

No. 20 / May 2023, Cologne
#interzum

interzum 2023: innovations paving the way for future interior trends

What innovations are paving the way for the design of tomorrow's living spaces? Visitors at interzum 2023 could finally once again get a picture of the new launches for future furniture and interior design at an in-person event. From 9 to 12 May, international exhibitors presented genuine innovations, new applications and further enhanced product lines at the world's largest sector event for suppliers to the furniture industry. Here we take a look at the most exciting industry trends and developments.

Fluid transitions: Home living is changing

The world of interior design is undergoing a transformation. Home and work, function and design, indoors and outdoors: Today the transitions are fluid. Exhibitors at interzum 2023 demonstrated the developments that are set to drive furniture and interior design in the future. One example is the innovative FurnSpin fitting by Hettich. A unique rotational movement turns the inside of a cabinet around its axis, revealing all the contents to the outside. Depending on the situation in the home, users can alternate between open and closed cabinets. The boundaries between the different areas of the home are gradually disappearing, as was evident at Schattdecor's trade fair stand. With its "Freiraum" trend concept, the surface specialist is offering new, environmentally friendly decors such as the recycled film Fineflex and many creative possibilities for new living spaces.

More functions in less space

How can furniture adapt to different life and living situations in all the available spaces for homes? This challenge is one that interzum exhibitors are responding to with modular ideas and multifunctionality. Vauth-Sagel presented custom solutions for tall cabinets and base units with a new modular system. The VS ADD® Flex inserts can be combined with pull-outs for high cabinets and base units to meet individual needs. Also on display at interzum was the organically designed corner cabinet system Trigon by Ninkaplast. The new launch provides over 40 per cent more storage space than standard solutions. Functional added value is also provided by items of furniture such as the LOGICflex X height-adjustable desk system by Logicdata, which is suitable for use in the kitchen, dining room or home office as well as for gaming purposes.

Simply smart: furniture technology for greater comfort in the home

The smart home is no longer a mere distant vision of the future, as the innovations at interzum proved once again. The Libero 3.0 intelligent door opener, showcased by Hailo at the trade fair, responds to voice commands. A new solution for the



interzum
09.05. - 12.05.2023
www.interzum.com

Your contact:
Markus Majerus
Tel.
+49 221 821-2627
e-mail
m.majerus@koelnmesse.de

Koelnmesse GmbH
Messeplatz 1
50679 Köln
P.O. Box 21 07 60
50532 Köln
Germany
Tel. +49 221 821-0
Fax +49 221 821-2574
www.koelnmesse.com

Executive Board:
Gerald Böse (President and Chief
Executive Officer)
Oliver Frese

Chairwoman of the Supervisory
Board:
Mayor of the City of Cologne
Henriette Reker

Headquarters and place of
jurisdiction:
Cologne
District Court Cologne, HRB 952

electrification of furniture celebrated its premiere at Blum's stand: Amperos enables lighting, chargers and other electrical appliances to be used in and on moving furniture parts. A complete selection of products for illuminating furniture and interiors was demonstrated by Häfele at this year's edition of interzum. The Häfele Connect system provides a simple yet holistic solution for planning predefined light scenarios, which users can then access via an app or other control devices.

Page

2/4

Slimming down furniture components

To simplify furniture design and provide greater comfort in the home, functional components are becoming more and more slimline and invisible. Products such as the Vionaro V8 drawer system by Grass enable a minimalist design of storage spaces with a steel drawer side that measures just eight millimetres and does not contain any plastic elements. Likewise just eight millimetres thick, the FREEslim fitting by Kesseböhmer is also ultra-thin, yet it opens any furniture flap with ease. Even heavy furniture doors are similarly easy to open and close with the innovative Conecta hinge by Salice. The fitting is completely hidden inside the door and the side of the item of furniture.

A union of design and lightness

New technologies for interior construction and furniture production are also creating more lightness in interior design. Exhibitor Surforma presented an ultra-thin, lightweight, rapid-response digital technology that transforms HPL into intelligent warming surfaces at interzum. Exceptionally lightweight also describes the furniture produced with the novel solid-surface technology Arfinio by Covestro and Arcesso Dynamics. The new solution makes it possible to create seamless surfaces without joints or structural weak points. Speaking of joining, connections between frameless lightweight panels can now be improved with the newly patented PEANUT CORE technology by Pyrus Panels. The key to this innovative solution is a one-piece furniture connector that locks in place without any tools and provides a free choice of fixing points.

Flexible veneers: Wood enters into motion

Exciting developments were also presented in the field of veneers, which are becoming increasingly shapeable and versatile. New opportunities for real-wood surfaces are being opened up with the wood textile NUO by Schorn & Groh. In this new development, a high-quality thin veneer is bonded to a textile backing to create a new material for covering upholstered furniture. Greater flexibility in the use of veneers is also being pioneered with The Curve, a new launch by edging specialist Heitz. Its multilayered structure enables a processor to run a thick veneer edging around even the tightest furniture radii in just one pass. A very different innovation for creative design with real wood was presented with the Dollywood collection by europlac, which combines wood with an MDF board and sound-absorbing wool.

Naturally attractive: wood-look surfaces

The natural appearance of wood makes it especially attractive for catering for the desire for authentic living environments. The wood look therefore defines many new decors and surfaces. A new generation of decorative panels with the look and feel of natural oak is available with the Master Oak collection by UNILIN. Recovered wood,

melamine and HPL give the panels exceptional scratch resistance. Similarly robust are the new PerfectSense Feelwood lacquered boards by EGGER. For the first time, the manufacturer has succeeded in combining deep, synchronised textures with a matt finish on a sustainable, wood-based material. Excellent durability and dimensional stability in a wood-based board are also some of the key features of Infinite Tricoya TEX by Finsa. What makes this high-performance fibreboard remarkable is its suitability for even the most extreme conditions outdoors.

“Shaping the Change” in the world of interior design is the mission of interzum, the sector’s leading international trade fair. The innovations presented here highlight issues of future relevance, and the groundbreaking innovations showcased at the event are driving new developments. And this is vital because how we live and work and how we design our homes is set to keep on changing.

Koelnmesse - Global Inspiration for Living, Contract and Public Spaces

Koelnmesse is the world’s top trade fair organiser for the areas of Living, Contract and Public Spaces. At the trade fair hub of Cologne, in addition to imm cologne and interzum, other trade fair formats such as LivingKitchen, ORGATEC, spoga+gafa, FSB and aquanale are among the internationally renowned and established industry meeting places.

These fairs comprehensively represent the interior and design segment, the furniture and interior construction industries’ supplying sections, the kitchen world, all topics for the modern working world, garden lifestyle as well as public space, sports and leisure facilities and also sauna, pool and ambiente.

In addition to the events in Cologne, Koelnmesse is strategically expanding its portfolio in key growth markets around the globe like with the successful shows ORGATEC TOKYO in Japan, interzum bogota in Colombia and interzum guangzhou in China.

Further information: www.interzum.com/trade-fair/interzum-home/industry-sectors

The next events:

interzum guangzhou - Asia’s leading Furniture Production Fair, Guangzhou 28.03. - 31.03.2024

interzum bogota - International fair for industrial wood processing and furniture manufacturing, Bogotá 14.05. - 17.05.2024

Note for editorial offices:

interzum photos are available in our image database on the Internet at <https://www.interzum.com/en/press/multimedia/image-database/> in the “Press” section. Press information is available at: www.interzum.com/en/press/press-releases/press-releases-of-interzum

interzum sur Facebook:

<https://de-de.facebook.com/interzum>

If you reprint this document, please send us a sample copy.

Your contact:

Markus Majerus

Communications Manager

Page
4/4

Koelnmesse GmbH
Messeplatz 1
50679 Cologne
Germany
Tel +49 221 821-2627
m.majerus@koelnmesse.de
www.koelnmesse.com