

No. 4 / September 2023, Cologne
#immcologne

The Circles: a source of inspiration for the interior design industry

The concept The Circles will continue its success story at imm cologne from 14 to 18 January 2024. With its selection of four different Circle areas, the leading international interior design trade fair will offer diverse content and event formats that will be central destinations for business, inspiration and networking for trade fair participants.

As the name suggests, the four Circle formats are united by their shape and by their role as connecting elements between players in the interiors industry. Exhibitors, designers, experts in specialist fields, associations and visitors will gather here to develop new ideas, glean inspiration and deepen their knowledge. The holistic concept embodies the Interior Business Event's central theme - Connecting Communities - and will foster a sense of a whole industry coming together that goes far beyond a typical trade fair experience.

Circle Club, Café, Bistro and Bar: networking and exchanging knowledge

The Circle Club, Circle Café, Circle Bistro and Circle Bar will serve as central meeting points where trade fair participants can network in a relaxed atmosphere, be in the heart of the action at the trade fair and enjoy drinks and snacks. Most of these Circles will also feature a studio, which will host high-quality programmes, ranging from specialist talks by curated speakers to product presentations by exhibitors. These offerings will enable event participants to expand their knowledge of industry-relevant issues, gather inspiration, present their expertise, and exchange ideas.

Installation Circles: Where art meets design

The Installation Circles are conceived as compact formats that blur the boundaries between art and design, and open up new perspectives on interior design. Four selected designers - who will also serve on the jury for the Pure Talents Contest 2024 - will present installations on the themes of "Sense of Surface", "Editions of Design", "Impact of Light" and "Welcome to Stay". The Installation Circles will inspire reflection and discussion, making them new highlights for anyone touring the trade fair.

Brand Circles: showcasing exhibitors' innovations

The Brand Circles will give exhibiting companies a stage for their product highlights. Installations in an exclusive setting will transform innovative product solutions and



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

special themes into experiences for visitors. The Brand Circles will allow them to discover trends and new developments in the interior design industry and gather inspiration from exhibitors' creative ideas.

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Community Circles: Experience togetherness

The Community Circles will pick up on the central theme for imm cologne 2024 in a special way: The special event areas will not only be shared spaces for trade fair participants - they will also be designed and staged as collaborations between various partners and exhibiting companies. These Circles may include a variety of formats, from hospitality concepts to stages for joint appearances and networking areas. A group of seven renowned German interior brands will take advantage of a shared catering and networking area: Object Carpet, Draenert, Walter Knoll, Rolf Benz, Kettner, Schönbuch and Freistil. The launch of the Community Circles underscores imm cologne's commitment to strengthening the sense of togetherness in the interior design world, promoting collaboration across the industry, and creating an interactive forum for an exchange of ideas and cooperation.

imm cologne 2024 will be more than a showcase of products and trends; it will be a place for active discussions and cooperations within the interiors industry. In short, this edition of the Interior Business Event will create a unique trade fair 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:

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

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