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#immcologne

## Danish design in the spotlight: imm cologne launches 2025 with new partner country concept

In close collaboration with Danish Industry and Creative Denmark, imm cologne 2025 will showcase a partner country for the first time. As a pioneer of modern, functional, minimalist and sustainable furniture design, Denmark will be represented in Cologne in a variety of ways. This collaboration confirms imm cologne's position as an international platform for innovative furnishing solutions and strengthens its reputation as one of the industry's leading trade fairs.

### Taking inspiration from Denmark: new partnership brings fresh ideas to imm cologne 2025

Koelnmesse's new partner country concept will underpin the 2025 edition of imm cologne from various different angles. Danish exhibitors presenting their latest interpretations and the outstanding quality of Danish furniture design and craft skills in Cologne will be a key feature. More than 20 Danish companies, including Unique Furniture, Skovby and Actona Group, have already signed up to take part in imm cologne 2025. In addition, the industry association Danish Industry will have a pavilion where Danish manufacturers will present their products to visitors. "Koelnmesse is a strong partner that supports us in familiarising an international audience with Danish design. This close cooperation is invaluable to us. We look forward to reaching new heights together and to making imm cologne 2025 an unforgettable experience for everyone involved," says Emil Stub from Danish Industry. Thanks to a further partnership with the non-profit organisation Creative Denmark, the diverse event programme will be expanded to include exciting contributions that will put the Danish creative industry in the spotlight. Key players from Denmark will make guest appearances at the imm cologne Summit and on the Circularity Stage. Majken Kalhave, Executive Director of Creative Denmark, sees great potential in the collaboration: "At Creative Denmark, we endeavour to show how Danish creativity is driving solutions to global challenges. imm cologne offers an excellent platform to demonstrate Denmark's dedication to sustainable design and a good quality of life and to strengthen our position as a pioneer in the global creative industry."

### Denmark - a design nation with a strong heritage and future

In truth, the choice of imm cologne's first partner country could not be more perfect. Denmark was one of the first countries to combine industrial manufacturing with a timeless, functional style, and it has produced countless design classics, particularly during the mid-century period. Today, Danish design is also synonymous



imm cologne 2025  
12.01. - 16.01.2025  
[www.imm-cologne.com](http://www.imm-cologne.com)

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with sustainability and the circular economy. “We are delighted to have gained the support of Danish Industry, Creative Denmark and numerous Danish companies for our new concept,” says Matthias Pollmann, Vice President Trade Fair Management at Koelnmesse. “We expect great things from this collaboration. We will experience how Danish design is developing today, and we will continue to drive forward our process of internationalisation, which is a great advantage of imm cologne and makes the Interior Business Event increasingly attractive for German companies as well. The furniture world meets in Cologne - that is our express goal.”

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### **Wide-ranging programme at imm cologne 2025**

In addition to the showcase of Danish companies and leading figures from the creative industry, there will be pavilions dedicated to the theme of “Design nation Denmark.” Following the well-known Circle concept, they will illustrate the approaches Germany’s northern neighbours are taking to solve global challenges and how they are leading Danish design into the future. All of this will be set against the backdrop of a programme that will run throughout the trade fair. With collaborations between German and Danish designers, the opportunity for up-and-coming creative talent to exhibit their work and a host of other events, Denmark will be ever-present at imm cologne 2025.

### **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  
aquanale - International Trade Fair for Sauna.Pool.Ambience., Cologne 28.10. -  
31.10.2025

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**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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