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#immcologne

## imm Spring Edition sets out to surprise with Pure Galleries

### Innovative offering to give Pure an exciting and inspiring image

The innovative Pure Galleries exhibition format is set to give the imm Spring Edition of imm cologne in June 2023 an exceptionally vibrant design. Inspired by the art gallery aesthetic, the concept is described by imm cologne Directors Dick Spierenburg and Bernd Sanden as the kind of game changer that Pure exhibitors expect from the special edition of the Interior Business Event in Cologne.

#### **Pure Galleries: Sophisticated format combines convenience with an event feel**

Taking its inspiration from the visual aesthetic of art galleries and art trade fairs such as ART COLOGNE, the concept for Pure Galleries is based on a high-end showcase formed of minimalist, personalisable brand spaces. "Impressive, experience-oriented, plannable, simple, compact and good value," is how the new imm cologne Director and long-standing Creative Director Dick Spierenburg sums up the new Pure Galleries exhibition format in less than ten words. "Pure Galleries is a compact, creative concept that's a perfect fit for interior design brands that have high standards for their brand identities. It gives them a very modern stage where they can present their latest products to the market in a way that is tailored to their target audience. The perfect price-performance ratio makes participating in the Spring Edition 2023 of imm cologne a win-win." The new format's name doubles as a manifesto: Drawing on spacious exhibition formats in the art sector, the spaces in Pure Galleries will capture the atmosphere of an art gallery. Around 75 stands in various sizes, shapes and configurations will provide a home for well-known brand manufacturers from the interiors industry in Hall 11.2 and act as a further magnet for Spring Edition visitors. A gathering point will be created in the centre of the hall with the Speakers' Corner - a forum for discussing new launches, new developments in home interiors, and industry news. A café open to all Pure Galleries exhibitors rounds off the format's offering. Trade visitors at the imm Spring Edition will benefit from a spacious exhibition architecture with a stunning ambience. Pure Galleries is a new format for discovering inspiring topics in interior design, new colour palettes, furniture, lighting, textiles, wallpapers and accessories.

#### **Planned exhibition architecture with a unique trade fair design**

Exhibitors can choose from four stand sizes ranging between 25 and 72 square metres. The rectangular spaces are 3 metres high and equipped with spotlights. The walls can be designed in a selection of five on-trend colours. The end-to-end flooring is part of the hall architecture and a key design element for creating the gallery feel. Walls that appear to float, suspended grid ceilings and dividers provide the creative freedom to stage the exhibitors' inspiring brand universes. "We've listened to our exhibitors, and with Pure Galleries, we've added a new format that



imm Spring Edition  
04.06. - 07.06.2023  
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is a solution to the current challenges and gives exhibitors a calculable opportunity to participate in the Spring Edition. With the launch of Pure Galleries, there are hardly any more excuses for not participating in the imm Spring Edition 2023,” says Director Bernd Sanden confidently.

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#### **Pure exhibitors thrilled by the new galleries concept for the Spring Edition**

“We’ve had an extremely good response to the galleries concept from our Pure exhibitors,” says Dick Spierenburg. “When we presented the concept to selected exhibitors, the feedback showed that we’re on the right track.” “I’m confident that we will be able to announce the first exciting names in the coming weeks,” adds Bernd Sanden. The imm Spring Edition will be hosted from 4 to 7 June 2023 in the Koelnmesse trade fair halls in Cologne.

#### **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.

Further information: <https://www.imm-cologne.com/trade-fair/imm-cologne/industry-sectors>

#### **The next events:**

ORGATEC TOKYO - SHIFT DESIGN - The leading international trade fair in Asia for the modern workspaces, Tokyo 26.04. - 28.04.2023

imm Spring Edition - The interior business event, Cologne 04.06. - 07.06.2023

spoga+gafa - The garden trade fair, Cologne 18.06. - 20.06.2023

#### **Note for editorial offices:**

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