the distinguishing features of this year's designs were a high degree of product maturity and an appealing, sensuous and extremely likeable charisma. "When it comes to the judging criteria, it's important to acknowledge not just the idea, the composition and the quality of the design, but designers' ability to create commercially viable

products as well," says Jennifer Reaves. Many of the entries submitted for the latest edition of the Pure Talents Contest, she adds, showed little sign that they were often the work of students.

Framing light: an emotional door-opener

That's certainly true of the Maya Collection by Luiza Guidi from Brazil. The individual pieces form a group of light sculptures that add a new dimension to an otherwise flat wall. Like opening a window, the LED-lined frame can be swung away from the wall – a totally self-explanatory gesture that gives rise to a sensuous play of light and shadow. Every movement of the frame changes the light in the room. "We found the sensuous way the design plays with light particularly moving – both on the level of a sculpture and as a functioning product. We were fascinated by the simplicity with which the designer stages light in such a sensuous way," says Jennifer Reaves in explanation of the jury's decision on the winning entry.

Let there be light: an illuminated bookend

Interacting with light and its variability is the theme behind the design of Elina by Dirk Vosding too. When closed, Elina is a bookend; but when the glass disc inside is slowly pulled out, it begins to glow and sheds more and more light on the surrounding books. When pulled out completely, the adjustable illuminated circle can be used as a reading light. "The design is reminiscent of clamp-on lamps for bookcases, but with way more charm – a small, simple but subtle product that looks equally good as a table lamp or bookend on a sideboard or bedside table," says designer Eva Marguerre of the jury's decision.

A lightweight chair that's anything but a lightweight

The jury was also full of enthusiasm for the Olivia chair by Tatu Laakso from Finland, the winner of the third prize in the Pure Talents Contest 2021. His design explores the balance between lightness, sturdiness and ergonomics in moulded plywood, resulting in a light yet sturdy structure. "We loved the way this attractive model plays with moulded plywood and speaks a design language that's not only light and sensuous but makes reference to Finnish design as well. It's a very self-assured design for a term project, and it exhibits the kind of quality that you wouldn't even necessarily expect from a finals piece," says designer Sebastian Herkner.



1st Prize

**A toolbox for cooking:
a different way to experience a kitchen**

Erik Mantz-Hansen

Guerilla Kitchen

LivingKitchen Selection 2021



Erik Mantz-Hansen **Guerilla Kitchen**

The Guerilla Kitchen is a tool for preparing street food in the urban space. The individually combinable modules can respond flexibly to users' every requirement and are suitable for preparing a wide variety of dishes. What's more, their compactness and mobility make them easy to transport through crowded cities and provide a space-saving solution for diverse usage options. (Photo: Erik Mantz-Hansen)



Jury meeting Pure Talents Contest 2021

**A toolbox for cooking:
a different way to experience a kitchen**

In the LivingKitchen Selection category of the Pure Talents Contest 2021, it was the Guerilla Kitchen by German designer Erik Mantz-Hansen that convinced the jury. Intended as tools for preparing street food in urban spaces, the compact and mobile modules are easy to transport through crowded cities and provide a space-saving solution for diverse usage options. The individually combinable modules can respond flexibly to users' every requirement and are suitable for preparing a wide variety of dishes. "This design is a perfect fit with LivingKitchen's goal of making food and cooking an experience to be lived," says Norbert Ruf. "The product speaks a very functional and tool-based design language that makes it seem very robust. It's easy to imagine it having a long and useful life as a functional object. It's also a very likeable design: with its various functionalities, it's not just extremely well thought through, it's also a great way of bringing the idea of tools in the kitchen and for cooking into the public space."

Young designers are lacking a stage

The imm cologne's prize presentation also raised the subject of the precarious situation that many young designers currently find themselves in. There's a lack of platforms where they can present themselves and their work and network with the business world, says Sebastian Herkner of the consequences of major trade fairs like imm cologne being cancelled. For the competition entrants too,

being promoted in the press is particularly important in these difficult times.

Held and organised by Koelnmesse, the Pure Talents Contest is specifically aimed at designers who are either still at college or have just completed their training. As the number and internationality of the product entries for the current competition go to show, it is among the most renowned international contests for young design in its field. This time round, the young designers come from 59 countries and represent a total of 240 design schools.

For information about the winners and all the designers nominated for the Pure Talents Contest 2021, go to: www.imm-cologne.com/events/pure-talents-contest

The Nominees



01 Sofie Aschan_Draft



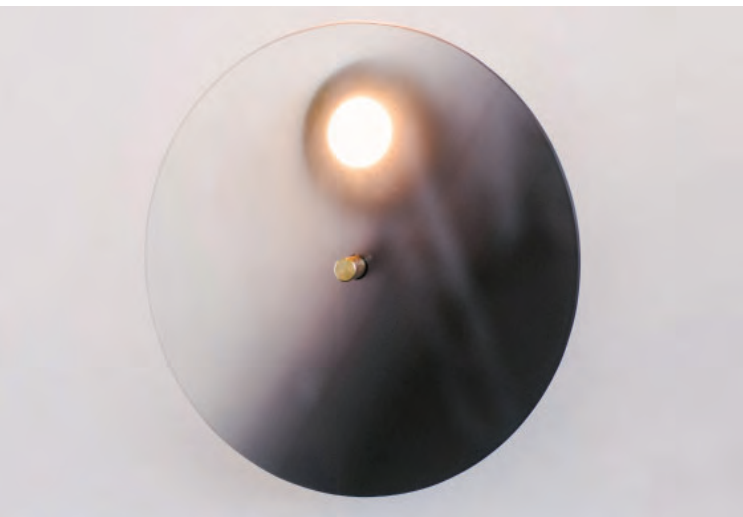
02 Dirk Vosding_Elina



05 Axel Hauk_Panorama



06 Elie Fazel_TLV's Chair



09 Jacob Starley_Tinge Wall Sconce



10 Johannes Valentin Breuer_Paco Chair





Tatu Laakso_Olivia chair



04 Albane Hundevad_TWIN



07 Francesca Giulia Poli + Seppe Van Heusden, Frase_Aria



08 Haiming Li_Tight



11 Kieren Swinden_Pinch - Coffee Table



12 Konrad Jünger, Verena Kühn_jünger_kühn_match chair



The Nominees



13 Lizzy Stuyfzand_Needleworks



14 Luiza Guidi_Maya Collection



17 Steven Dahlinger_Nesting



18 Studio Ertel C



LK 01 Studio AJA_The Blue Project



LK 02 Tomi Laukkanen_Keko



LK



15 Matteo Bauer-Bornemann_VOLT



16 Nils Ahrenberg_VNA01



Oberkrome_Norman



19 Tomi Laukkanen_Worthy



20 Yasemin Songur_Spinning Around



03 Helene Lauppe
COOLING BRICKS



LK 05 AMJL_Jannes Lüdtkke_Naem



LK 06 Annika Joachim_Kinku



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Koelnmesse GmbH

Messeplatz 1
50679 Cologne
Postfach 21 07 60
50532 Cologne
Germany
Tel.: +49 221 821-0
Fax: +49 221 821-2574
Email: info@koelnmesse.de
www.koelnmesse.com

Management:

Gerald Böse (Chief Executive Officer)
Oliver Frese
Herbert Marner

Chairman of the Supervisory Board:

Henriette Reker,
Lady Mayor of the City of Cologne
Place of business and (legal) domicile:
Cologne - Amtsgericht Köln, HRB 952

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Press Contact

Markus Majerus
Communications Manager

Telefon +49 221 821-2627
Telefax +49 221 821-3544
E-Mail m.majerus@koelnmesse.de





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