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#immcologne

Design for Decades - exclusive exhibition at the imm Spring Edition presents design classics of yesterday and today



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

Inheriting good design not only passes a proven design canon down from generation to generation - it also serves as a model for a working concept of sustainability. It was this thesis that motivated the trade fair organisers to stage an exclusive special exhibition, where visitors attending the imm Spring Edition can discover a selection of timeless interior design classics that embody the idea of the circular economy and represent longevity and reuse.

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With a visually striking staging, Dick Spierenburg, Creative Director of imm cologne, has created islands of attention in the midst of the expansive exhibition architecture of Pure Galleries that recalls the atmosphere of an art gallery. Banners indicate the areas where the designs for decades are presented; the works speak for themselves. Based on exclusive exhibits and examples by exhibitors, the imm Spring Edition highlights a unique category of interior design objects: furniture design classics.

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As the curator of Design for Decades, the Creative Director of imm cologne has selected items of furniture that have appeared in the exhibitors' collections for more than ten years or have the potential to become true classics.

What makes a design classic a design classic?

Timelessness, innovation or originality, but above all a design with an iconic quality - these are perhaps the most important elements of a design classic. Diverse requirements and characteristics define objects of daily use that remain enduringly relevant to everyday culture and maintain their place in a society's cultural memory. But only a few items of furniture make the leap into the design lexicon, museums - or the current exhibition Design for Decades at the imm Spring Edition.

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While one hallmark of a highly significant design is its resale or handing down, another is the new editions of many classics by brand manufacturers, who update the works of furniture to meet contemporary requirements for comfort or the processing of materials. In the culture of everyday use, both celebrated and less well-known design classics often take on a second life through their personalisation and introduction into different contexts - a new chapter in an exciting life story.

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In its design, the classic comes closest to the formal ideal of the underlying idea even if, from a functional perspective, it may not be as perfect as the products that succeed it. An exemplary modern classic is the Lounge Chair by Ray and Charles

Eames. Or you could turn to the Sinus armchair by upholstered furniture specialist COR, which is on display in the current exhibition. Designed by Hans-Jürgen Schröpfer and Reinhold Adolf in 1976, Sinus is a modern classic that was already ahead of its time back then: with spring steel rockers, whose shape gave it its name, and an unusual upholstery. Another highlight in the exhibition is the Pallone “ball chair”. It was commissioned in 1989 by Leolux for a house of the future. Inspired by the science fiction comics of his youth, Roy de Scheemaker drew a hovering cushion, to which he added feet and a backrest for practical reasons. The design entered the Leolux collection. Three decades later, Pallone has become an icon.

A design mix of exceptional quality: design classics as the inspiration for contemporary interior design

The uniform look is out; a skilful mix and match is in style in contemporary interior design. Retro has proved to be an enduring trend, and cultural references are proliferating in home decor, some from exotic worlds, some from the styles of past eras. Against this backdrop, design classics play a leading role - as witnesses to times gone by, as trend markers and as a statement for a sustainable lifestyle. Design classics are booming. They are integrated into different design concepts with careful judgement: They take their place in a monochrome interior design in the minimalist style just as easily as they stand alongside fashionable sofas. They are both the heroes of self-contained style universes and the provocateurs who signal a deliberate new stylistic direction. Wherever they appear, they tell stories and create an ambience that is as timeless as it is on-trend.

Design classics as an investment in sustainable design

Design classics demonstrate that furnishings can have a long lifespan, making them perfectly aligned with the principles of the circular economy. Where the quality of the material, production and design is exactly as it should be, they can be repaired and updated so that they remain an enduring fixture of the interior design world and stay with their users for many decades. In this way, new furniture production can be reduced and replaced with repairing and upcycling - promoting sustainable business practices and the careful stewardship of resources such as raw materials and energy.

And yet a long-lasting design is not directly linked to the age of a piece of furniture - the timelessness of a design object can sometimes be discerned even at an early stage. This can bring benefits in many different ways. “Investing in a design classic doesn’t just mean enhancing your own interior design and making a potentially lucrative financial decision; it also means investing in sustainable interior design,” says Dick Spierenburg, Creative Director of the imm Spring Edition and curator of Design for Decades.

The exhibition featuring twelve exhibits by ten exhibitors at the imm Spring Edition can be found in Pure Galleries in Hall 11.2. The following design classics appear in the Design for Decades exhibition:

Cores bookcase (Schönbuch; Leandra Eibl)
Soma furniture system (Kettner; developed in-house)

Brainbuilder recliner (Jori; Jean-Pierre Audebert)
mosspink sofa (Brühl & Sippold; Kati Meyer-Brühl)
Amelie chair (Freifrau Manufaktur; design: Hoffmann Kahleyss Design)
Leya Armchair High (Freifrau Manufaktur; design: Hoffmann Kahleyss Design)
Bertus armchair (Durllet; design: Alain Monnens)
Legend lounge chair (BW Bielefelder Werkstätten; design: bw design team)
Sinus armchair (COR Sitzmöbel; Adolf & Schröpfer)
Chaplin chair (Montis; design: Gerard van den Berg)
Charly armchair (Montis; design: Gerard van den Berg)
Pallone ball chair (Leolux; design: Boonzaaijer/Mazaïrac/De Scheemaker)

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Koelnmesse - Global Inspiration for Living, Contract and Public Spaces

Koelnmesse is the world's top trade fair organiser for the areas of Living, Contract and Public Spaces.

At the trade fair hub of Cologne, in addition to imm cologne and interzum, other trade fair formats such as LivingKitchen, ORGATEC, spoga+gafa, FSB and aquanale are among the internationally renowned and established industry meeting places. These fairs comprehensively represent the interior and design segment, the furniture and interior construction industries' supplying sections, the kitchen world, all topics for the modern working world, garden lifestyle as well as public space, sports and leisure facilities and also sauna, pool and ambiente.

In addition to the events in Cologne, Koelnmesse is strategically expanding its portfolio in key growth markets around the globe like with the successful shows ORGATEC TOKYO in Japan, interzum bogota in Colombia and interzum guangzhou in China.

Further information can be found as well here: www.imm-cologne.com/trade-fair/interzum-home/industry-sectors or here www.orgatec.com/trade-fair/orgatec-2024/industry-trade-fairs/.

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

The next events:

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

FSB - International Trade Fair for Public Space, Sports and Leisure Facilities, Cologne 24.10. - 27.10.2023

Note for editorial offices:

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