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#immcologne

New interior worlds: Trends and innovations at imm cologne 2024

At the start of the new year, Germany's largest Interior Business Event will present the trends for the season ahead and is once again poised to be the key meeting place for the international furnishings scene. With its central theme of Connecting Communities, the trade fair is inviting visitors to come and discover the new collections and product innovations, to exchange ideas, discuss trends, make new contacts and maintain existing relationships.

From 14 to 18 January 2024, imm cologne will return to its usual, long-established date in the calendar. With new, innovative formats, the trade fair aims to focus even more strongly on the rich variety of lifestyles and interiors. Trade fair participants can expect a wide range of newly developed content and event platforms in line with the concept of "The Circles". Matthias Pollmann, Koelnmesse's Vice President Trade Fair Management, explains: "Among other things, these central meeting points will showcase innovations in home living and demonstrate how the boundaries between art and design are blurring. With its international exhibitors and the new event format 'The Circles', Cologne's Interior Business Event will once again be a hotspot for new home furnishing trends."

Flexibility redefined

imm cologne 2024 is set to highlight a sea change in living styles with traditional boundaries between living areas disappearing and homes being transformed into versatile spaces that function not only as places to live but also as places to work. Bathrooms are being reimagined as private spas, kitchens are evolving into indoor gardens, and gardens are becoming extended "green living rooms". A host of exhibitors will be presenting innovative solutions, including multifunctional furniture for both living spaces and working spaces, weatherproof sofas for indoor and outdoor use, and flexible, modular furnishing concepts suitable for all manner of spaces and budgets.

Sustainable aesthetics

Sustainable living continues to be a central theme at imm cologne. The interior design industry is putting greater focus on product cycles in order to optimise the use and lifespan of furniture. "Circular-ready" tables, chairs and sofas made from repurposed offcuts or bio-based materials are being launched on the market in increasing numbers. Environmental certificates are helping consumers to choose sustainable furniture and take into account environmental considerations as well as



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

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factors like healthy living spaces.

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Inspiration from the natural world

Topics like sustainability, recyclability and durability aren't only affecting how people choose furniture, they're also influencing its colour and shape. Natural shades such as algae or earth tones are currently on trend. Integrating natural or nature-inspired materials and making generous use of green plants lends interiors a refreshing natural atmosphere. This approach is rounded off by soft, organically inspired shapes in the design of furniture.

Sheer comfort and security

In times of uncertainty, the desire for a safe and cosy refuge from the world intensifies. Calm design and surfaces that are pleasant to touch help to create a relaxed living environment. The current interiors trend favours fabrics, patterns and textures that appeal to the senses as well as materials like wood, leather and natural stone, which are being used more and more in furniture finishes. This design approach creates spaces that radiate warmth and feelings of grounding and connection.

Back to basics

Contemporary attitudes to life are translating into a desire for simplicity, which is reflected in the trend towards more minimalist furnishings. The principle of omission by design is increasingly being applied to new furniture. Thanks to their compact dimensions and simple shapes, graceful and minimalist chairs, tables and sofas suit any space. Minimalist design stands for timeless elegance as well as restraint. One positive side effect of this approach is that it saves resources without compromising on quality.

Colourful living spaces

In contrast to understated minimalism and natural-looking earth tones, bold colours are expected to set a countertrend at imm cologne 2024. The idea is to welcome a cheerful and lively ambience into the home. Colours like red, yellow and green are a deliberate departure from the muted colour palette of many new interior design collections. Armchairs and sofas in eye-catching shades are particularly striking and create individual highlights. This joyful design trend is permeating all areas of the home, spreading a positive atmosphere.

Interior design enthusiasts will have the opportunity to discover these trends and more in Cologne this coming January. imm cologne 2024 marks a milestone in the event's continuing journey towards a reinvented trade fair. As well as offering insights into new products and innovations in the world of interior design, imm cologne 2024 will provide an updated trade fair experience that reflects the industry's latest developments and needs.

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.

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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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