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#immcologne

Designers' get-together in Das Apartment Haus at imm cologne 2021

Luca Nichetto, Sebastian Herkner and Studio Truly Truly are designing the anniversary edition of Das Haus - with innovative interior design solutions for contemporary living in apartments and co-living areas.

In January, imm cologne will be the first interiors fair to enter the "new normal" - with a wealth of content that aims to fuel both the discourse within the sector and exhibitors' business. The ambitious design programme is being developed further and will include a highlight that ties in with the previous years: to mark its 10th anniversary, the Das Haus design event at the international furniture and interiors fair is being given an update. In future it will be broader-based in order to permit a stronger focus on topics that reflect current developments.

imm cologne has invited three designers and design teams to shape the transformation process - and they already know Das Haus like their own living room. As the Das Haus designers of 2013, 2016 and 2019, Luca Nichetto, Sebastian Herkner and Kate & Joel Booy (Studio Truly Truly) created interiors that opened the home up to nature and the outside world or defined it as multifunctional space that reflects moods - for socialising or retreat, sometimes sensuous, sometimes minimalist, with walls made of plants or curtains, linear or round. Every one of them created an impressive experience of visionary living space with a very personal charisma.

Three designers - from Germany, the Netherlands/Australia and Sweden/Italy

In the meantime, the designers presented in Cologne as young creatives have become prominent figures on the interiors scene and are known all over the world. "It goes without saying that I'm thrilled to be part of it again," says Sebastian Herkner, one of Germany's most internationally successful designers. "And more than anything else, it's great to do the project in cooperation with other design studios. That's a good idea in general at a time like this, when you're travelling less and not getting together with others so much, but still able to use virtual channels for an intense exchange of ideas with people you're in touch with because you've been meeting them at trade fairs for years and got to know them." At his studio in Offenbach, Herkner creates designs for clients like Dedon, Gloster, Ames, Pulpo and Schramm.

Kate Booy from Australia, who runs Studio Truly Truly together with her husband Joel Booy, was also happy to accept the imm cologne's invitation: "Once again, it's really exciting to be involved in Das Haus. Being in an imaginary situation gives us the



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freedom to explore extreme ideas.” The husband-and-wife team, who trained as graphic and product designers and are now based in Rotterdam, take a holistic approach that also incorporates artistic impetus. The brands they design for include Leolux, Tacchini, Dexter Lighting and Rakumba.

Page

2/4

The third creative force is Luca Nichetto, who today works from two locations - Venice and Stockholm - for brands like Rolf Benz, Sancal, Kristalia, &tradition, La Manufacture, Bernhardt Design, Foscarin or Wittmann. Looking back, the designer sees his “Haus” from 2013 as “a concept that can be a real house - not just an inspirational space, but a statement of that moment that can be realised if desired. The focus was on using greenery and plants to design a healthy space and home,” says the Venetian. “For 2020, we’re looking forward to doing something much more radical and provocative. We’re working on a concept with dual layers of meaning: one related to the message we want to give and another to elements that might be relevant for this new era of living and working at home.”

Creative Director Dick Spierenburg isn’t just anticipating insights in the form of groundbreaking concepts and original interior designs for the design project that he’s been curating for the last 10 years: “It will also be intriguing to see to what extent Das Apartment HAUS reveals the personal development of the designers, whose distinctive works we remember so well from previous years.”

A new topic for the design event at imm cologne: managed apartments

The imm cologne’s Das Haus has always been a place of encounter. The way we perceive living space is changing all the time - and not just since corona struck: mobility, urban consolidation and the search for new forms of housing that allow permeability and seclusion in equal measure are presenting architecture and interior design with new challenges. Das Apartment HAUS 2021 aims to generate relevant concepts that permit temporary living in a mix of private space and communal areas with protected access.

In 2021, the experimental platform for interior design is thus addressing an issue that will shape the future and is having an increasing impact on urban development: long and short stay apartments. They represent a new category for the interiors business. At the same time, it’s important to remember that executives, experts, digital nomads, commuters, career starters and students have very different requirements when it comes to managed urban living concepts. Long and short stay apartments are usually rented fully furnished. But the new apartment houses also offer co-living options, which combine private quarters with jointly used spaces for hospitality, sport and work.

A different kind of communal living: long and short stay apartments plus co-living & co-working areas

Das Apartment HAUS in Hall 11.2 will comprise a total of four apartments plus various communal areas: different solutions for private residences with bathroom / kitchen and examples of semi-public, managed spaces for working, meetings or lounging. The three designers/design teams will use a diverse range of products to

bring a variety of styles on very different levels to Das Apartment HAUS.

Page
3/4

“We see a lot of potential in the topic of small apartments and plan to address this in an imaginative way, with a focus on flexibility and stimulating tactility,” says Kate Booy of Studio Truly Truly, providing the first clue as to what we can expect from the studio’s apartment design. Two branded apartments will broaden the spectrum of interior design solutions and turn Das Apartment HAUS into a representative showcase for this new design assignment.

“Das Apartment HAUS addresses a topic that’s very exciting right now if you look at residential towers in cities like New York - or the project in Frankfurt I was involved in - where spacious communal areas provide a counterbalance to the generally pretty small apartments, while simultaneously encouraging a totally new outlook on life. That’s the part I’ll be taking on in the current imm cologne project - and what I find particularly interesting about it,” says Sebastian Herkner of his role in Das Apartment HAUS. “When you’re designing co-living and co-working areas, the challenge is to create the transitions between spaces for concentration and spaces for communication in such a way that there’s room for all the different needs involved: space to withdraw, for working together, but also for meeting people and allowing a sense of neighbourliness to develop.”

2021: urban living concepts for long- or short-stay apartments

Home living is conceived today as a holistic sphere of life that encompasses the need for retreat, but also indoor and outdoor social activities, entertainment and home working. However, integrating the home office into the traditional living environment isn’t the only challenge that the interiors industry will face in future; the sector will also have to develop models for “a new way of living” that seek to provide solutions for urban consolidation.

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Further information is available at: www.global-competence.net/interiors/
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The next events:

Digital Interior Day, Cologne 2020

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imm cologne - THE INTERIOR BUSINESS EVENT (open to the public on Friday, Saturday and Sunday), Cologne 18.01. - 24.01.2021

Page
4/4

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