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#spogagafa

spoga+gafa 2026: Angelika Müller, Editor H.O.M.E., curates new hall concept for high-end outdoor design



spoga+gafa
22.06. - 24.06.2026
www.spogagafa.com

spoga+gafa - the world's leading trade fair for garden lifestyle and BBQ - is starting a new chapter in 2026. With 'Object.Europe', a curated format is being created in Hall 9 that showcases European outdoor design at the highest level.

Angelika Müller, editor of the premium lifestyle magazine H.O.M.E. and a renowned voice in the international design and architecture world, has been brought on board to curate the content. For almost 25 years, Müller has been shaping international design and lifestyle reporting with H.O.M.E. and other international licensed magazines such as domus & flair. Her extensive network in the architecture, creative and media industries, as well as her experience as a juror for renowned design awards, make her a sought-after expert with a clear curatorial vision.

"The success of a trade fair such as spoga+gafa depends largely on consistent content development and open dialogue with visitors and exhibitors," explains Angelika Müller. "As curators for Object.Europe, we want to help present outdoor living in a new light. We see Object.Europe as a stage for premium brands that combine quality, design and sustainability - curated in international collaboration with the H.O.M.E. team. At the same time, we hope that spoga+gafa will become an inspiring meeting place for the industry."

A new curated experience space

With Object.Europe, spoga+gafa is placing greater focus on the design and cultural dimension of outdoor living. The format presents European designer furniture, high-quality shading solutions and exclusive outdoor kitchens in a stylishly staged environment - as spaces that redefine the quality of outdoor living 'Of course, it's also about product presentation,' adds Claudia Maurer, Director of spoga+gafa. "But even more so, it's about atmosphere, values and curated brand staging - things that the industry will need more of in the future."

Hall 9 and Hall 10: Two poles - a dialogue on equal terms

From 2026 onwards, Hall 10 will showcase the entire spectrum of the international outdoor furniture market - from high-volume consumer brands to established premium suppliers. Hall 9, with Object.Europe, will deliberately set a contrasting focus: a curated high-end format that showcases European outdoor design - with brands that stand for design expertise, brand identity and sustainable values.

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The interplay between the two halls creates a differentiated and at the same time complementary trade fair experience that focuses on both product range and design quality - and thus meets the increased expectations of visitors from the retail, planning and hospitality sectors.

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New guiding principle: 100% Design. 100% Selected.

The new format 100% Design.100% Selected stands for high quality standards, mostly short supply chains and transparent production conditions - and thus for values that are becoming increasingly important in times of global upheaval. "With this hall, we want to bring strong brands back to spoga+gafa, attract new ones - and give the industry a space that inspires and provides impetus," says Claudia Maurer.

Shaping the future: spoga+gafa further expands its relevance

With Object.Europe, spoga+gafa is not only strengthening its profile as the world's leading trade fair for garden and outdoor living, but is also gaining new relevance in design and architecture-related segments - for exhibitors, trade visitors and the industry as a whole.

About H.O.M.E.

H.O.M.E., the leading magazine for contemporary living in the premium lifestyle sector. Provides competent content in the context of the modern lifestyle universe. Excellent technical expertise, a keen sense of the zeitgeist, a passion for moving stories and the courage to transfer knowledge across disciplines in the various lifestyle areas define the H.O.M.E. DNA. Specially produce cover shoots and in-depth portraits that focus on design icons convey emotionality and approachability. H.O.M.E. is the home for the international creative industry and is known for connecting industry players within the international design community. H.O.M.E. has been the leading design magazine on the Austrian market for almost 30 years, followed by the German H.O.M.E., which has been successfully serving the German market for 25 years.

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. Alongside the new trade fair duo imm cologne and interior design days cologne (idd cologne), other formats hosted at the trade fair hub of Cologne such as ORGATEC, interzum, FSB, spoga+gafa and aquanale are among the most internationally renowned and established industry gatherings. 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 modern work environments, the garden lifestyle, public spaces, sports and leisure facilities, along with saunas, pools and wellness centres. To complement the events in Cologne, Koelnmesse is constantly strategically expanding its portfolio in key growth markets around the globe. Its foreign trade fairs include La Feria De Diseño Medellín - powered by imm cologne in Colombia, the shows of the ORGATEC brand family with ORGATEC TOKYO in Japan, ORGATEC India in Mumbai and ORGATEC WORKSPACE Saudi Arabia in Riyadh, as well as the trade fairs of the interzum brand family: interzum guangzhou in China, interzum bogota in Colombia, interzum jakarta in Indonesia and interzum forum italy in Bergamo. The "Living, Contract and Public Spaces" portfolio also

includes the FSB Sports Show Riyadh in Saudi Arabia.
Further information on all trade fairs from the Living, Contract & Public Spaces
portfolio: <https://www.spogagafa.com/trade-fair/spoga-gafa/industry-trade-fairs/>

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The next events:

ORGATEC WORKSPACE Saudi Arabia - Saudi Arabia's Premier Trade Event for
Workspace Solutions, Riyadh 16.09. - 18.09.2025

La Feria De Diseño Medellín powered by imm cologne - The Meeting Point for the
Interior Design, Architecture and Lifestyle Scene in Latin America and the
Caribbean, Medellín 18.09. - 20.09.2025

interzum jakarta - The Premier Gateway to Indonesia's Furniture Innovation and
Supply Industry, Jakarta 24.09. - 27.09.2025

Note for editorial offices:

spoga+gafa photos are available in our image database on the Internet at www.spogagafa.com/imagetdatabase in the "Press" section.

Press information is available at: www.spogagafa.com/pressinformation

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