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#immcologne

imm cologne 2025: international trends and German excellence

- High level of participation from German companies in Sleep segment
- Home and Pure: focus on high-end brands and premium design
- Participation models for all requirements and any budget
- Partner country debut: Denmark, the stronghold of design

imm cologne 2025 is set to redefine interior design trends, showcasing an innovative concept, updated exhibitor packages, and a renewed emphasis on industry fundamentals. With an inspiring vision for the future of interior design, the event promises a vibrant showcase of international trends and German excellence. One of the most promising developments is in the Sleep segment, where a strong presence from eleven prominent German companies marks a significant return to the fair. After the previous event saw limited German industry representation, this resurgence underscores Cologne's pivotal role in the global interior design landscape.

"The requirements for what trade fairs should achieve have changed, as have the conditions in the industry," says Matthias Pollmann, Vice President Trade Fair Management Koelnmesse. "We have adapted our concept in close dialogue with our partners and exhibitors and are pleased that our measures are pointing in the right direction. We are seeing initial successes in helping the imm cologne regain the importance it deserves and are seeing the first positive signals." As one of the most important interior trade fairs, the imm cologne covers all the services that the furnishing industry uses to turn a house or flat into a home. Divided into the segments Sleep, Pure and Home, companies from the entire sector have the opportunity to present themselves to an international audience in a targeted manner and generate new customers.

A high presence for Sleeping Comfort Made in Germany

The number of German companies participating in the Sleep segment has risen extraordinarily: eleven exhibitors have already booked their places, after only a few German companies were represented at the imm cologne at the last edition. Things look different in 2025: Auping Germany, ergomed, Erich Werkmeister, EuroComfort Group, Femira, Frankenstolz, Hemaifa, Hüsler Nest, Metzeler Schaum, Rummel Matratzen and Schwarzwald Schlafsysteme were convinced by the "Excellence in Sleep" concept area, which was developed together with the German Mattress Industry Association (Fachverband Matratzen-Industrie e.V.). "The significant increase in the number of participants in the Sleep segment is a complete success for our industry. It confirms that the imm cologne has its finger on the pulse of the



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www.imm-cologne.com

Your contact:
Sarah Kuna
Tel.
+49 221 821-3746
e-mail
s.kuna@koelnmesse.de

Koelnmesse GmbH
Messeplatz 1
50679 Köln
P.O. Box 21 07 60
50532 Köln
Germany
Tel. +49 221 821-0
Fax +49 221 821-2574
www.koelnmesse.com

Executive Board:
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times with its new concept. The close cooperation between the Mattress Association and Koelnmesse has made a significant contribution to bringing the 'Excellence in Sleep' area back to the forefront. This area offers our members a unique opportunity to present themselves to an international audience and to emphasise the high quality level of the German trade association of the mattress industry," emphasises Martin Auerbach, Managing Director of the German Mattress Industry Association.

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Home and Pure: Focus on High-End Brands and Premium Design

In the Home segment, the event has already garnered commitment from leading names such as Polipol, 2-Connect, Actona, Finori, Furninova, Hjort Knudsen, HTL, Innovation Living, Kuka, Nouvion, Skovby, Tradepoint, Unique Furniture, and Wimmer Wohnkollektionen GmbH. "We're delighted with the overwhelming interest in our new participation packages," remarks Bernd Sanden, Director of imm cologne. "The enthusiastic response indicates that we've struck the right chord, providing companies of all sizes with flexible solutions to engage successfully in the trade fair and achieve their business goals."

The Pure segment continues to be a hallmark of high-end design, offering a stage for premium brands to shine. Koelnmesse maintains its commitment to innovation through the introduction of Circles—unique exhibition areas that allow companies to showcase their products in an engaging and cost-effective manner. Featuring catering services and engaging speakers, these spaces promise high foot traffic and interaction. Leading brands such as raumplus, Willisau Group Switzerland, Signet, Scholtissek and Freifrau/Janua have already secured their spots for 2025.

Flexible participation for any budget and requirement

Koelnmesse's approach to participation has evolved to accommodate a diverse range of exhibitors. With all-in-one packages starting at less than €10,000, the fair offers newcomers an accessible entry point. These packages encompass everything a company needs for a successful trade fair experience, making it feasible for even smaller enterprises to showcase their innovations affordably. Established brands and premium manufacturers continue to enjoy tailored solutions, with options to book specific exhibition areas and additional services.

The home of Mid-Century Design as a partner country

The partner country Denmark will also have its own Circle at the imm cologne - and thus the attention that this major novelty of the fair deserves: for the first time, the imm cologne has a partner country in Denmark. And one that fits perfectly with this furnishing fair. Denmark is the home country of high-quality craftsmanship and has repeatedly set trends in the design industry, from mid-century style to hygge. Thanks to the country cooperation visitors can expect not only contemporary design from their Scandinavian neighbours but also an interesting programme in terms of content. "The first country cooperation that we have developed together with Danish Industry (DI) from Copenhagen is definitely another highlight of the new imm cologne," says Matthias Pollmann. "And it's a win-win situation: the imm cologne

gets a new flagship and attractive impulses from the birthplace of Scandinavian design. And the Danish companies can present themselves efficiently to an international audience."

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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.

Alongside imm cologne and interzum, other event formats hosted at the trade fair hub of Cologne such as ORGATEC, spoga+gafa, FSB and aquanale are among the most internationally renowned and established industry gatherings.

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 modern work environments, the garden lifestyle, public spaces, sports and leisure facilities, along with saunas, pools and wellness centres.

To complement the events in Cologne, Koelnmesse is constantly strategically expanding its portfolio in key growth markets around the globe. Its foreign trade fairs include ORGATEC TOKYO in Japan and the events in the interzum brand family: interzum guangzhou in China, interzum bogota in Colombia and interzum forum italy in Italy. Koelnmesse recently added a cooperation between imm cologne and an established design trade fair in Colombia to its portfolio. This event will be hosted under the name La Feria De Diseño Medellín powered by imm cologne.

Further information: <https://www.imm-cologne.com/trade-fair/imm-cologne/industry-trade-fairs/>

The next events:

ORGATEC - New visions of work, Cologne 22.10. - 25.10.2024

imm cologne - The interior business event, Cologne 12.01. - 16.01.2025

ORGATEC TOKYO - SHIFT DESIGN - The leading international trade fair in Asia for the modern workspaces, Tokyo 03.06. - 05.06.2025

spoga+gafa - The world's biggest garden and BBQ trade fair, Cologne 24.06. - 26.06.2025

FSB - International Trade Fair for Public Space, Sports and Leisure Facilities, Cologne 28.10. - 31.10.2025

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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Your contact:

Sarah Kuna

Public and Media Relations Manager

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Koelnmesse GmbH

Messeplatz 1

50679 Köln

Deutschland

Telefon +49 221 821-3746

Mobil +49 176 125-63293

s.kuna@koelnmesse.de

www.koelnmesse.de