

No. 11 / 2024, Cologne
#immcologne

Inspiration Circles highlight trends in the interior design industry

Two well-known pairs of influencers active in the interior design and trends scene are curating furniture and decorative objects from renowned exhibitors in the Inspiration Circles at imm cologne 2024. The presentations invite visitors to explore design, aesthetics and personal expression and have been designed to complement the overarching trade fair concept “The Circles”.

Innovation combines with aesthetics in each of the two Circle spaces: “Supernatural”, presented by Elisabetta Rizzato (@italianbark) and Stefan Nilsson (@trendstefan) and “In Contrast”, created by Claudia Böttcher (@doitbutdoitnow) and Igor Josifovic-Kemper (@igorjosif). Although both Installation Circles are focused on forward-looking interior design trends, they have clear thematic differences.

Supernatural

The Inspiration Circle curated by Elisabetta Rizzato and Stefan Nilsson is dominated by various pastel shades, giving the space a relaxed and creative ambience. In this inviting setting, the team of influencers showcases outstanding product designs from Kare Design, Montis and Fermob. The deliberate avoidance of sharp angles is striking; instead, the focus is on letting your thoughts run free. This is a place to indulge in daydreaming. Round shapes and soft surfaces reflect the light. Above all, however, this is a space that invites you to look up. Elisabetta Rizzato is an interior architect, expert on colours and trends, and founder of ["Italianbark"](#). On this bilingual interior design blog, Elisabetta reports on architecture, design and developments in the interior design industry. Stefan Nilsson is Sweden’s most well-known trend hunter. He regularly writes for TV, radio and magazines. Creative by nature, he launched his blog [“Trendstefan”](#) back in 2006.

In Contrast

The Inspiration Circle by influencer duo Claudia Böttcher and Igor Josifovic-Kemper focuses on the theme of “In Contrast”. With the aim of encouraging people to once again experience their own homes on a multi-sensory level, their installation puts the senses to the test in a quest for both affirmation and fascinating contradictions. Materials that don’t go together at first glance, contrasting colours, inorganic objects that assume organic forms - the home “in contrast”. The curated furniture designs and decorative elements have been sourced from top-class brands Cor, Umage, Essem Design, Schönbuch, Blomus, Interlübke, Hübsch, Ethnicraft and Hey Sign. Claudia Böttcher is the founder of the blogazine [“Do it but do it now"](#). The central theme of her work is the home. As a photographer, she also snaps home stories in and around Berlin, publishing them on her Instagram channel and



imm cologne 2024
14.01. - 18.01.2024
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elsewhere. Igor Josifovic-Kemper is a freelance content creator, social media consultant and author. He has been writing about interior design, styling projects and houseplants on his “Happy Interior Blog” since 2011. In 2013, he founded the international plant community “[Urban Jungle Bloggers](#)” with his colleague Judith de Graaff.

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Exclusive interviews with the curators

In our short interview, Elisabetta Rizzato, Stefan Nilsson, Claudia Böttcher and Igor Josifovic-Kemper share their views and expectations with regard to imm cologne 2024. From personal highlights to interior design industry trends, these brief conversations offer an insight into the inner workings of the creative minds behind the Inspiration Circles.

Supernatural (Elisabetta Rizzato and Stefan Nilsson):

imm cologne is the first interior design trade fair of the year. What makes the Interior Business Event so special for you?

It's such fun. Everybody is back again after the Christmas break. As there are only a few interior trade fairs in the autumn, it's one of the first get-togethers in a long time. It's like a school reunion: How's everybody doing? Who's looking better? Who's grown? Who's with who?

What are you looking forward to the most?

New design solutions, naturally. For example, are there new solutions for sustainability? But above all, it's a tremendous opportunity to meet people. We'll also be on the lookout for new solutions for home interiors that are intelligent and affordable.

You're presenting your first trend exhibition in collaboration with the imm cologne team at the trade fair. What can visitors expect from your Inspiration Circle?

We both see a need for daydreaming. The world is going to be a tough place in 2024. The recession will hit many people in the industry, particularly in the architecture sector. But that will change. Eventually, things will improve. Those who dare to be different will be the winners. We can see that people want to invest in projects and brands that are creative, authentic and fun. We hope that our installation represents all of this: Have a seat, look up, and dream of birds!

In Contrast (Claudia Böttcher and Igor Josifovic-Kemper):

imm cologne is the first interior design trade fair of the year. What makes the Interior Business Event so special for you?

January is a special month for many people. It marks the start of a new year, so it's ideal for making new beginnings and changes. In interior design, it's a time to ask ourselves: What will we see this year? What will the trends be? And usually we also ask ourselves: What do I want to change in my own home? This makes imm cologne the perfect start to the year. After a few weeks of quiet, it's a place where you can find inspiration and make (interior design) plans.

What are you looking forward to the most?

We're looking forward to checking out new brands that we haven't seen in person before. But we're really looking forward to the conversations at the trade fair as well. The Spring Edition was a small-scale version. Now we're ready for the full thing.

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You're presenting your first trend exhibition in collaboration with the imm cologne team at the trade fair. What can visitors expect from your Inspiration Circle?

We chose the theme "contrasts" for our Circle, and we're inviting visitors to test their sensory perception. Usually when people are choosing their interior design, they select conventional elements that feel safe and hence familiar. But often something unexpected can expand an interior and take it to the next level. Materials that don't go together at first glance, contrasting colours, inorganic objects that assume organic forms - these are all contrasts that transform our homes into a multisensory experience.

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 and interzum forum italy.

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

The next events:

imm cologne - The interior business event, Cologne 14.01. - 18.01.2024

ORGATEC TOKYO - SHIFT DESIGN - The leading international trade fair in Asia for the modern workspaces, Tokyo 29.05. - 31.05.2024

spoga+gafa - The world's biggest garden and BBQ trade fair, Cologne 16.06. - 18.06.2024

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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