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#immcologne

## imm cologne 2025: the perfect gathering to launch the new commercial year

**From 12 to 16 January 2025, the trends of tomorrow will once again be set in Cologne. Now that the early-bird booking period has ended, companies can secure their place at the Interior Business Event on the standard terms - and take advantage of Koelnmesse's new offerings. The new formats have been specially designed to provide the right package for every exhibitor so that the entire world of interior design can gather in Cologne - from innovative start-ups to medium-sized companies with long-standing traditions.**

Businesses from 35 countries - with Germany and Denmark particularly strongly represented - have already decided that they will present their latest ideas and creations in the Rhine metropolis in January 2025. But just as important to these participants is the event's focus on Connecting Communities: under the banner of this central theme, the trade fair will provide numerous opportunities to network with industry peers from across the world. "Last year, we developed a theme that fits the times we live in perfectly with our Connecting Communities concept," says Bernd Sanden, who oversees imm cologne at Koelnmesse as the trade fair's director. "We will bring this central theme to life with an intelligent and innovative approach that focuses on relevant content and new offerings - that is integral to our plans."

The trade fair concept The Circles transforms the essence of this central theme into tangible experiences: A diverse array of Circles will once again present inspiring design installations in 2025. Exciting talks will provide impetus for the trends of tomorrow while catering areas will invite participants to exchange ideas. Addressing topics such as sustainability and circularity, The Circles underscore the trade fair's mission to address the major topics of our times. At the joint summit hosted by the Association of the German Furniture Industry (VDM), the German Furniture and Kitchen Trade Association (BVDM) and Koelnmesse, sector professionals will discuss the current state of the industry - and then celebrate together. The Circles are content and event platforms that simultaneously double as forums for getting together, networking and exchanging ideas.

This year, we've established an innovative trade fair format with The Circles. It's a concept we really believe in, and we will continue in this new direction that we've embarked on. We've got surprises lined up in several areas, and we'll give the dialogue between industry professionals an extra boost to further strengthen it," says Dick Spierenburg, Creative Director of imm cologne. "At the same time, we've reviewed the packages that we offer our exhibitors and updated them. Trade fairs evolve, and this is another area in which we as the organisers of imm cologne want to live up to our role as pioneers."



imm cologne 2025  
12.01. - 16.01.2025  
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In concrete terms, this means that the exhibition space and special event areas will provide formats for all market requirements - with showcases that offer even greater scope for customisation and low-threshold participation options. Alongside the classic stands - which will be available as usual in all the standard sizes and versions in 2025 - Koelnmesse has developed a range of variants. They include the Interior Platforms format, which provide exhibitors with a design-oriented, open complete stand. Companies can book an Interior Platform as an all-inclusive package, which even includes the marketing package for generating additional attention. The Pure Galleries format is aimed at interior design companies for whom high standards are central to their brand identity. The compact, creative concept is set to give the premium Pure segment an exciting and inspiring new look.

New concepts, new approaches, new formats - but one thing won't change, as Bernd Sanden assures participants: "The industry's products and innovations will be the stars of imm cologne once again in 2025. And we're already excited to see what's in store for us."

#### **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 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/>

#### **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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