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#immcologne

## Experience TRENDimmPACT live

### imm cologne 2022: onwards at full speed ahead

The international Interior Business Event, imm cologne, will open its doors in eight weeks' time. Although there are still considerable challenges, the trade fair team is working non-stop on the preparations for the January edition of the platform for the international interiors industry, imm cologne. In line with this strategy, imm cologne is launching a new content format today: TRENDimmPACT will appear several times a year. Each edition will be devoted to a specific megatrend. For its debut, it will address sustainability.

With the new format, imm cologne is focusing on its role as a trend radar and industry mouthpiece. It will provide a data-based outlook for the future of interior design: Which direction is the industry moving in? Which changes in the operating environment - social, political or cultural - will influence how we will live in the future? Which purchase criteria will be particularly important for tomorrow's end customers? How can I start gearing my business towards these new developments at an early stage? What opportunities does this trend open up?

TRENDimmPACT will be full of inspiring examples - alongside innovative ideas from start-ups, new product launches and materials tips, the new format will give designers, manufacturers and experts from various specialist fields a say and provide tangible, success-critical insights.

All this is designed to whet the appetite for professional exchanges and the international industry gathering in January. As part of the imm cologne 365 concept - inspiration, networking and business 365 days a year - TRENDimmPACT will be an essential element of our communication. From now on, "Time for an exchange" will be possible all year round with imm cologne.

Follow TRENDimmPACT Sustainability here:

<https://www.imm-cologne.com/magazine/trendimpact/>

**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



imm cologne 2022  
17.01. - 23.01.2022  
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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.

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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

**Note for editorial offices:**

imm cologne press information as well as photos are available on the Internet at [www.imm-cologne.com](http://www.imm-cologne.com) in the section "Press".

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