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#iddcologne

idd cologne 2025 focuses 100% on urban living: Cologne's cityscape will be transformed into an interior design stage

idd cologne 2025 is pushing the boundaries and bringing the creative power of the industry directly to where it has the greatest impact: right in the centre of Cologne, at carefully chosen design locations throughout the city. By taking this approach, the interior design days are evolving into a modern “urban-only” format, conceived to bring inspiration, dialogue and brand presence to life more vividly than ever before in the beating heart of the city. The premium interior design event will assemble a wealth of brands for its debut from 26 to 29 October. Instead of taking place in the traditional exhibition halls, as originally planned, idd's urban exhibition stage will be sited at the renowned Design Post venue, Koelnmesse's new regular cooperation partner, among other locations.

The idea of a purely urban concept was developed in close coordination with the Association of the German Furniture Industry (VDM) and leading industry partners in order to underline idd cologne's ambition to make interior design a truly holistic experience - one that can be enjoyed in the places where people live, work, create and shop. By taking this urban approach, it will be possible to capture the dynamics of the city more precisely and take inspiring interior design ideas to the locations in which they find their most vivid expression. As a result, idd cologne will be able to deliver on its focus on high-quality interior design solutions in the residential, hospitality and contract business segments with exceptional authenticity - in the heart of the city, close to the people.

“Interior design thrives on proximity, inspiration and cultural context. With idd cologne as the first ‘urban-only’ format, we’re responding to the current needs of the industry and moving even closer to the heart of the city, its creative scene and its people. At Koelnmesse, we see it as our job to tap into and develop opportunities like this shoulder to shoulder with the industry - in a spirit of partnership, with an eye to the future and a clear commitment to creating relevant platforms for our exhibitors and visitors,” explains Oliver Frese, Chief Operating Officer of Koelnmesse.

Leo Lübke, President of the VDM and Managing Director of COR, adds: “The industry's need for a strong platform with international appeal for exclusive interior design remains unchanged. The fact that Koelnmesse, our long-standing partner, continues to work with us to develop the concept sends an important signal to the market. This orientation creates proximity to the city, opens up future possibilities



idd cologne
26.10. - 29.10.2025
www.idd-cologne.com/en

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jurisdiction:
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and provides the right setting for networking, dialogue and inspiration in today's dynamic market environment."

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Selected locations and renowned partners

Brand presentations are planned at defined design locations throughout the city, including Design Post Cologne, a year-round showroom and gathering place for international design brands. Koelnmesse and Design Post recently entered into an official cooperation agreement - a strategic partnership that's now celebrating its launch with idd cologne.

For the first time, idd cologne will use this unique venue at the heart of Cologne as its central stage, opening up the space for high-quality brand showcases in an inspiring setting that offers a wide range of opportunities to boost visibility, network and form lasting relationships. Currently, 35 highly regarded companies are signed up to present their installations on an area spanning more than 3,500 square metres - an ideal environment in which to bring interior design to life at the highest level and create new synergies between the trade fair and the city.

In addition to Design Post, Stoff-Pavillon Moeller, a former fabric showroom designed in 1952 by architect Wilhelm Riphahn, has also been chosen as an exhibition venue. The listed building is one of the architectural highlights of post-war modernism in Cologne and offers a unique stage for design-oriented presentations. Further locations are currently being finalised.

Strong participation from Cologne's design scene

Premium retailers will also play an integral role in idd cologne. Alongside exclusive product launches and special promotions, exciting design-themed panel discussions will invite audiences to discover interior design from new perspectives. More than 25 partners - ranging from established furniture stores and creative pop-up concepts to showrooms and other design hotspots - will be taking part in the inaugural interior design days. They include Biomöbel Johannes Genske, Bretz Store, denisoberender, Eiting Räume, Goldkant, Gottfried Becker, Jan Kath, machwerkhaus köln, Markanto Depot, Qvest Shop, Smow, Stoll Wohnbedarf + Objekt and Vianden.

Integration in the urban environment will spark new synergies

With its modern "urban-only" concept, idd cologne aims to bring high-quality interior design solutions to the places where industry professionals, creatives, retailers and end customers meet - right in the heart of the vibrant design hub that is Cologne. This is where a whole host of brands present their latest collections and interior design innovations. The intermeshing of exhibitor presentations and flagship stores will open up new opportunities and ensure a holistic brand experience that will transform Cologne into a hotspot for interior design during idd cologne.

Further details about the locations, participating brands and the accompanying programme will be announced shortly.

Design Post is located at Deutz-Mülheimer Straße 22a, 50679 Cologne, and Stoff-Pavillon Moeller is located at Hahnenstraße 8, 50667 Cologne.

Koelnmesse - Global Inspiration for Living, Contract and Public Spaces

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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: www.idd-cologne.com/en/trade-fair/portfolio-worldwide/

Note for editorial offices:

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