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Headline

imm cologne and interior design days cologne to form Koelnmesse's new trade fair duo

Koelnmesse, one of the world's leading trade fair organisers for interior events, has redefined the concept for its trade fairs in the furniture and interior design segment. From January 2026, imm cologne will be hosted as an annual event aimed at the consumer-oriented market segment with a refined and focused trade fair concept. To cater for the brand and premium segment, the new event format interior design days cologne (idd cologne) will be launched in October 2025. Its concept is carefully tailored to the specific market requirements of this segment. Developed in close collaboration with the furniture industry, the future duo of imm cologne and interior design days cologne is Koelnmesse's response to the need to adapt traditional trade fairs to current market conditions with a flexible strategy.

The interior design industry is in a state of transition. While consolidation continues in the manufacturing industry and the retail sector, customers' wishes, visions and purchase channels are changing at record speed. For many decades, imm cologne has been Koelnmesse's international flagship event in the interior design segment. Its broad product range, covering the entry-level price point through to premium collections, had become increasingly challenging in recent years due to the considerable differences between exhibitors' and visitors' needs. This meant that their requirements could no longer be effectively met with a single trade fair format.

Two formats, one goal: to deliver significant added value for the international interior design industry

Starting in 2025, Koelnmesse will stage two modern formats that are tailored to different needs within the sector. Its goal is to deliver considerable added value for all industry stakeholders and to create forward-looking platforms for the further development of the interiors industry. To this end, it is adapting imm cologne in response to current market conditions and laying the foundations for the next chapter in its 70-year success story, during which the Interior Business Event has established itself as the leading trade fair in the interior design segment.

idd cologne: exclusive platform for the premium interiors industry to launch in October 2025

Debuting in October 2025, the new format interior design days cologne (idd cologne) will set new standards for premium brands in the residential and hospitality interiors



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segments. The event will provide a platform tailored to specific target groups. The organisers consulted closely with the industry on the timing of its dates and the development of its concept.

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idd cologne will focus on inspirational design and high-end brands. Alongside the retail and wholesale sector, the new format is aimed at industry professionals from the fields of interior design, architecture and project planning. It will also welcome design lovers with a passion for beautiful interiors.

Hosted every two years, idd cologne will feature furniture by premium brands alongside other labels specialising in lighting and interior design. The new trade fair concept will be launched from 26 to 29 October 2025 and is set to be an innovative and unique experience for the entire interiors industry.

imm cologne: new annual Interior Business Event to premiere in January 2026

The concept for imm cologne has been completely redefined and, like its new sister event, tailored to current needs. The long-standing trade fair will focus on the consumer-oriented interior design segment, showcasing in-demand, market-ready product trends for all areas of home living. This will make imm cologne even more specifically aimed at the international furniture trade, including furniture retail chains, purchasing associations, online retailers and marketers as well as further categories of trade visitors from the interiors industry, all of whom appeal to a broad customer base.

imm cologne will remain an annual event hosted in January, making it the perfect start to the new interior design year. By contrast, many other elements of its concept have been adapted to current market conditions: Future editions of the Interior Business Event will be condensed into four days. As a modern platform for the global interiors industry, the trade fair will be based on a dynamic young and international concept that centres on delivering a streamlined, cost-effective event. Participating in imm cologne will enable companies to create or strengthen their presence in Europe's most important furniture market. The first trade fair in the new format will be hosted from 20 to 23 January 2026.

“We have redefined our trade fair portfolio in the interior design sector”

“For 100 years, Koelnmesse has been synonymous with outstanding trade fair formats, delivered in the heart of Europe and around the world. To be successful in the global trade fair business for such a long time, you have to keep evolving and respond to the changing demands of your customer base. That is precisely what we aim to do with the realignment of the trade fair format for our interior design flagship event imm cologne. Based on the findings of a thorough analysis of the interior design market carried out in conjunction with the Association of the German Furniture Industry (VDM) and the Federal Association of the German Furniture, Kitchen and Furnishing Trade (BVDM), we have both adapted and realigned our approach. As a result, we now propose two focused trade fair formats that are closely tailored to the requirements of the different interior design segments and precisely in tune with the times,” explains Gerald Böse, President and Chief

Executive Officer of Koelnmesse. “We have made our long-established imm cologne concept fit for the future and will launch a specialised event format in the form of idd cologne. We see ourselves as a driver of growth for the industry, standing for trust and reliability coupled with inspiration and viable future prospects.”

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Two purpose-driven trade fair formats designed to meet current market requirements

VDM President Leo Lübke welcomes the new concept: “The two new trade fair concepts that we have co-developed are specifically tailored to the different exhibitor segments and visitor groups. We are delighted that our industry will be presenting its innovations in Cologne again as early as next autumn. Leading premium manufacturers have already announced that they will take part. As the largest furniture producing nation in Europe, we in Germany need these major industry showcases to strengthen our position in a highly competitive market.”

imm cologne and idd cologne will take targeted approaches to stimulate the industry

Markus Meyer, President of the BVDM, adds: “Trade fairs are symbols of renewal and innovation. This applies to both the products exhibited and the trade fairs themselves. After many years of success, trade fairs have experienced significant changes in expectations and demands in recent times. imm cologne is no exception. We firmly believe that the furniture industry needs a strong trade fair and that an event of this kind offers us excellent opportunities to do business and interact. That is why we support all initiatives aimed at furthering the industry’s interests by means of a leading trade fair. We look forward to interior design days 2025 and imm cologne 2026 with great anticipation.”

Save the dates:

idd cologne: 26-29 October 2025

imm cologne: 20-23 January 2026

Hybrid Interior Design at ORGATEC: 27-30 October 2026

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 events like imm cologne and interzum, other 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 La Feria De Diseño Medellín - powered by imm cologne in Colombia, ORGATEC TOKYO in Japan, ORGATEC INDIA in Mumbai and the events in the interzum brand family: interzum guangzhou in China, interzum bogota

in Colombia, interzum jakarta in Indonesia and interzum forum italy in Italy. New to Koelnmesse's Living, Contract and Public Spaces portfolio is FSB Sports Show Riyadh in Saudi Arabia.

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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 in the section "Press".

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