

No. 2 / 2022, Cologne  
#immcologne

## Product launches from imm cologne 2022

Although imm cologne had to postpone the restart planned for January 2022, many imm cologne exhibitors are using the time during which the trade fair was scheduled to take place to present their new products. Here are 50 interesting new launches for the start of the 2022 interiors season.

There's no doubt that imm cologne 2022 would have been an unusually colourful showcase. Not just because colour is one of the most striking trends for the 2022 interiors season, but also because imm cologne is Europe's most important platform for launching new products from the interiors sector. That can also be seen from the numerous product announcements that the fair received even without the in-person event. The many designers who wanted to present their new launches at the Cologne show in January 2022 would have included Karim Rashid, for instance, who is known for his opulent and vividly coloured work: for Essential Home and DelightFull, the New York designer has created a collection of upholstered furniture that aims to address everyday needs. With Kasual, Karim Rashid seeks to achieve a balance between comfort, simplicity, beauty and organic forms and has designed a collection that is very much in tune with the current trend.

### The Italian design industry is reinventing itself

Many Italian design labels use the imm cologne, which is held every January, to place their ready-for-order products on the European interiors market. Daybed, for example, is a sofa from Italian interiors specialist Cappellini featuring simple, timeless lines and available in an elegant selection of leathers and fabrics - an unmistakable expression of London designer Jasper Morrison's stylistic verve. Then there's Clara, a new lounge seating collection from Italian upholstered furniture specialist Baxter that is based on a modular system and can be individually configured: the gentle, organic design language of French designer Christophe Delcourt is accentuated by the choice of soft leather for the upholstery. The curved shape of Pedrali's Ila armchair (design: Patrick Jouin) produces a snug and enveloping silhouette that promises comfort and softness. And with its Volumi rug series, (design: Gumdesign), Antonio Lupi brings a cosy touch to the bathroom and turns daily routines into an experience.

### The Scandinavian look is more on-trend than ever

All over the world, Scandinavian furniture design stands for a sustainable and distinctively simple interior style. This year too, approachable Nordic brands like Wendelbo, massimo copenhagen, Northern, Carl Hansen & Son, String Furniture, ferm LIVING or &Tradition are using the start of the season in Cologne to present



imm cologne 2023  
16.01. - 21.01.2023  
[www.imm-cologne.com](http://www.imm-cologne.com)

Your contact:  
Markus Majerus  
Tel.  
+49 221 821-2627  
e-mail  
[m.majerus@koelnmesse.de](mailto:m.majerus@koelnmesse.de)

Koelnmesse GmbH  
Messeplatz 1  
50679 Köln  
P.O. Box 21 07 60  
50532 Köln  
Germany  
Tel. +49 221 821-0  
Fax +49 221 821-2574  
[www.koelnmesse.com](http://www.koelnmesse.com)

Executive Board:  
Gerald Böse (President and Chief Executive Officer)  
Oliver Frese  
Herbert Marnier

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

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

numerous new launches. At the same time, tradition-steeped brands sometimes present time-honoured classics in a new look too - like the new edition of Arne Jacobsen's Oxford chair from Fritz Hansen.

Page

2/4

### **Spanish design is on the ascent - especially outdoors**

The quality of the outdoor furniture in the Pure segment is increasingly upmarket, and Spanish design labels are playing a particularly prominent role in driving the second living room trend. Gandia Blasco, for instance, has developed Onde (design: Luca Nichetto), a collection of outdoor furniture consisting of 14 elements that aims to blur the boundaries between indoors and outside.

### **The German furniture industry relies on quality, innovation and domestic production**

Clever solutions play an extremely important role for German furniture manufacturers - but so do imagination and cosiness. The Nana chair that Berlin designer Hanne Willmann has created for Freifrau, for instance, is intended to evoke fragments of clouds. And upholstered furniture specialist Brühl is a firm believer in snug seating too: the inspiration for its magnolia armchairs and sofas came from the magnificence of magnolia flowers. Evocative of flower buds, the soft seating furniture (design: Kati Meyer-Brühl) speaks a fresh yet familiar design language that makes you want to settle down and make yourself comfortable. Then there's the fireplace from Sudbrock, which uses illuminated water vapour to create the effect of flames and looks as if it has been integrated into a piece of furniture. The Tojo-angeber hall stand (design: Mario Demmler) is simple but ingenious. It can either be used as a freestanding piece or positioned against a wall to provide storage space for jackets, hats, shoes and all sorts of other things - like keys, for instance; the slots milled into the top panel are the perfect shape and size to accommodate clothes hangers. Herzog & de Meuron are popping open a fresh look too: inspired by the silhouette of a bottle cork, they designed Corker for Munich design label ClassiCon - a cork object that can be used as both stool and side table.

### **German designers are influencing the interiors industry**

German designer Sebastian Herkner is no stranger to stress: the sought-after multitalent is announcing new products on a weekly basis. For Wittmann, he created a new upholstered furniture collection by the name of Marlow. Then there's the new 119 chair - a typical Thonet product: Sebastian Herkner's design can be used on its own or in pairs in the living room, as an elegant addition to a comfy sofa, in hotel lobbies or the lounge areas of "New Work" spaces. And Herkner has recently presented new products for pulpo and Ames too. The Offenbach-based designer would have played an active role at imm cologne 2022 as well: not just as a juror and advocate for the Pure Talents Contest, the imm cologne's newcomer award for young designers, but also as a guest and host of the Das Apartment Haus design event - an experimental study of hospitality, co-living and managed apartments, created by a total of three design studios. Munich designer Stefan Diez has presented one of the most outstanding innovations of 2022: the Plusminus lighting system for Spanish design label Vibia. Diez - named Designer of the Year 2022 -

redefines the track familiar from the 1980s, once again providing new impetus in a market that is already highly dynamic and creative thanks to the possibilities of LED technology.

Page  
3/4

### **The German interiors market is highly attractive for international exhibitors**

Vela is a new design for the rail system of the Typography lighting collection from Australian manufacturer Rakumba. For Vela, designer duo Joel and Kate Booy of Studio Truly Truly took a new look at the most elemental of forms: the sphere. For furniture manufacturers from the Benelux countries and France, the journey to Cologne isn't quite so long. Leolux is presenting Tico, a new dining table that owes its distinctive character to its rounded corners and legs and already demonstrates its versatility in the size options available: Tico comes in three widths and eight lengths ranging from 140 to 280cm. According to Belgian designer Bertrand Lejoly and manufacturer Vincent Sheppard, the Lento outdoor collection is all about enjoying la dolce vita (Lento is Italian for slow) on furniture made of teak, cushions and tactile polypropylene rope. Lorette, an outdoor bench from Fermob with romantic undertones, extends the form of the chair into a unique two-seater bench for moments of closeness.

### **Huge potential: sustainable product solutions are asserting their place in the market**

It could very definitely have been a “green” imm cologne 2022 as well. Consumer behaviour in the mid- and upper price segment of the interiors market is increasingly being influenced by sustainability criteria. In the Pure segment, more and more exhibitors are communicating the story behind the product. Whereas natural materials like wood, cork or textiles already rank high on the wish list, plastics are increasingly being replaced by recyclable materials. For exhibitors like Zeitraum, team7 and burgbad, sustainability is already firmly anchored in their corporate DNA. “

The complete selection of 50 new products from the imm cologne 2022's Pure segment can be downloaded via this link <https://we.tl/t-lzYKRnLxDB> (high-resolution images including brief product descriptions; no liability is accepted in relation to this information).

Editor's note: In mid-February 2022, imm cologne's communication channel the magazine by imm cologne <https://www.imm-cologne.de/magazin/> will publish an extensive special on the trends of the 2022 interiors season.

### **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.

Page

4/4

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:**

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

ORGATEC - New visions of work, Cologne 25.10. - 29.10.2022

**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".

If you reprint this document, please send us a sample copy.

**imm cologne on Facebook:**

<https://www.facebook.com/immcologne>

**imm cologne on Instagram:**

<https://www.instagram.com/immcologne>

**imm cologne on LinkedIn:**

<https://www.linkedin.com/showcase/imm-cologne>

**Your contact:**

Markus Majerus

Communications Manager

Koelnmesse GmbH

Messeplatz 1

50679 Cologne

Germany

Tel +49 221 821-2627

Mobile: +49 151 14535306

E-Mail: [m.majerus@koelnmesse.de](mailto:m.majerus@koelnmesse.de)

[www.koelnmesse.com](http://www.koelnmesse.com)