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#immcologne

## imm cologne connects!

**From Sunday, the Interior Business Event will once again host an international industry gathering in Cologne.**

Under the banner of “Connecting Communities”, interior professionals from across the world will launch the new interior design year at imm cologne from 14 to 18 January 2024. With a shorter duration, a new hall layout and the innovative trade fair concept 'The Circles', the global trade event is set to be the crucial platform for networking and business that it has been in previous years. The anticipation for the trade fair is immense given the facts and figures already known about it: 750 exhibiting companies, including 640 from outside Germany and 110 from Germany, have registered to showcase their products and services at the event. The size of the German contingent in particular has increased compared to the imm Spring Edition in June 2023, rising by 28 per cent. With its three segments - Home, Sleep and Pure - and a diverse array of exhibitors, ranging from up-and-coming start-ups to established brands, the trade fair covers the full spectrum of the industry's offerings.

### Pure - inspiring design in high-end quality

In Pure, the exclusive high-end segment at imm cologne, leading premium brands will present their luxury products and innovative designs. The focus in this inspirational platform is on unusual yet practical ideas, on furniture produced in high-end quality, and above all on authentic design - behind every new product is the philosophy of the manufacturer. Appearing in this segment are major names such as Brühl & Sippold, Bretz, COR, Gandia Blasco, JANUA/Freifrau, Leolux, Rolf Benz, Schramm, Team7 and Walter Knoll.

### Home - furnishing solutions that suit any lifestyle

From smart furniture systems for young home living to stylish living spaces for sophisticated comfort: Consumer-oriented brands present a wide range of furnishings designed to meet a broad spectrum of needs in the Home interior world. Featuring large numbers of international manufacturers, among them Actona, Polipol, Kare, Furninova, Tvilum, Hjort Knudsen, Nouvion, Schöner Wohnen Kollektion, Hasena, Gautier and Parisot, just to name a few, Home acts as a unique business platform for imports and exports for the interiors industry.

### Sleep - modern sleep sanctuaries

A showcase of revolutionary concepts for a good night's rest and harmonious sleep environments is lined up for trade visitors in the Sleep interior world. The mattress and sleep systems on display in this segment promise maximum comfort. The



imm cologne 2024  
14.01. - 18.01.2024  
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extensive selection of sleep furniture is complemented by high-quality accessories and textiles. Prestigious brands such as Badenia, Dormiente and f.a.n. frankenstolz will be participating in this segment.

### **Purchasing associations from across Europe**

In addition to the numerous major exhibitors appearing at imm cologne, the list of confirmed trade fair participants includes the relevant target groups on the visitor side, among them key representatives from the retail and wholesale trade and the associations as well as important marketing partners. The major purchasing associations from across Europe will be attending, including XXXLutz, Micasa, KHG/ Krieger, JYSK, El Corte Ingles, Alinea, BUT, Conforama, Nitori, Beter Bed Group, De Mandemarkers Groep, IKEA, Svenska Hem, Tchibo and Next. Joining them from Germany will be key purchasing groups such as Alliance, Begros, Europa, Garant and EK Living.

### **New trade fair concept: The Circles**

A crucial factor in the positive response that the event has already attracted is The Circles, the trade fair concept that brings the essence of its central theme of “Connecting Communities” to life with interlinked content and event formats. The Circles take the form of tempting catering outlets, inspiring design installations, studios with programmes of informative talks, and many other formats. They extend across the entire trade fair and aim to offer event participants a platform where they can gather, network and find answers to the crucial questions facing the furniture industry.

“In the spirit of ‘Connecting Communities’, which serves as our central theme, we have set ourselves the goal of promoting exchanges between industry actors and forging new ground for the industry with inspiring ideas. We can’t wait to bring the interior design world together in Cologne again from Sunday,” says Bernd Sanden, Director of imm cologne.

Among the highlights in the extensive event programme is the Pure Talents Contest. The award ceremony for the prestigious design competition will be held on the first day of the trade fair. The line-up also features the imm cologne Summit, hosted in cooperation with the Association of the German Furniture industry (VDM) and the German Federal Association of Furniture & Kitchen Retailer (BVDM). Further highlights include the Installation Circles, staged by renowned design studios, and the expert-led Guided Tours, focusing on trends and new launches at imm cologne 2024.

This year’s edition of imm cologne marks the next step in the journey towards a reconceptualised Interior Business Event that began with the imm Spring Edition. Over the coming days, visitors will be able to experience these highlights and many other standout events at the Koelnmesse trade fair grounds. As always, imm cologne also promises to be an excellent opportunity to expand their networks and expertise, and to discover product innovations, the latest collections and the trends that will shape the new interior year.

Tickets for imm cologne are available.

### **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](http://www.imm-cologne.com) in the section "Press".

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