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#immcologne

## Truly Truly , Sebastian Herkner, Luca Nichetto

### Visions of “Das Apartment HAUS”

There is a magic to all new beginnings - a great reason to give the “Das Haus” project a new stage for its 10th anniversary at imm cologne 2022! As the centrepiece of the Interior Business Event, “Das Haus” has been a platform for international designers to present their personal interpretations of tomorrow’s home & living, and that in a highly individual way. At the same time, the last nine editions reflected various facets of social and cultural change, with designers making important statements through their exploration of topics such as climate change and resource scarcity in their designs.

Three designers, three stories, three perspectives for urban living had been planned for the anniversary of “Das Apartment HAUS”. imm cologne is proud to have been able to bring Luca Nichetto, Sebastian Herkner and Studio Truly Truly on board in a unique get-together to develop innovative interior design solutions for contemporary living in apartments and co-living spaces.

“It was supposed to be a celebration for all design fans and the preliminary highlight of one of the interiors industry’s most prestigious design events. However, after we had to cancel imm cologne in 2021 and ‘Das Apartment HAUS’ with it because of the pandemic, we are relaunching imm cologne in January 2022 in a more compact form. As part of the repositioning of the event, we now also have a new look for ‘Das Apartment HAUS’ - corresponding with the revamped event,” says Claire Steinbrück, Director of imm cologne. “Even though we are restructuring the project with a new look, we intend to continue to tell the story of ‘Das Haus’ and keep what made it so special,” adds Dick Spierenburg, Creative Director of imm cologne. “Visions of ‘Das Apartment HAUS’ is a homage to ‘Das Haus’. The basic concept of presenting design solutions for contemporary living in apartments and co-living spaces remains. It’s an exciting and important topic that we’re determined to drive forward,” explains the Creative Director.

So what’s new? Over three open-plan areas, visitors will experience three sophisticated visions for living - three unique and personal perspectives and interpretations. Each one of the creative teams brings very different design approaches into the project. But they will all use their spaces to present new developments with brands such as Thonet, Wittmann, Leolux, Rakumba, Schönbuch, Gandia Blasco, Ethimo, Wendelbo, Lodes, Arflex, La Manufacture, Freifrau, Classicon, CoEdition and many others.

Even if Visions of ‘Das Apartment HAUS’ is not the same as the ‘Das Haus’ event originally planned, the new format offers enough flexibility to present the vision and ideas of the designers. The Australian designer Kate Booy, who runs Studio Truly



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Truly with her husband Joel Booy, will also work on the continuation of her spatial research through the stimulation of the senses under these new parameters. The designer couple's concept is that, rather than adopting a typical residential layout, they imagine the space as a canvas arranged with an exciting composition of elements. In contrast, Luca Nichetto's ideas are focused on values such as passion, craftsmanship, and the importance of savoir faire and community - consisting of designers and companies. In his view, investing in a design product always means investing in the community that is behind that product. The Offenbach-based designer Sebastian Herkner will explore the design of co-living and co-working spaces. He is particularly interested in the transitions between spaces for concentration and for communication. His aim is to design these in a way that provides space for people's various needs: space to retreat, to work together and to meet people and allow a feeling of community to emerge.

The story of "Das Haus" will be continued in the tenth edition of the event - with three stages and, consequently, three meeting places that, in line with imm cologne 2022's motto "Time for an Exchange", will inspire discussion, reflection and in-person dialogue.

**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:**

imm cologne - The interior business event, Cologne 17.01. - 23.01.2022

ORGATEC TOKYO - The Rise of Hybrid Work, Tokyo 26.04. - 28.04.2022

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

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