

imm cologne - A New Story - press kit



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imm cologne 2023
16.01. - 21.01.2023
www.imm-cologne.com

No. 10 / May 2022, Cologne
#immcologne

Up next: business

imm cologne - a new story

imm cologne is undergoing a transformation. With the 2023 edition of the event, it will start a new story - with a new conceptual focus, new formats and new structures, all in the spirit of "up next: business".

With one of the world's best-performing furniture industries and located in one of the most attractive markets in Europe, the Cologne trade fair will once again become a stage for new products, innovations and inspiring design and business ideas, at which German and international players can present the coolest start-ups and the most exclusive interior design brands in a familiar and compact overview. This time, however, even more diversified, fresher and more efficient.

"imm cologne will make a strong comeback in January. Our preparations are in full swing. The market has high expectations for the interior design industry's business platform. We're all set to give business new momentum and to offer the industry the stage it needs," says Matthias Pollmann, Vice President Trade Fair Management at Koelnmesse. "But above all, imm cologne 2023 promises to be a festival of reunions, new encounters and new beginnings," he adds.

imm cologne expands its business-enabling structures

The goal behind imm cologne's new orientation is to create a business-enabling environment that goes beyond a conventional product showcase by exhibitors. In this way, the trade fair will lay the ground for developing sustainable new business. What impact will supply bottlenecks, logistics, energy and changes in purchase behaviour due to inflation and the values shift - especially in relation to sustainability - have on future commercial success? What opportunities do new business models open up? "With a line-up of inspiring talks and a variety of new networking formats, we are creating opportunities to enable business and presenting new perspectives on the most pressing questions and problems. The entire event is inspired by the spirit of 'up next: business'," says Pollmann.

Thought leadership as a future vision

But future success will depend on balancing commercial goals with social responsibility. This means that an industry gathering such as imm cologne will have to offer more than a mere showcase. Instead, it must highlight issues such as sustainability, mobility and digitalisation because trade fairs like imm cologne are the ideal platforms for shaping the future. For many of the key questions facing all members of the industry, new solutions can and will be found in the competition to present ideas and innovations that the trade fair gives rise to. imm cologne is



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therefore aiming to play an increasingly active role in shaping the future. It wants to go beyond providing a discussion platform by raising issues and creating new links - to other industries, disciplines, services, technologies and think tanks. "With this approach, we as a trade fair organiser are making the transition from being a disseminator of content to a thought leader," says Matthias Pollmann as he explains Koelnmesse's vision for imm cologne. "We are positioning ourselves as a source of pioneering thinking within the industry that supports businesses as they tackle the complex dynamics of this fluctuating world," he adds.

Sustainable development in several steps

One of the crucial aspects of imm cologne's new orientation is balancing content and business: On the one hand, the aim is to boost the order business, promote the industry's economic interests and foster new business models. On the other hand, its focus will be on the social responsibility that imm cologne bears, together with its exhibitors, as a leading trade fair - a responsibility that the event fully embraces by promoting the industry debate on socially relevant issues. The concept for imm cologne's development is based on an equally content- and business-driven platform for future solutions. This vision is to be implemented over the long term, with the foundations already being laid next year. The first step will be introducing corresponding formats in the Pure and Home interior worlds.

Even in the initial stage of its repositioning, imm cologne 2023 will be given a new layout, which will be reflected in its content and structure.

One of imm cologne's strengths is its highly effective crossover between business and inspiration. Building on this, the two interior worlds Pure and Home will be more clearly differentiated in terms of their content and business formats. At the same time, relocating some formats will foster a closer exchange between the two segments.

New trade fair layout with Pure in the west and Home in the east

Pure's centrepiece, Pure Atmospheres, will move from Hall 11 to the new Hall 1 and the neighbouring sections (4.2 and 5.2), which act as a bridge to the Boulevard. Home Scenes will therefore be relocated into the three-floor Hall 11 and link directly to Entrance South. These changes mean that Pure will be predominantly hosted on the western axis of the trade fair grounds while Home occupies the eastern axis - separated and simultaneously connected by the north-south axis of the Boulevard. In the north, the theme worlds revolving around kitchen, cooking and enjoyment connect with this in the LivingKitchen year 2023 (Halls 7 and 8).

Home: new formats to foster networking and enable business

imm cologne's future offerings are designed to reflect the changes in customer needs, which have resulted in new ordering cycles, new business models based on the circular economy, and the emergence of e-commerce as a core driver for the sector. Factors such as human resources, sustainability management and service solutions are becoming increasingly important for companies of all sizes. In the

Home interior world, the trade fair will therefore focus on the major business issues facing the industry, such as the digital transformation and logistics. Community hubs will be developed to serve as ports of call for advice on various digital and logistical challenges of today and tomorrow.

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Pure: new formats with an exciting diversity of product and brand showcases

The trade fair's Pure segment will be even more diverse than before. Instead of focussing on stand-alone highlight events like "Das Haus", a larger selection of thematically linked special event areas and curated presentation formats will be integrated into the interior world. New features include the Spots. Named after the circular areas that they will occupy, these stages will be designed by Koelnmesse or individual exhibitors. Each Spot will focus on a current issue and feature a stand design and Food service that encourage visitors to linger, exchange ideas and converse. Another new format takes its inspiration from art trade fairs: Pure Galleries will be a high-end showcase for minimalist, individual brand spaces.

Even more ambience for inspiration, networking and experience

The new structure will make the halls more condensed and diverse. A bigger mix of different stand sizes will give the trade fair a fresher look and an even stronger ambience. Integrating many new offerings across the entire grounds, focusing on networking in Home and inspiration in Pure, will create a cutting-edge and stimulating trade fair experience: This is the third element of the trade fair concept, linking inspiring content, networking offerings, meet-and-mingle formats and trade fair architecture.

The industry is ready - so is imm cologne

While the plans for a streamlined event with attractive new formats proceed at full speed, exhibitors have already signalled their positive expectations for the trade fair: They are looking forward to meeting face to face and to a long overdue opportunity to present their brands and all the new products they have been waiting to launch at a suitable showcase. For exhibitors, the trade fair is a vital chance to observe market developments first-hand and pick up on the latest trends. Many see participating in the event as a way to send a message to their customers, business partners and the public: They want to maintain existing relationships and build new ones, but they are also keen to contribute to the current debates in the industry and society. The sector is looking to imm cologne for fresh momentum - for new impetus to boost the interior design business and new inspiration for creating unique worlds with interior design.

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

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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

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

ORGATEC - New visions of work, Cologne 25.10. - 29.10.2022

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No. 14 / May 2022, Cologne
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Shaping the future of imm cologne

“We will expand imm cologne into a business, dialogue and content platform,” says Matthias Pollmann, Vice President Trade Fair Management at Koelnmesse, about the future of imm cologne as the leading business platform and think tank for the furnishings industry.“

Mr Pollmann, you will usher in a paradigm shift with imm cologne 2023. What are the cornerstones of this initiative?

We used the respite to revise the existing concept and lay the foundation for a completely new trade fair experience. What a trade fair like imm cologne is offering will be changing in the future. It not only has to generate business and provide inspiration through products and presentations, but also increasingly develop an independent approach in order to create fresh business opportunities in line with our new guiding principle of “up next business”. We want to actively reimagine the business success of the furnishings industry beyond exhibitor product presentations with a new setup for the hall layout as well as our thought leadership and business enablement offerings.

What do you mean?

We give the world something new. From our perspective, leading trade fairs need to build their own momentum in the future. We can and need to bring up issues for discussion that are important to people. Issues such as sustainability and climate protection are social challenges that have a direct impact on our lives and living. It is a necessary discussion that we will promote even more strongly in the years to come. In our view, it will become imperative for companies to balance business success with social responsibility. Climate protection and sustainable action in the manufacture of innovative products not only play a vital role in the positioning of a company but especially from the perspective of consumers. For us as a trade fair company, that means transforming ourselves from a content mover to thought leader - in other words, as a conduit for content that stimulates forward thinking.

Thought leaders, that is opinion leaders, have a great deal of expertise in their field and also embody innovation and vision. How do you want to shape this process at imm cologne?

We see our future role as offering a platform for innovative companies, interior design brands and the public - a platform to generate business and that also serves as a forum to discuss socially relevant issues and find solutions through new products and ways of doing things. By moderating these topics, we put global developments, issues and problems in an industry context and create new business opportunities



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How will this new style of moderation be reflected at the trade fair?

The trade fair will not only take place during the event in January, but also be present throughout the year. The trade fair's new content hub, a new event format with matchmaking features and digital forums, has the function of identifying, organising and making topics accessible. The trade fair will promote awareness of these topics within the community and prepare participants for the event by providing in-depth information. In addition to a permanent digital presence, as moderator of the interactive platform, the trade fair will also assume the role of opinion leader for our industry. This will be reflected at the trade fair in the form of thematically diverse forums, meeting formats, multimedia features and trend presentations in all the exhibition halls. We will begin this transformation at imm cologne 2023 and gradually expand it into a dialogue and knowledge platform. Business, networking and inspiration - these three keywords define the new role of a trade fair like imm cologne and underscore its claim to play an active role in shaping the future.

Does that mean that the trade fair determines the topics?

"Determine" is perhaps not the right word - in terms of business enablement, we are the platform and partner for the industry. We see our role as a mediator for topics that are relevant to the industry because only in this way can we create sustainable success for our exhibitors.

So how can we imagine the imm cologne past 2023?

In order to create a new sustainable trade fair experience, it was absolutely necessary to renew the trade fair structure. The first step towards a realignment of imm cologne will be reflected in a new hall layout both structurally and in terms of content. In order to meet the increased demand for inspiration and content-related exchange, the range of new theme-driven presentation elements will be expanded both with regard to the spots as well as business enabling formats like the Business Plaza. In general, we are facing a lengthy reorganisation process. However, it will be based on the familiar structure. At the same time, we plan to focus more on diversity in the future and less on uniformity. Imm cologne will gradually open up to an interdisciplinary field of exhibitors and offer more scope to accommodate the customer wishes of its highly diverse exhibitors. The broader brand spectrum and group of exhibitors will also significantly contribute to imm cologne's attractiveness for the community, city and public.

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No. 11 / May 2022, Cologne
#immcologne

New trade fair architecture ensures a fresh look and intensifies the trade fair experience



imm cologne 2023
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New trade fair architecture ensures a fresh look and intensifies the trade fair experience

The industry is looking expectantly to Cologne for the starting shot for the next interior design year. It is finally that time again in January 2023: after more than two years of distance, imm cologne will once again be the true meeting point for the international interiors industry. With one of the world's best-performing furniture industries and located in one of the most attractive markets in Europe, the Cologne trade fair will once again become a stage for new products, innovations and inspiring design and business ideas, at which German and international players can present the coolest start-ups and the most exclusive interior design brands in a familiar and compact overview. This time, however, even more diversified, fresher and more efficient.

One of the strengths of imm cologne is the well-functioning crossover of business and inspiration. In connection with this, the two areas of focus of the trade fair, Pure and Home, will be enhanced in terms of content by content and business formats, while the hall layout has been adapted to the changed needs of the interior design industry.

Home trade fair focus in the new hall setup

It was absolutely necessary to refresh the structure of the trade fair in order to arrive at a new trade fair experience. The classic Pure theme world Pure Atmospheres will therefore depart from Hall 11 in a first step and will move into the new Hall 1, as well as the neighbouring areas (4.2 und 5.2), which will then function as a bridge to the boulevard. Pure Editions will remain in its accustomed place (Halls 2.2 and 3.2) The theme world Home Scenes will move into the spacious Hall 11. The Home Scenes theme world will move into the spacious, 3-storey Hall 11, thus shifting all the way to the south and, together with Hall 10.2 and the halls (Hall 10.1 and Halls 6, 4.1, 5.1) containing Home Sleep (Hall 9 and 10.1) and Home Settings, primarily taking place in the eastern area of the trade fair. In the north, the theme worlds revolving around kitchen, cooking and enjoyment connect with this in the LivingKitchen year 2023 (Halls 7 and 8). The Pure trade fair focus, now primarily located in the western area, will be supplemented with additional highlights with the move of Pure Atmospheres into the new Hall 1, as by well as with the new formats Pure Galleries and SPOTS.

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The Home focus of the trade fair is the space for interior design solutions with a lifestyle character. At imm cologne, the three theme worlds of Home Sleep, Home Scenes and Home Settings visualise all new possibilities for living. Home Sleep represents products and concepts for good sleep: mattresses and sleep systems, box-spring and waterbeds, bedding, bed linen and accessories. The Home Scenes theme world shows modern furniture for sophisticated living comfort in the form of sitting room suites, armchairs, loungers, single sofas, function couches, bedroom and living room furnishings, shelving systems and much more. Visitors will find many ideas for their own home in furnished rooms here. The Home Settings theme world shows the lifestyle-compatible furnishings offering and individual solutions for young living, ready-to-assemble furniture, bedroom furniture, children's furniture, selections of associated products and accessories.

New event format: community hubs

In the Home section, the focus will in future be on an exchange between market participants looking for answers to the important business challenges facing the industry. Current themes for the 2023 event include, for example, digitality or logistics. The new event format of the community hubs is both a networking and a content platform. Themes like current and future digital and logistic challenges can be discussed and solutions found here.

With the new layout planning, the halls will be designed to be more compact, diverse and fresher as a result. This means, among other things, that there will be more of a mixture of smaller, medium-sized and larger stands than otherwise. In this context, offerings for networking (Home) or inspiration (Pure) will be incorporated in keeping with the business or content focus of the halls. The Home focus of the trade fair will once again become the top event for interior design solutions with a lifestyle character, furniture and equipment, shelf systems and much more after a two-year interruption due to the pandemic. Visitors will find many ideas for their own home in furnished rooms here. The Home Settings theme world shows the lifestyle-compatible furnishings offering and individual solutions for young living, ready-to-assemble furniture, bedroom furniture, children's furniture, selections of associated products and accessories.

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once again become the top event for interior design solutions with a lifestyle character after a two-year interruption due to the pandemic.

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With the new structure and the new formats, in combination with the reduced number of days, the trade fair experience of imm cologne 2023 will become even more intensive and efficient from Monday to Saturday.

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No. 12 / May 2022, Cologne
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That is the new Pure trade fair focus at imm cologne 2023

Imm cologne 2023 will present itself in a new, modern layout in terms of content and structure. Pure will be enriched by further highlights with the new Hall 1, Pure Galleries and the SPOTS.

Imm cologne is being conceptually reoriented. In order to realize the vision for the future of a platform for future solutions characterised equally by Thought Leadership and Business-Enabling, imm cologne is also being given a new structure and hall layouts. The structural diversity necessary for the concept is already reflected for the event in January 2023 in a new layout: thus, the classic theme world Pure Atmospheres will therefore depart from Hall 11 and move into the new Hall 1, as well as the neighbouring areas (4.2 und 5.2), which will then function as a bridge to the boulevard. Pure Editions will remain at its traditional place (Halls 2.2 and 3.2)

Success formats in the mix with new content formats

Pure Editions is the dynamic, compact format for on-trend premium brands with visionary furniture and interior design concepts. The focus is on the conceptual presentation of innovative designs, collections, materials and applications. The atmospheric gallery feel and the open trade fair architecture offer international exhibitors an extraordinary platform with tremendous creative scope - for example, for design showcases that make a statement. Pure Atmospheres stands for the cultivated presentation of holistic interior concepts and inspiring collections by major brands. The atmospheric installations give state-of-the-art ideas the platform they deserve. Premium exhibitors present their distinctive design worlds in the form of individual, stylistically assured interior creations. They can fully express their unique idea of interior culture, their personal signature and their interpretation of sophisticated design here. Pure Atmospheres transforms interior design into holistic, exclusive interior experiences.

New: SPOTS and Pure Galleries - formats for thematic presentations and brand spaces

"Pure Galleries" is a new, high-quality presentation format for minimalistic, personalised brand spaces. Inspired by the appearance of the art fairs, The Galleries offers the exhibiting companies another compact, creative alternative for presentation, in which the brand identity, visions and current products can be presented and communicated exclusively. The SPOTS are a format for



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creative involvement with selected themes and respectively address the question of how we want to live in the future. For imm cologne 2023, several trend-oriented SPOT areas of focus are already being set up in the Textile, Light, Art and Smart Living sections. The selected participants of the Pure Talents Contest will also use the new SPOT format: the recognised prize for young design is celebrating its 20th anniversary at imm cologne 2023, and will thus present itself with a completely novel appearance.

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New trade fair layout with Pure in the west and Home in the east

On the whole, imm cologne will more clearly define itself by and focus on its role as the international platform for content and business with the restart in January 2023. To this purpose, the two areas of focus of the trade fair, Pure and Home, will be more clearly differentiated in terms of content according to content and business formats; at the same time, more intensified exchange between the two areas of focus will be promoted through a new location positioning.

The Home Scenes theme world will move into the spacious, 3-storey Hall 11, thus shifting all the way to the south and, together with Hall 10.2 and the halls (Hall 10.1 and Halls 6, 4.1, 5.1) containing Home Sleep (Hall 9 and 10.1) and Home Settings, primarily taking place in the eastern area of the trade fair - separate, but at the same time linked by the north-south axis of the boulevard. New event formats like the community hubs are the new highlights in the Home halls. In the north, the theme worlds revolving around kitchen, cooking and enjoyment connect with this in the LivingKitchen year 2023 (Halls 7 and 8).

With the new layout planning, the halls will be designed to be more compact, diverse and fresher as a result. This means, among other things, that there will be more of a mixture of smaller, medium-sized and larger stands than otherwise. In this context, offerings for networking or inspiration will be incorporated in keeping with the business or content focus of the halls. The Pure focus of the trade fair will thus once again become the top event for interior design at imm cologne 2023.

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#immcologne

The trade fair as a creative platform for tomorrow's living

“imm cologne 2023 is going to look totally different!” Creative Director, Dick Spierenburg, stated in an interview about the changes to Pure and Home, two of the focal segments of the international furnishing trade fair in Cologne.

After being cancelled for two years, the layout has been strongly revised for the re-start of imm cologne in January 2023: The central Pure section, Pure Atmospheres, is leaving its comfort zone in Hall 1 and has not only been allocated a new location in the new Hall 1, but also a totally new structure. Won't that lead to a totally changed trade fair experience?

Very far. Because imm cologne 2023 is not only changing its layout, it is also treading new paths in terms of its concept. The changes to the theme world, Pure Atmospheres, which is being completely restyled, will stand out the most to the visitors of imm cologne 2023. And there is plenty to discover, because the spatial relocation of the section from the East to the West as well as the new Hall 1 provide the opportunity for new contexts, new presentation options and new ways of demonstrating the brand identity of exhibitors.

You are the inventor of several successful trade fair formats such as Pure Editions, for example. You and imm cologne are now presenting a further new format called Pure Galleries. What is the added value for the visitors and exhibitors of imm cologne 2023?

Inspired by the appearance of art shows, alongside Pure Editions and Pure Atmospheres, we are staging the “Pure Galleries” format for the first time. Pure Galleries is a further first-class presentation world for minimalist, personalised brand environments. Pure Galleries offers the exhibiting companies a further compact, creative presentation alternative that allows the exclusive presentation and communication of brand identities, visions and current products.

Hall 11 was the heart of the Pure exhibitions for years - doesn't this mean that the visitors and exhibitors will have to profoundly alter their way of thinking?

Yes, this is without doubt a big step for us all, but if we want to shape the future of imm cologne, the transformation has to initially take place in the halls. And above all, the exhibitors and visitors have to be ready for this transformation. We have completely revised the hall plan of imm cologne 2023 and from our point of view optimised it in line with our customers to create a new trade fair feeling following the motto up next Business. To this end, the trade fair focus of Pure is leaving the



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16.01. - 21.01.2023
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District Court Cologne, HRB 952

classic theme world Pure Atmospheres in Hall 11 and is moving to the new Hall 1 and the adjacent areas (4.2 and 5.2) in future, where it will serve as a bridge to the Boulevard. The exhibitors in the Home section will attract more attention due to the new layout of Hall 11. Here too, the relocation is an initial step in the direction of the realignment of imm cologne, where the Home section will be expanded into an industry business platform. Thanks to the new, digital guidance system at the fair grounds, we can offer an innovative and modern trade fair platform, which is inspiring for the visitors and at the same time convenient to explore.

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In addition to the clear structure, events still form an integral part of the “new” imm cologne. What events are already planned at imm cologne 2023?

In my opinion the pure presentation character is outdated. The next generation of imm cologne will examine and discuss the themes of “living”, “furnishing” and how we will live in the future from different angles across numerous formats. The platform concept is an essential criterion, which will distinguish the trade fairs of tomorrow: Platforms will in future enable the active participation in the trade fair happenings, they unite the exhibitors and visitors beyond the hall space, they enable and intensify the dialogue.

With its new alignment, imm cologne will become a dialogue and knowledge platform. Instead of singular highlight events such as “Das Haus”, we will integrate more locations, formats and diversified contents into the exhibition space. Our aim is to make it possible for our exhibitors and visitors to establish many professional contacts and to illustrate the new developments and relevant themes to them. Of course, the classic product presentations of the exhibitors and the possibility for the visitors to gain a complete overview of the furnishing industry and discover new furnishing solutions continues to be the centre of attention. However, in future it will be decisive that leading trade fairs find an equal balance between economic interests and social responsibility. imm cologne is already taking the first steps in the direction of a new alignment next year by staging corresponding formats in the scope of the theme worlds of Pure and Home.

What are these formats in concrete form?

The so-called “SPOTS” play an important role in encouraging discourses and networking among the market participants. The SPOTS are round areas, which invite the visitors to spend time, engage in an exchange and theme-related discourses. Food service areas form part of this concept in a bid to promote networking, because from my point of view a dialogue that brings us forward can only arise if ideas are exchanged. Several SPOTS are found in every hall that focuses on Pure - on the one hand designed as an inspiring event environment curated by Koelnmesse, on the other hand as an event area, which the companies can use for commercial presentations. Whereby the spots are always part of the theme world of a hall.

What content is presented on the new SPOT theme areas?

The content of the SPOTS occupies itself with the question as to how we will live in the future. At imm cologne 2023 we will see trend-oriented SPOTS that focus on the

sections Textiles, Light, Art and Smart Living. Our Pure Talents Contest, which is incidentally celebrating its 20th anniversary at imm cologne 2023, will use the new SPOT format and will thus take on a totally new appearance. We are already looking forward to the visions of the young designers and their ideas about how we will live in the future.

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And in the Home section?

In the Home section we focus on the current developments and trends of the market and stage event formats that seek answers to the important business challenges of the industry. Current themes are for instance digitality or logistics. The aim is to create community hubs for the industry here, which then serve as the point of contact for the different current and future "digital" and "logistic" challenges.

Can you sum up what will distinguish imm cologne in the future?

imm cologne will be the platform where the future is shaped. In turn this means it has to fulfil the role of a pioneer where something new is created and has to present itself confidently. I am convinced that in addition to a stronger emphasis on the themes, the imm cologne of the future has to follow a kind of community and club approach, where one engages in a constant exchange and where impulses are provided in podcasts, the social media or online forums in the run-up to the trade fair. The trade fair is then the actual highlight, namely the gathering together since trade fairs live from people. Connecting people. Networking, new business contacts, business transactions, but also the inspiring dialogue - for me all of this is the imm cologne feeling. For me that is why the ideal trade fair of the future is the intelligent combination between the best of two worlds, the smart mix between a physical event and digital aspects, in other words an unlimited exchange which shapes the future.

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#immcologne

New networking platform at imm cologne 2023 - the booster for successful business performance

imm cologne is initiating a new, neutral networking platform to promote exchange with service providers and experts from marketing, merchandise management and the digital economy.

In the furnishings sector, industry and retail also have to deal with new challenges in order to remain successful - especially digitalisation. Consequently, how the trade fair sees itself will also change. "Of course, imm cologne has been much more than just a product show for a long time, and we are also present with our online offerings for more than a week - actually, for 365 days a year," says Matthias Pollmann, Vice President Trade Fair Management at Koelnmesse. "In the future, there will be an even greater shift away from products to a platform for solution models developed specifically for the industry with the help of service providers, technologies and others. For the furnishings industry, imm cologne is the ideal platform for this and the organisers of our new community hubs are our hosts."

Network platform raises profile for trade fair focus area Home

In the focus area Home featuring a diverse range of offerings, experts from strategy and digital consulting are putting together a programme of service providers, presentations and workshops for imm cologne: The community hub will act as a marketplace for discussions and solutions related to the furnishings business and as a touchpoint for inspiration, networking and business. The programme includes thematic tours as well as master classes where specific case studies are presented.

Promoting the development of new business models

Today, the successful placement and communication of products on the market requires solution providers from the areas of marketing, the digital economy and merchandise management as well as logistics, sustainability and marketing communication. Successful business development models take into account the interplay of multiple factors. For instance, logistics is linked to merchandise management and also to communication via CRM systems. In today's scenario, everything is so complex that solutions can no longer be considered individually. Business development can only be carried out in a network - together in combination with different disciplines.

Matchmaking 2.0 at imm cologne 2023



imm cologne 2023
16.01. - 21.01.2023
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District Court Cologne, HRB 952

Matchmaking is one of the core competencies of a trade fair. This function will become increasingly important and extend to the discussion of future-related issues as well as the task of stimulating the interdisciplinary development of sustainable business models. imm cologne is not just a business platform, but increasingly also a dialogue and knowledge platform. "We bring market participants together who want to do business at imm cologne. In order to enable a targeted partner search, imm cologne creates places that provide inspiration as well as contact opportunities. We will be the Tinder of the interiors industry. There is a match for each participant!" is how Matthias Pollmann describes the new event format.

Whether e-commerce and shop systems, logistics and service solutions, ERP and data management, omnichannel marketing and brand management, process control, personnel recruitment or digital furniture sales - valuable know-how and innovative tools are sought and needed in all areas. Designed as a community hub, the Piazza brings together all market participants as well as players and stakeholders that are relevant for the industry in one place.

In January 2023, the network platform will celebrate its imm cologne premiere. Spread over an area of 600 square metres, market participants from the furnishings industry will have the opportunity to engage with service providers and experts from marketing, merchandise management and the digital economy - barrier-free and with exciting event programmes.

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