

No. 22 / April 2023, Cologne
#immcologne

imm Spring Editions brings new fields of vision



From 4 to 7 June 2023, the global interior design industry will gather for the imm Spring Edition in Cologne. With its novel exhibition concept, Pure Galleries, the Special Edition of imm cologne is proving to be experimental. A first-class event programme offers manifold networking opportunities.

imm Spring Edition
04.06. - 07.06.2023
www.imm-cologne.com

Trade fairs live from the personal exchange, the haptic discovery of new products and trends, as well as unique business opportunities. Designed as a trade visitor fair, the imm Spring Edition focuses on the priority needs of the participants: Business initiation, building up networks and gaining inspiration. However, the trade fair not only serves as a business meeting point, it is conceived as an industry event that also invites the guests to stroll around, discover and celebrate. The interfaces between inspiration, networking and business are to be even more strongly accentuated in the scope of the new trade fair format, Pure Galleries.

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Pure Galleries: Innovatively presented, exclusive furnishing solutions

The new exhibition format, Pure Galleries, sheds a new light on furnishing items as an aesthetic expression of living culture and design competence: Like in a large, open-plan gallery, the new concept in Hall 11.2 offers compact spaces for minimalist presentations of brand identity, visions and current products. Wide aisles invite the guests to stroll between the exhibited furnishing solutions and the examples of heritage products highlighted on small presentation islands that convince with their durable design. "Because we have designed the exhibition architecture based on a gallery, the individual brand spaces create new perspectives for the trade visitors. In this way, the furnishing elements and presentations appear in different spheres of vision," Bernd Sanden, Director of the Spring Edition, stated.

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Oliver Frese

Pure Galleries opens with a vernissage

To underline the gallery analogy, the new exhibition format will open with a vernissage on the first day of the trade fair. Accompanied by background music, the trade visitors can experience the artistically staged furnishing solutions and network in the unique atmosphere of Pure Galleries.

Chairwoman of the Supervisory Board:
Mayor of the City of Cologne
Henriette Reker

imm Spring Edition Summit: Congress focuses on Circular Economy

Exemplary for themes that unite social relevance with industry processes, the focus of the congress at the imm Spring Edition Summit will be the Circular Economy. The summit was organised together with the Furniture and Kitchens Trade Association (BVDM) and the Association of the German Furniture Industry (VDM) and offers the

Headquarters and place of jurisdiction:
Cologne
District Court Cologne, HRB 952

participants the opportunity to engage in an exchange with key players of the German furniture industry on the first day of the fair.

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Sundowner: Outdoor opening of the imm Spring Edition

The official opening event of the imm Spring Edition, the Sundowner, will take place on the evening of the first day of the trade fair on the Piazza. Directly following the day events - the vernissage and the summit - the guests can celebrate in the open air with a barbecue buffet, beverages and music and raise their glasses to the re-start of the international furnishing trade fair.

Speakers Corner, Bar and the Lounge Area form "The Circle"

The communicative centre of Pure Galleries - "The Circle" including Speakers Corner, a Bar and a Lounge Area - will ensure that the trade visitors can network in a relaxed atmosphere throughout the entire trade fair. The programme of the Speakers Corner that has been compiled in cooperation with top-class partners comprises of among others the Architonic Live Talks presented by the Chief Editor and host, Simon Keane-Cowell on the first and second days of the trade fair.

Global brand get-together: The furnishing world is looking forward to the imm Spring Edition

Leading brand manufacturers will present their current collections and innovations at the imm Spring Edition, including Artisan, brühl & sippold, BW Bielefelder Werkstätten, Christine Kröncke, COR Sitzmöbel, ex.T Giulio Tanini, Freifrau, Janua, Jori, Kettner, KFF, Klöber, Label, Leolux, miinu, Montis, müller möbelfabrikation, raumplus, Rodam, Scholtissek, Schönbuch, Signet and Werther.

Country participations from China, Taiwan, Romania, Ukraine, Indonesia, Latvia, Turkey, Kosovo and Bosnia-Herzegovina will also turn visiting the imm Spring Edition into a trip to the international furniture markets.

On the visitor side, retail and wholesale partners such as Alliance, Begros, El Corte Ingles, Ikea, EMV, Garant, Home 24, Möbel Märki, Ostermann, Porta, Segmüller, Wayfair, XXXLutz and Zurbrüggen will be attending. Not just the German purchasing associations will be represented at the event - leading furniture stores and numerous interior designers have also already confirmed that they will be attending.

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,

imm 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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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:

imm cologne press information as well as photos are available on the Internet at www.imm-cologne.com in the section "Press".

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