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#immcologne

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



imm cologne 2023  
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[www.imm-cologne.com](http://www.imm-cologne.com)

### 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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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.

**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:**

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

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

**Note for editorial offices:**

imm cologne press information as well as photos are available on the Internet at [www.imm-cologne.com](http://www.imm-cologne.com) in the section "Press".

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