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#immcologne

Call for entries: the 20th Pure Talents Contest gets underway

The Pure Talents Contest, one of the most prestigious international design competitions for up-and-coming talent, is celebrating its 20th edition. With the contest, which has been given a revised format to coincide with its anniversary, Germany's biggest interior design trade fair is once again inviting young creatives from all over the world to present their innovative ideas and visionary concepts to distinguished industry experts.

The competition is open to students and, for the first time, professionals with up to five years of experience who are active in the fields of product design, interior design, industrial design, scenography, architecture, interior architecture or related disciplines. The contest focuses on the challenges of the future and gives participants the opportunity to engage with these by exploring one of three possible themes: "Lifestyle and home living in cities with limited space", "Lifestyle and home living in a circular society" and "Lifestyle and home living as a statement/message/concept". The aim of the Pure Talents Contest is to find talented designers with ideas that have the potential to have a lasting impact on global issues and the interior design industry. The jury will be looking for pioneering concepts, designs and solutions that are not only aesthetically pleasing, but also take into account environmental, social and socio-political factors.

Room for visionary thinking: a new Pure Talents Contest category

In line with the commitment to take the contest in a new direction, the addition of a new category is expanding the range of possible design options in 2024 - for the first time, in addition to product designs, entrants will also be able to submit innovative interior design concepts. The interior design concepts or spaces should bring the chosen theme to life and depict visions of future living. Participants may therefore enter the contest in both the Objects (products) and the Spaces (interior design concepts) category.

Bringing innovation to the jury: former participants judge the submissions

Students and professionals can submit their creative entries for the Pure Talents Contest 2024 until 16 October 2023. A distinguished jury consisting of former contest participants who are now themselves successful designers will then examine the designs. The twelve standout submissions will be shortlisted, of which nine will be products entered in the "Objects" category and three will be interior design concepts from the "Spaces" category.

Springboard into the interior design industry



imm cologne 2024
14.01. - 18.01.2024
www.imm-cologne.com

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

The nominees will have the unique opportunity to exhibit their submissions at imm cologne from 14 to 18 January 2024, where they will be able to present themselves to a wide range of industry experts and establish valuable contacts with leading companies and media representatives. On the first day of the trade fair, the jury will select one winner per theme from the shortlisted products and interior design concepts. Each winner will be awarded 1,000 euros in prize money. The track record of the Pure Talents Contest speaks for itself: over the years, many of the prototypes showcased in the contest have made it into the collections of well-known manufacturers.

Participation in the Pure Talents Contest is free of charge. Koelnmesse provides nominees with a budget for creating their product prototype, or, alternatively, a budget with which to realise their interior design installation. It also covers the costs of transport and grants nominees a travel and accommodation budget.

If you are interested in the Pure Talents Contest, you can enter online.

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:

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

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

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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