

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."



imm cologne 2022
17.01. - 23.01.2022
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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

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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)

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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)

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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.

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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.

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"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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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

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

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