

## Press conference on 20 October 2021 at Paris - press kit



imm cologne 2022  
17.01. - 23.01.2022  
[www.imm-cologne.com](http://www.imm-cologne.com)

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## Statement by Claire Steinbrück, Director of imm cologne, at the imm cologne press conference

20 October 2021 in Paris



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Ladies and Gentlemen,

I don't think I need to tell you how delighted I am to be with you in person again here in Paris. With this press conference, we want to symbolically announce the re-start of the trade fair, and tell you live and in person how the engines are being revved up for imm cologne, which will take place from 17 to 23 January. The strength of imm cologne lies in a unique mix of major national and international brands, a strong German interiors industry and an offering that is unparalleled in its breadth. Taking place right at the start of the year, imm cologne is the most relevant forum for the interior design industry worldwide. Next year's event may be smaller in terms of numbers, but nevertheless it sends a clear signal to the world that international trade fair events can once again be held in Germany. And that is a good thing against the backdrop of international competition.

As the first major international event for the interior design industry, our trade fair is undergoing a transformation. Recent experiences and the challenges encountered call for new approaches. And this commitment to change is also reflected in the key conceptual idea for imm cologne - "It's Time for an Exchange".

You may well be asking yourselves: "What exactly does "It's Time for an Exchange" mean?" It is precisely in times of upheaval that trade fairs feel both a longing for the familiar and a desire for improvement and change. And this conflict is an enormous opportunity for imm cologne, because it is a chance to combine the traditional design of a trade fair with visionary ideas, to innovatively blend the best of both worlds and thereby create a new trade fair experience that nevertheless feels familiar. I will now illustrate the idea behind it based on three statements that set out the functions a leading international trade fair like imm cologne needs to perform now and in the future:

A trade fair must generate business.

A trade fair must embrace digitalisation.

A trade fair must sell emotions.

### Statement 1: A trade fair must generate business

In my view, trade fairs as marketing tools will continue to be highly significant in

future as platforms for business. With the globalisation of the interior design market constantly moving forward, in Cologne the world trades not only with Germany, but increasingly also with the rest of the world. And in such a heavily globalised market, imm cologne offers optimum access to the important German interior design market. In the European context, Germany remains the market with the strongest sales for furniture producers. imm cologne 2022 will be not only the first but also the largest interiors show in Europe following the restart of the trade fair sector.

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Much to our surprise, time and time again we are hearing questions like: Can Cologne really pull off a trade fair of this size as early as January? Who is actually going to take part? First of all, let's make one thing perfectly clear: it goes without saying that imm cologne 2022 will take place! In total, we expect 600 exhibitors, 74% of them from abroad. This sends a strong signal to the industry, which Koelnmesse and the trade fair industry as a whole can build on. We are setting a benchmark for a strong interior design platform in the market with the greatest business potential in Europe. The fact that the new coronavirus provisions no longer take the number of new cases as the sole indicator and include the relaxation of many measures is making it easier to hold trade fairs. Combined with the overall very high rates of vaccination in Germany, Europe and the world, sophisticated hygiene and safety concepts, and a market that is stable and even starting to show signs of growth again, this should be an encouragement to every business. The first trade fairs held have shown that Koelnmesse's safety and hygiene measures work brilliantly even at a highly complex event. Our Ch3ck concept, requiring attendees to be fully vaccinated, or have recovered from an infection within the last six months (but at least 28 days ago), or test negative for Covid, forms a superb basis not only for making the trade fair experience safe, but also for offering enough space for personal, inspiring and emotional moments.

After the experience of the crisis, imm cologne is the ideal place for companies to take stock of their position in the market and for visitors to fine-tune their existing partners. This is their chance to make a renewed, comprehensive comparison of concepts and products, and hold the face-to-face conversations that will ultimately lay the groundwork for future innovations. That is why imm cologne will doubtless help many trade visitors to determine their position: what worked well in the pandemic? Which supply chains was I able to rely on? Which partners supported me and which new partners do I need? Another reason to attend imm cologne in person in January. This makes the industry gathering the driver for future success for both exhibitors and visitors.

So does all this mean that things will be returning to exactly the way they were before the pandemic? Absolutely not. The theme of digitalisation, which I am about to address in my second statement, will shape the trade fair of the future. In fact, I am confident that in the long term there will be completely new stand concepts too. For a long time, we as a trade fair organiser have been offering attractive solutions for smaller stand areas, particularly in the design segment, with Pure Platforms. Against this backdrop, a new feature this year will be the German Hub - an innovative stand concept within the Home Settings interior world. Here, participants can stage individual highlight products so they make a real impact within a compact space. The 800 square metre show area in Hall 8 offers the perfect

setting for exciting meetings with the visitor groups most relevant to the companies exhibiting here. In the innovative meeting spaces, which have a high-end, industrial appearance, exhibitors will be in very close contact with their target groups. We have developed this concept together with the Association of the German Furniture Industry (VDM) to enable exhibiting companies to participate in the trade fair in an innovative way in the coming year.

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## **Statement 2: A trade fair must embrace digitisation**

The digital transformation of the trade fair sector had already begun before coronavirus, and the effect of the pandemic was really only to accelerate this development. After all, a trade fair has to evolve with the market, so we needed to expand our digital activities to be able to continue operating effectively in future. As we considered this, we felt it was important to steer clear of “hybridisation” and avoid merely extending imm Cologne into the online sphere, as is the case with so many other events. We wanted to develop a new, truly seminal concept so we could offer our clients a dynamic, agile business platform that can adapt to a rapidly changing environment. With imm cologne 365, we have developed a concept that takes the industry’s leading international trade fair to a new level and offers the sector the best platform for business, networking and inspiration. The new imm cologne 365 stands for:

**Inspiration:** With the magazine by imm cologne - the content platform for the latest trends and most fascinating innovations on the interior design scene - users gain valuable insights throughout the year into all the developments relevant to them and our living environments.

**Networking:** Users can network with relevant players, decision-makers and trendsetters in the interior design industry and nurture their contacts and partnerships easily with a single network the whole year round - with ambista, the business network for successful lead generation before, during and after the trade fair.

**Business:** While participants can now interact throughout the year via ambista, they can of course also continue to do business during our in-person event, which offers exciting commercial opportunities in the form of tangible experiences, innovations seen first-hand and face-to-face business. That’s why, at the beginning of the new year, the imm cologne live event remains the highlight for the industry.

With its 365-day approach, imm cologne is shaping the trade fair path into the future. As the industry’s leading international trade fair, it provides exhibitors and visitors with unique added value and creates the optimum conditions for conducting business, networking and sharing inspiration throughout the year. imm cologne 365 offers exhibitors and trade visitors the ideal forum where they can share knowledge and content and seize commercial opportunities all year round, rather than being restricted to a pre-determined, limited period of time only. Companies can present their product highlights 365 days a year to an interested audience, without being dependent on fixed trade fair dates.

## **And now on to my final statement: A trade fair must sell emotions**

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As one of the most vibrant and progressive trade fairs for interiors and design, imm cologne must in future not only be a platform for business contacts, it must also define itself more through emotions. A good example is the “Das Haus” project. To mark the tenth edition of this highlight event, an installation showcasing new forms of urban living awaits visitors to the interior design trade fair in Cologne. Three creative teams, put together by Luca Nichetto, Sebastian Herkner und Studio Truly Truly, were invited to be involved in planning and further developing the “Das Haus” format. The result is an inspiring, holistic installation event that conveys ideas for urban living in the future.

But emotions will be addressed in other aspects too. The theme of sustainability - a topic that is often highly emotive - will be taken up in various ways. In Hall 9, the issue of mattress recycling will be discussed. In Hall 4.2, the sustainable use of modern technology in the furniture industry is a key topic. And the subject of supply chains will also be included in the programme of talks on The Stage.

On top of our exhibitors' contributions and the events organised by us, the city of Cologne itself will be offering additional highlights. With its Passagen programme, Cologne is home to the largest ephemeral design festival in Germany, with exhibitions and presentations by the crème de la crème of the international designer scene. To complement this, every aspect of interior design competence will be concentrated along the interior design mile - the stretch of the Cologne Ring between Ebertplatz, Friesenplatz, Rudolfplatz and Zülpicher Platz - which incidentally is the longest interior design mile in Europe.

Ladies and Gentlemen, in summary we can say that the new imm cologne 365 is a platform that combines inspiration, networking and business for the furniture and interior design industry all year round. This means that imm cologne 365 is not just a business event that takes place on seven days of the year. Rather, it is a forum where new business emerges every day, bringing the industry together at a top international level. But the transformation doesn't stop there. Together with our exhibitors, we have developed a new hall concept for 2023 that is even better adapted to the needs of visitors. Additional, highly effective formats for participation have also been developed with exhibitors. These formats emphasise the added value of a trade fair and meeting point for the international industry, while further accentuating the benefits the digital dimension has to offer. Our view is that with all the conceptual approaches I have outlined, we are taking the trade fair to a new level - not as an end in itself, but because we believe this will bring our customers more success and promote the industry as a whole.

I look forward to seeing many of you again at imm cologne in January 2022. Sometimes it almost seems to me that we need to get used to moving around among groups of people without restrictions again, much like someone who cannot yet quite adjust to their regained freedom. It's time to move forward with confidence - responsibly, of course - and ramp business up again, seizing the moment to take advantage of this opportunity for a successful re-start. I am confident that if we do so, the topics we need to engage with will automatically come to the fore again.

Stand: 20.10.2021  
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No. 23 / 2021, Cologne  
#immcologne

## Das Apartment HAUS at imm cologne 2022

The design event that the interiors world has been eagerly awaiting for more than a year can now finally take place at imm cologne 2022: in a unique get-together of design stars, Luca Nichetto, Sebastian Herkner and Studio Truly Truly are creating the anniversary edition of Das Haus - with innovative interior design solutions for contemporary living in apartments and co-living areas.

It was meant to be a celebration for all design fans and the latest highlight of one of the most renowned design events in the interiors sector: Das Apartment HAUS at imm cologne 2021. But because of corona, the event had to be cancelled.

“Implementing it solely for an online presentation didn’t come into question - if only because Das Apartment HAUS is a format that you have to be able to walk around and experience with all your senses,” explains Dick Spierenburg, creative director of imm cologne. As a result, last autumn, the design teams and Koelnmesse agreed to postpone the event. “But now we’re all the more delighted that we can celebrate our return to the analogue trade show stage with a genuine design highlight. And where we are offering links with the digital space, it’s no longer an emergency solution, it’s an extra with added value,” promises Spierenburg.

### Numerous product premieres: a chance to experience the new furniture with all the senses

Next January, Das Apartment HAUS will present itself to a broad audience at imm cologne, the first major interiors fair of 2022. Visitors can look forward to two totally different, self-contained visions of new ways of living, connected via an open and multifaceted co-living area. All three design studios are using Das Apartment HAUS as a stage for presenting the new products they have developed together with brands like Thonet, Wittmann, Leolux, Rakumba, Schönbuch, Rolf Benz, Gandia Blasco, Ethimo, Wendelbo, Lodes, Arflex, La Manufacture and many others in an original setting that shows them in a very personal context.

Much of the furniture originally designed to debut at imm cologne 2021 has meanwhile moved beyond the prototype stage and gone into full-scale production. But in Sebastian Herkner’s eyes, it’s new all the same: “It’s still new now, at imm cologne. Yes, there have been previews here and there, but they were often pilot lots. The proper presentation is definitely in Cologne. It will be the first time many of the products are really visible - but that goes for all of us! Over the last 15 months, a lot of products have been presented in purely digital form, but you could never experience them physically. And at the end of the day, design is all about sensory experiences.”



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## Update for a successful event format

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With the 10th edition, the Das Haus event format is moving to the Pure Atmospheres hall (Hall 11.2). And the concept behind the format is getting an update too: in future it will be broader-based in order to permit a stronger focus on topics that reflect current developments.

To shape the transformation process, imm cologne has invited three creative teams who already know Das Haus like their own living room: as the Das Haus designers of 2013, 2016 and 2019, Luca Nichetto, Sebastian Herkner and Kate & Joel Booy (Studio Truly Truly) created interiors that opened the home up to nature and the outside world or defined it as multifunctional space that reflects moods - for socialising or retreat, sometimes sensuous, sometimes minimalist, with walls made of plants or curtains, linear or round. Every one of them created an impressive experience of visionary living space with a very personal charisma.

### Three creative teams - from Germany, the Netherlands/Australia and Sweden/Italy

In the meantime, the creatives presented in Cologne as young talents have become prominent figures on the interiors scene and are known all over the world. "It goes without saying that I'm thrilled to be part of it again," says Sebastian Herkner, one of Germany's most internationally successful designers. "And more than anything else, it's great to do the project in cooperation with other design studios. That's a good idea in general at a time like this, when you're travelling less and not getting together with others so much, but still able to use virtual channels for an intense exchange of ideas with people you're in touch with because you've been meeting them at trade fairs for years and got to know them." At his studio in Offenbach, Herkner creates designs for clients like Dedon, Gloster, Ames, Pulpo and Schramm.

Kate Booy from Australia, who runs Studio Truly Truly together with her husband Joel Booy, was also happy to accept imm cologne's invitation: "Once again, it's really exciting to be involved in Das Haus. Being in an imaginary situation gives us the freedom to explore extreme ideas." Based in Rotterdam, Truly Truly takes a holistic approach that also incorporates artistic impetus and creates designs for brands like Leolux, Tacchini, Dexter Lighting and Rakumba. "For 2022, we plan to continue our spatial research in igniting the senses," explains Kate Booy. Rather than a typical home layout, they are envisaging the space as a canvas arranged with a stimulating composition of elements.

The third creative force is Luca Nichetto, who today works from two locations - Venice and Stockholm - for brands like Rolf Benz, Sancal, Kristalia, &tradition, La Manufacture, Bernhardt Design, Foscarini or Wittmann. With the objects in his apartment, Luca Nichetto aims to "emphasise values like passion, craftsmanship, specialisation, the importance of savoir faire and of a community consisting of designers and companies. Investing in a design product means investing in that community, the community behind the product."



## **A new topic for the design event at imm cologne: managed apartments**

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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 2021 aims to generate relevant concepts that permit temporary living in a mix of private space and communal areas with protected access.

In 2022, the experimental platform for interior design is thus addressing an issue that will shape the future and is having an increasing impact on urban development: long and short stay apartments. They represent a new category for the interiors business. At the same time, it's important to remember that executives, experts, digital nomads, commuters, career starters and students have very different requirements when it comes to managed urban living concepts. Long and short stay apartments are usually rented fully furnished. But the new apartment houses also offer co-living options, which combine private quarters with jointly used spaces for hospitality, sport and work.

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

Das Apartment HAUS in Hall 11.2 will be showing two exclusive apartments plus various communal areas: different solutions for private residences with bathroom / kitchen and examples of semi-public, managed spaces for working, meetings or lounging. The three creative teams will use a diverse range of products to bring a variety of styles on very different levels to Das Apartment HAUS.

"We see a lot of potential in the topic of small apartments and plan to address this in an imaginative way, with a focus on flexibility and stimulating tactility," says Kate Booy of Studio Truly Truly, providing the first clue as to what we can expect from the studio's apartment design.

"Das Apartment HAUS addresses a topic that's very exciting 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. That's the part I'll be taking on in the current imm cologne project - and what I find particularly interesting about it," says Sebastian Herkner of his role in Das Apartment HAUS. "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."

## **2022: Urban living concept for long or short stay apartments**

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 urban densification.

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Pictures: <https://we.tl/t-JAEm1hKmDf>

## Captions

01

Das Apartment HAUS in Hall 11.2 will be showing two exclusive apartments plus various communal areas: different solutions for private residences with bathroom / kitchen and examples of semi-public, managed spaces for working, meetings or lounging. The designers Kate Booy, Joel Booy, Luca Nichetto and Sebastian Herkner will use a diverse range of products to bring a variety of styles on very different levels to Das Apartment HAUS. (Photo: Koelnmesse)

02

Luca Nichetto, Sebastian Herkner and Studio Truly Truly are designing the anniversary edition of Das Haus - with innovative interior design solutions for contemporary living in apartments and co-living areas. (Photo: Koelnmesse)

03

Flexibility & stimulating tactility - that's the motto of Studio Truly Truly (Netherlands) for Das Apartment HAUS at imm cologne 2022. The designer couple works at the threshold between art and design. "For 2022, we plan to continue our spatial research in igniting the senses," explains Kate Booy. Rather than a typical home layout, they are envisaging the space as a canvas arranged with a stimulating composition of elements.

04

Savoir vivre & savoir faire: with the objects in his apartment, Luca Nichetto (Italy & Sweden) aims to "emphasise values like passion, craftsmanship, specialisation, the importance of savoir faire and of a community - consisting of designers and companies," which people become part of by living with the design pieces.

05

"Design is communication with all the senses. And that's a possibility you only get at trade fairs and in bricks-and-mortar stores. Our concept for Das Apartment HAUS aims to illustrate that in an approachable way." Sebastian Herkner is designing the co-living areas of Das Apartment HAUS, which is intended to become a celebration of encounter at imm cologne 2022 after the restrictions and periods of isolation

during the pandemic.

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06

Dick Spierenburg, creative director of imm cologne, isn't just anticipating insights in the form of groundbreaking concepts and original interior designs for the design project that he's been curating for the last 10 years: "Implementing it solely for an online presentation didn't come into question - if only because Das Apartment HAUS is a format that you have to be able to walk around and experience with all your senses," he explains. As a result, last autumn, the design teams and Koelnmesse agreed to postpone the event. "But now we're all the more delighted that we can celebrate our return to the analogue trade show stage with a genuine design highlight." (Photo: Roland Breitschuh; Koelnmesse)

**Koelnmesse - industry trade fairs for the interior, outdoor and design sector:**

Koelnmesse is the world's top trade fair organiser in the fields of interiors, furnishings, design, home living, garden lifestyle and modern work environments. At the trade fair grounds in Cologne/Germany, the leading international trade fairs imm cologne, LivingKitchen®, spoga+gafa and ORGATEC showcase the latest trends, products and innovations, serving as international, central gatherings for the global industry. In addition to the events at its Cologne headquarters, Koelnmesse is strategically expanding its portfolio internationally: The inaugural ORGATEC TOKYO will be hosted in 2022. It will be the first trade fair in Japan to focus on professional and hybrid work environments. As the satellite event for imm cologne and ORGATEC, idd shanghai provides European companies in the premium and luxury segment of the interior design industry with a unique platform for showcasing exclusive, design-driven products.

The in-person events are complemented by ambista, the online business network for the international interiors industry, which provides direct anywhere, anytime access to relevant products, contacts, expertise and events.

Further information: <https://www.imm-cologne.com/trade-fair/imm-cologne/industry-sectors>

Further information about ambista: [www.ambista.com](http://www.ambista.com)

**The next events:**

FSB - International Trade Fair for Public Space, Sports and Leisure Facilities, Cologne  
26.10. - 29.10.2021

ORGATEC TOKYO - The dedicated information and communication platform for the office furniture industry in Asia, Tokyo 26.04. - 28.04.2022

spoga+gafa - The garden trade fair, Cologne 19.06. - 21.06.2022

**Note for editorial offices:**

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## Studio Truly Truly - Das apartment Haus - IMM Cologne

**As a proposal, Studio Truly Truly's apartment ultimately anticipates, stimulates, and supports an intensified interaction between people and their domestic environment, and implies that a resident does not adapt to a space, but vice versa**

Upon entering the apartment, you recollect yourself. The dimensions of your body attuned to your surroundings, to the scale of a space that has little to do with the overwhelming world outside. You came home. So, you leave your keys and your shoes at the door and walk into the room, reclaiming the place with every step, recalibrating your thoughts and your senses. With the late afternoon sun generously pouring in through the patio windows, lending the beige, thin-striped curtain near the bedroom area a captivating gold-yellow hue. You stop and take a breath. You know how it works. How to relate the arrangement of the room to the singularity of the moment, how to customise its configuration to suit your needs. You stretch out your arm, bring your hand to the purple textile enveloping the sofa and take it between your fingers. It feels soft and light, translates your touch into a subtle ripple. You tighten your grip. You take a step forward and slide the vertical plane along its curved rail. Then you take a step back; you want to get it right. An act you repeat throughout the apartment, watching what changes in between: the closing and opening of partitions, the transformation of the scene. Until it matches your mood.

Until it reveals a habitat that accommodates the things you intend to do.

Today's world increasingly binds us to the city, being the context in which we work and wander and engage in culture, where we meet in our leisure time and live together. A dense and turbulent fabric in constant motion, moving and expanding day and night. It is urbanism that defines our future. At least, if we want to preserve some of the natural spaces that surround our cities, aiming to match our impact on the earth with what it is still able to bear. And it is a premise that demands decisiveness. For although cities manifest themselves all over the world, their organically grown structures are often unmerciful and rarely answer to what makes a life liveable, often falling short of allowing us to flourish as human beings.

It forces us to rethink their streets, their squares, and buildings, to look for ever new ways to make them sustainable and self-sufficient. It calls for innovative and constructive strategies without sacrificing historical beauty, to encourage the integration of abundant greenery and an adaptation of the all too often exclusive forms of cohabitation. But it doesn't end there. After all, where one lives together, one also lives in private. Therefore, the city of tomorrow is not only about



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Henriette Reker

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Cologne  
District Court Cologne, HRB 952

collectiveness and all-encompassing functions, but equally about the need for intimacy and security. About places where people can take refuge. A home.

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A home, moreover, that is inevitably compact, but nevertheless cannot be reduced to what was once sufficient. Now that we organise our days and nights differently and are less tied to the fixed 8-hour shift at a firm, followed by the sofa and the TV, and then quickly to bed. Instead, we want a home that can support multiple activities, that is flexible in function as well as in ambience. So that it is as much a workplace as it is a place to relax with the family, a cosy location to meet friends over a bountiful dinner, or an appealing hub for a virtual first date.

In response to the changing nature and expectations of a home in tomorrow's cities, Studio Truly Truly formulated a proposal for the layout of an apartment that appeals to the imagination and addresses the future. Rather than aiming for an immediate solution, they put forward an evocative concept that questions and broadens conventional thinking on space, function, and atmospheric perception. As their guiding principle, they arrived at curtains that, like the kites of their childhood, when folded do not take up any space, but once unfurled become a vital and dynamic body.

Posing like stately, almost sculptural entities, these curtains are conceived as fan-like structures, connecting segments of delicate textile, standing out expressively yet discretely. They reach out to each other from their different positions in the room, optically merging into space-defining planes, isolating a piece of furniture, or placing it in an explicit relationship with what is around it. They subdivide the room and codetermine its temperament, sometimes providing smaller, tent-like niches, at other times opening frankly to the wider interior. As such, they prove to be walls that create separate spaces, either offering an overview and perspective, or embracing and uniting what they enclose.

But whereas walls are usually rigid and fixed, the curtains introduce boundaries that are fluid and allow the appearance and atmosphere of the living environment to be radically transformed with a dedicated but effortless act. Because nowadays a kitchen is rarely simply a kitchen, and in a few moments a cosy reading corner turns into the backdrop for a party where people dance rather than rest, and a bit later into the landscape where a child is building castles out of cardboard boxes. As a result, Studio Truly Truly emphasises the mutability of moods rather than predefined functionality and allows the appearance of a place to be modified according to the alternating spirits of its residents and visitors.

Just as the space can be re-tailored according to what its occupants require, to meet the desired mood, Studio Truly Truly also considered a variability in application or physical presence when designing the furniture. This is perhaps most apparent in what they effectively refer to as a 'Work & Living' table. A layered composition of volumes and horizontal surfaces of varying heights that can be employed, depending on the moment, as a setting for sharing a dinner, as a home office or purely as a sculptural pedestal for a vase with delightful flowers. Thanks to the different levels,

the users can also occupy the table together, while at the same time they perceive themselves to be in virtually separate worlds, their activities isolated from each other without being impeded in their proximity.

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Yet the particularity lies above all in the possible interplay between that furniture and the migrating curtains. In the interaction between the permitted recreation of the space and how the pieces present themselves both visually and functionally. For a tabletop situated in an open environment, with a view of a window and of what is going on outside, becomes a completely different tabletop when it is sheltered by a fabric structure and harbours the person sitting at the table in secluded concentration. Or consider a sofa that stands open and bare in the room, almost automatically prompting a conversation with those who are concentrating on dinner a few metres further on. By moving the curtain, that same sofa suddenly becomes a heavenly place for a private, undisturbed daydream.

In conceiving and creating Das Apartment Haus 2022, Studio Truly Truly thus offers a promising response to the needs and challenges of a future home in the city. As they focus on flexibility and adaptability, on the unparalleled fluidity of who, what and where we are. A response that perhaps has its roots in how they themselves relate to the world, how they are experts by experience as citizens of - and creative professionals in - a globalised, connected society. For instance, when they chose to exchange their native Australia for the very distant and different Netherlands, generating the optimal conditions to develop their shared ambitions.

It confirmed them in their conviction that true aspirations should be pursued, no matter what impact they have or where they may take someone; that we, as contemporary humans, are essentially nomadic, unbound by location, position, profession, or destination. But equally, it convinced them that a person should be able to feel at home anywhere and anytime, invariably needing a place that meets the stage they are in, in the span of an hour, a day, even a lifetime. It made Studio Truly Truly the designers they are today, strengthened their intense collaboration, shaped their aspirations and visions. It opened their eyes. It made them alert. Both to the opportunities that the world offers, and to its urgent problems that call for thoughtful planning and re-evaluation.

And where the available opportunities are, amongst others, expressed in Studio Truly Truly's globally branched network - their lasting collaborations with excellent craftsmen and experts - their attention to the posed problems shows in their handling and care for materials and concepts. How they invariably immerse themselves thoroughly in their designs, consider every detail and strive for high-quality results that stand the test of time. Or how, as a specific example and to return to the apartment, they chose to reuse and reappropriate the curtain from their design for IMM 2019, both conceptually and materially. It allows them to avoid wastage by effectively and actually incorporating the beautiful textiles into the upholstery of a sofa. It permits them to further refine the idea of a curtain as a demarcating concept, letting it once again influence the identity of a room and, in this case, support that room to be modified depending on the mood of its occupant.

**Koelnmesse - industry trade fairs for the interior, outdoor and design sector:**

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Koelnmesse is the world's top trade fair organiser in the fields of interiors, furnishings, design, home living, garden lifestyle and modern work environments. At the trade fair grounds in Cologne/Germany, the leading international trade fairs imm cologne, LivingKitchen®, spoga+gafa and ORGATEC showcase the latest trends, products and innovations, serving as international, central gatherings for the global industry. In addition to the events at its Cologne headquarters, Koelnmesse is strategically expanding its portfolio internationally: The inaugural ORGATEC TOKYO will be hosted in 2022. It will be the first trade fair in Japan to focus on professional and hybrid work environments. As the satellite event for imm cologne and ORGATEC, idd shanghai provides European companies in the premium and luxury segment of the interior design industry with a unique platform for showcasing exclusive, design-driven products.

The in-person events are complemented by ambista, the online business network for the international interiors industry, which provides direct anywhere, anytime access to relevant products, contacts, expertise and events.

Further information: <https://www.imm-cologne.com/trade-fair/imm-cologne/industry-sectors>

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26.10. - 29.10.2021

ORGATEC TOKYO - The dedicated information and communication platform for the office furniture industry in Asia, Tokyo 26.04. - 28.04.2022

spoga+gafa - The garden trade fair, Cologne 19.06. - 21.06.2022

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#immcologne

## Six interior design trends for imm cologne 2022: decorative, smart, multifunctional, space- defining, communal and sustainable

**Six interior design trends for imm cologne 2022: with furniture designed for decorating, programming, multiple uses, defining spaces, sharing and treasuring for the future.**

Home living has become a key topic for many people in recent years. For some it is a passion and a fun way to express their personality - for others, it can mean a lack of space and a source of tension when really the fundamental need our homes should meet is to provide safety and relaxation. With the home office and outdoor living more important than ever, the demand for more rooms per dwelling has increased, but so has the desire for things that add a touch of quality to our everyday lives, without adding complications. Simple, good quality, beautiful pieces of furniture that embody the ideal of a sustainable lifestyle. Designers and the industry are looking for ways to meet these constantly changing needs with attractive furniture and progressive interior design concepts.

The Interior Business Event imm cologne not only demonstrates the inventiveness of furniture makers - it is also a reflection of current interiors trends. In January 2022, the interior design concepts for the 2022 furniture season will - at long last - be set out. The following six trends are key to the developments in home living and the new products and solutions that will be on display.

### Trend 1

#### **For Seasons | Seasonal home living, the delights of decor, communicating through interiors**

Home living is close to our hearts. As an expression of personality, the home no longer paints a rigid picture but is becoming a continuous process instead. Changes in interior design aren't just influenced by trends, though; they're directly affected by what's happening in the nature surrounding us and the rhythm of the seasons, as well as our cultural customs.

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. Although the form may vary slightly, every year tableware, candles, flowers and Halloween pumpkins return to our homes as the seasons come and go. But for a growing number of people, this tradition is becoming a lifestyle - irrespective of



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their stylistic preference, whether that's Scandi Chic or New Glam, Natural Luxury or Wabi-sabi, a liking for marble or a fondness for terrazzo.

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The For Seasons trend is based on a willingness to embrace the decorative without being hampered by taboos. The interior design sector is taking decorating seriously again, and even in minimalist interiors, using seasonal accessories to create a strong, perfectly placed accent is no longer considered a stylistic sin. Because decoration has become an integral part of interior design.

### **Furniture as a canvas for changing styles: turning the home into a hobby**

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 backdrop for changing styles. Striking the right balance is important here: furniture should be neither too extravagant nor too boring. Ideally, the colour scheme should be relatively neutral, and the design strong but understated. Anything that doesn't fit in is adapted as necessary. A new coat of paint, different buttons or a repurposing hack - the For Seasons trend 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 oversized dining table is permanently reserved for decorative touches. Glass-fronted units are extremely popular again too - even in the bathroom. Cabinets are dotted with open compartments and coffee tables are used to showcase accessories. And they're being joined by consoles, side tables and cube shelves whose sole purpose is to provide a stage for attractive arrangements. Décor is becoming a collage that changes constantly in keeping with the seasons and our perception of nature.

Walls are also being used as surfaces for making a statement. Covered in wall hangings, distinctive wall hooks, framed pictures or photo wallpaper, they add personality and a sense of the seasons to every room in the home.

## **Trend 2**

### **Connected Living | Smart home, connected 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. Bringing the world into our home is a top trend and a growth market.

### **Smarter living**

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

can be tailored with ever more precision to the specific needs of residents. As a result, smart technologies are increasingly playing a key role in architecture. Whether it's computer-controlled optimisation of indoor air quality, innovative controls and applications for shower toilets or anticipatory and energy-optimising room temperature regulation, smart technology is being increasingly integrated into the way we live.

Lamps that double as Bluetooth loudspeakers; night tables with cordless phone charging stations; cabinets that provide mood lighting; mirror cabinets with multimedia function, tables that readjust to make sure we change position often enough and sofas that remember everybody's favourite sitting position; lights that help us fall asleep and beds that nudge us gently into a different position when we start snoring - technology is quite literally (and ideally inconspicuously) becoming part of the furniture.

While there is a general trend towards home automation, 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 an important innovation driver.

The bathroom is increasingly undergoing a digital update as well. Here the focus is on lighting that can be controlled and programmed, as well as improved heat and water management. Showers or bathtubs can save and access tailored user profiles. 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, while multimedia monitors provide content as it is required.

### **A more connected way of working**

But above all, the home office is set to become a permanent feature of the way many homes are laid out. With video calling and videoconferencing for business, not only the demands on our domestic surroundings in terms of design are growing. The demand for integrating the technical equipment into smart home technology is increasing as well.

### **The home is becoming an AI-based hub: more personal and personalised user experiences**

The infrastructure inside (think connectivity) and outside our homes is becoming ever more important. Our digitally managed energy supplies are being complemented by autonomous units like pellet heating and solar energy - important issues for smart homes. However, the increasing role of logistics in domestic arrangements will also call for a high degree of compatibility when it comes to service rooms and docking stations in apartment buildings and private houses. The vision is that someday, robots will clear the table, load the dishwasher or tidy up a messy room.

## **Multifunctional | Smaller, reduced, more inside**

Urbanisation and rising housing prices call for small-footprint solutions for singles and families with multifunctional features: the furniture industry's response to the challenge of creating maximum comfort in a small space must take the form of home office systems, small furniture, smart solutions with connected living features, and intelligent designs made possible by innovative fittings technology and modern storage space solutions. And with all the changes in the home environment as a result of the coronavirus pandemic, people are demanding more from their own four walls. They're looking for innovative furniture and furnishings that can be adapted, added to and modified to suit changing needs. There are two main drivers behind the trend towards multifunctional furniture: firstly, the reduced space available combined with the desire for a perfectly uncluttered feel; and secondly, the demand for greater functionality as a result of changes in usage patterns.

In keeping with the multifunctional trend, small and compact sofas and armchairs are a popular choice and often have a design that echoes classic styles. In future, there will be even greater demand for affordable modular systems and compact stand-alone items that are scalable (allowing them to be adapted to different room dimensions), variable (with pull-out technology, etc.) and versatile. And levelling up is becoming trendy too: the high sleeper is making a comeback. But given the broad range of applications for these kinds of furniture systems, from tiny apartments all the way to spacious lofts, manufacturers are placing the emphasis firmly on a modern aesthetic that's compatible with an urban living style and isn't the slightest bit evocative of a teenage bedroom.

### **More flexibility**

Although the dining table has long been the focal point and communication hub of family life, with options for extension it is now becoming the multifunctional star of the show. When floor space is limited, a convertible table can accommodate requirements as they change over the course of the day and week. And the sofa has long since ceased to be merely a sofa: it's now a flexible, adjustable, multifunctional platform. Doors are being added to shelving systems to keep the home office in order and clutter out of sight.

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, stand-alone system that integrates everything you could possibly need for working from home: a writing surface, cable management, drawers, room for the printer, organisers, lighting, storage units on wheels, 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 next. Whether it's an office on wheels, a compact kitchen, a storage bed or a multimedia chair - mobility is a genuine bonus.

### **More comfort**

In addition to furniture that can vary in size 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 standing desk, an extra worktop that can be extracted from a kitchen cabinet as if by magic, a sofa that reveals a hidden neck support or footrest at the touch 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 more out of the minimum (space) - and make it look like less. An uncluttered look is the main thing.

#### Trend 4

### **Blurring Boundaries | Seamless spaces that satisfy the longing for freedom**

The growing desire for boundary-free living is leading to a blurring of the physical and stylistic lines between indoors and outdoors, (semi-)public and private, living and cooking, living and dining, living and working, living space and bathroom.

#### **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 rest on and ensure the space reflects the mood and functionality required at any given time. Areas with a specific function and purpose can be zoned accordingly, using elements such as (movable) partitions or permanent built-in units. Furniture and fixtures are increasingly being used to designate zones within larger spaces - with the modular sofa demarcating the relaxing zone, the dining table doubling as the working zone, and shelving units functioning as room dividers. And rugs don't just add a touch of colour and cosiness, they mark out important zones and bring a sense of structure to 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 more 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 layout options for seamless spaces offer call for furniture that can be used in different situations. A stool might look just as much at home in the bathroom, living area or home office as it does on the patio, for example. Other types of stand-alone, mobile elements that are suitable for use in various rooms or spaces include shelving, coat racks, console tables and cabinets.

Where there are fewer walls or partitions, furniture has to be able to stand, make an impact and function all by itself. That's why stand-alone pieces don't have a "best side" anymore - they look good from any angle. Elegant side tables often double as seating. Conversely, poufs are frequently used as side tables - and modular sofas can be rearranged into different configurations effortlessly. 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, where the feel of open-air living is reflected in light and airy furnishings - an aesthetic that works equally well in modern, loft-inspired layouts. It's no coincidence that mobile furniture on wheels - especially the classic serving trolley that can be moved 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.

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### **Outdoor living - connecting with nature**

The trend for outdoor living has transformed the furniture market. The “second living room” has been growing in importance over the last couple of years. It doesn't matter whether you have a large garden or a small rented flat: balconies, patios and gardens are being revitalised and upgraded to become fully fledged living areas with high-quality outdoor furnishings, intelligent furniture concepts, water-repellent fabrics and suitable lighting solutions. New types of flooring such as concrete tiles for interiors and exteriors are levelling the boundaries as well. “Is it meant to be used indoors or out?” This is our almost instinctive response when faced with this new garden and patio furniture. Wood, metal, wickerwork and plastic; cotton or PVC; stone, concrete or composite materials - it's hard to distinguish by sight alone, neither from surface texture nor the aesthetics of their workmanship. That's because the design of these items is no longer based on typical patio furniture, but rather on what we have in our living rooms. The main thing is to be stylish. Conversely, the aesthetic of many a living room sofa seems to have been influenced by the understated design of outdoor lounge furniture, bringing a touch of sunshine indoors as a result. The two types of living space influence each other - and they sometimes even swap furnishings. 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.

Trend 5

### **Sharing Spaces | Convenient living with social connections**

Home living is perceived today as a holistic sphere of life that encompasses the need for retreat, but also indoor and outdoor social activities, entertainment and home working. However, it is not just integrating the home office into traditional living environments that is creating new future challenges for the interior design industry. The sector must also develop models for “new living” - providing solutions for phenomena such as urban densification, demographic change and growing mobility.

### **A new symbiosis between living and service, apartment and facilities**

The urban lifestyle, remote working and flexible working models are demanding more flexibility and logistical convenience. A temporary home from home is what people are looking for. 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 housing concepts. The multitude of innovative rental concepts is set to 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.

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

The more centrally located a co-living facility is, the more multifaceted the apartment building’s 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 private units.

Long and short-stay apartments represent a new segment for the interiors business. Brands from the office sector offer lines for private consumers that are more substantial and homely than conventional office furniture. At the same time, we’re discovering the opportunities that office and hotel living offer for the implementation of flexible working time models, training and Work 3.0. Executives, expats, digital nomads, commuters, career starters and students have very different requirements when it comes to managed urban living concepts.

### **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, Wi-Fi 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 creating co-living spaces, a great deal of importance is attached to an on-trend interior, because social-media savvy target groups see the Instagram effect as crucial to building a personal 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 to the cultural identities that the temporary occupants bring with them.

### **Trend 6**

#### **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.

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Similarly to what’s happening in the fashion world, in the interiors sector the trend seems to be moving away from “more and more, cheaper and cheaper”, towards a focus on quality. More than ever before, interior culture - influenced by the design scene - is exhibiting a preference for an understated, simple design language with a natural look and authentic, high-quality materials. Exquisitely crafted 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, people are looking for more glamour in both modern and more traditional interiors, although the high-gloss look is giving way to an ultra matt finish: upmarket, with an original touch and classic charm. That’s why the Natural Luxury interiors trend embodies several different aspirations: we want our homes to be greener, more stylish, more colourful, more natural and more sustainable.

#### **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 forms and materials, as in top-quality workmanship, in details, in the individuality of the furniture. Natural Luxury starts with the materials. Quality and authenticity are best expressed in simple forms that clearly showcase the manufacturer’s expertise and skill. More than ever before, concentrating on the essentials is becoming the maxim of design fans. The high-value strategy deliberately renounces mass consumption in favour of a sustainable, responsible take on home living, where furniture should have a story to tell and can (in theory) be handed down.

#### **A more colourful way to live: neutral and natural shades add warmth to interiors**

There’s always demand for a cosy home - especially during a lockdown. Which is why it seems plausible to assume that the pandemic has had an impact on the colour palette in people’s homes. And yet the range we’re seeing at the moment is also affected by an influence that has been making itself felt for some time now - a desire for natural shades and a natural ambience. Elegant wallpaper, authentic and elaborate parquet flooring or sophisticated tiles, and furniture and accessories with light, modern beige tones as their basic colour create this kind of ambience, providing a sense of homeliness. This season’s colours are inspired directly by nature. Sandy beige is returning to modern interiors, taking over from white as a base colour. Brown shades are tending towards taupe rather than chocolate, and even the shades of grey seem to have been inspired by earthy hues. Natural linen fibres for the seats of chairs and benches, Viennese rattan, pure new wool or premium leather - sustainable materials with a story to tell enhance home 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 shades. And interior designers are increasingly turning to dark green or night blue as an alternative to black. The desire for strong colour tones is growing.

## Summary

The way we live is important to us. An ever-increasing number of people are thinking about how they can make their lives and their homes more sustainable and considering where they should live, who they should live with, what the way their homes are furnished says about them and how their homes need to look for them to feel comfortable. Different areas of life are overlapping, and this is being echoed in interior design. imm cologne 2022 will set out six interior trends that are key in interior design and the way we use our homes:

The **For Seasons** trend reflects the increasing interest in colour and decoration. Decoration has become an integral part of interior design. Home living is a topic close to our hearts and one we share on social media. As an expression of personality, the home no longer paints a rigid picture but is becoming a continuous process instead. This process isn't just influenced by trends, though; it's directly affected by what's happening in the nature surrounding us and the rhythm of the seasons, with furniture acting as a canvas for changing styles.

When connected living is vital, the smart home becomes part of everyday life. The **Connected Living** trend brings together the wide range of options for digital connections in our homes, where connected furniture and smart technologies are increasingly becoming par for the course. Bringing the world into our home is a top trend and a growth market.

The **Multifunctional** trend is rooted in the need to get more (comfort and flexibility) out of the minimum (space) - and make it look like less. An uncluttered look is the main thing. Urbanisation and rising housing prices call for small-footprint solutions for singles and families with multifunctional features: home office systems, small furniture, smart solutions with connected living features, and intelligent designs made possible by innovative fittings technology and modern storage are answers to this trend.

The **Blurring Boundaries** trend corresponds to the desire for boundary-free living, leading to a blurring of the physical and stylistic lines between indoors and outdoors, (semi-)public and private, living and cooking, living and dining, living and working, living space and bathroom. The trend describes how the boundaries between living and cooking, living and working, personal hygiene and bathing, exercising, and so on, are merging. With open-plan spaces and a sense of transparency between indoors and outdoors, stand-alone furniture and systems are increasingly being used to create zones and even replace walls.

The urban lifestyle, remote working and flexible working models are demanding more flexibility and logistical convenience. The **Sharing Spaces** trend has resulted in a variety of models for a temporary home from home with social connections and aesthetic appeal. Co-living concepts create additional housing for highly mobile people who 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".

The **Natural Luxury** trend expresses a conviction that has been growing in recent years - that 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.

Visuals: <https://we.tl/t-WSLOnRBDHA>

Image captions

01

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02

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03

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04

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05

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06

The Natural Luxury trend expresses a conviction that has been growing in recent years - that 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. (Image: Björn Steinmetzler; Koelnmesse)

#### **Koelnmesse - industry trade fairs for the interior, outdoor and design sector:**

Koelnmesse is the world's top trade fair organiser in the fields of interiors, furnishings, design, home living, garden lifestyle and modern work environments. At the trade fair grounds in Cologne/Germany, the leading international trade fairs imm cologne, LivingKitchen®, spoga+gafa and ORGATEC showcase the latest trends, products and innovations, serving as international, central gatherings for the global industry. In addition to the events at its Cologne headquarters, Koelnmesse is strategically expanding its portfolio internationally: The inaugural ORGATEC TOKYO will be hosted in 2022. It will be the first trade fair in Japan to focus on professional and hybrid work environments. As the satellite event for imm cologne and ORGATEC, idd shanghai provides European companies in the premium and luxury segment of the interior design industry with a unique platform for showcasing exclusive, design-driven products.

The in-person events are complemented by ambista, the online business network for the international interiors industry, which provides direct anywhere, anytime access to relevant products, contacts, expertise and events.

Further information: <https://www.imm-cologne.com/trade-fair/imm-cologne/industry-sectors>

Further information about ambista: [www.ambista.com](http://www.ambista.com)

#### **The next events:**

FSB - International Trade Fair for Public Space, Sports and Leisure Facilities, Cologne  
26.10. - 29.10.2021

ORGATEC TOKYO - The dedicated information and communication platform for the office furniture industry in Asia, Tokyo 26.04. - 28.04.2022

spoga+gafa - The garden trade fair, Cologne 19.06. - 21.06.2022

**Note for editorial offices:**

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