

No. 17 / 2021, Cologne
#interzum

interzum @home: Tomorrow's spaces will be digital this year

Market leaders decide to participate in interzum's digital format

interzum will take place this year. The trade fair will be hosted as the digital-only event interzum @home. The leading platform for the furniture production and interior construction industry will create a completely new trade fair experience for exhibitors and visitors from 4 May 2021 while offering them all the benefits that they expect from interzum: opportunities to connect and discuss ideas with industry experts and concrete business leads combined with diverse inspiration from the industry's future shapers and trendsetters. All of this is perfectly coordinated for the time of year when manufacturers are dependent on fresh impetus for the new design season. As a state-of-the-art digital business platform, interzum @home is perfectly in tune with the times, offering creative solutions to current challenges. Companies such as Hettich, Häfele, Blum, Vauth-Sagel, Grass, Kesseböhmer, Schüco Alu Competence, Titus, Samet, Rehau, Sugatsune, Elektra, Schattdecor, Impress, Continental, Sonae Arauco, Unilin, Leggett & Platt, Fecken-Kirfel, Albrecht Bäumler, Vita Group and Boyteks have already confirmed that they will be participating in interzum @home.

interzum @home will also offer visitors previously unimagined opportunities. Now more so than ever, the industry needs forums for a global exchange of ideas and inspiration, which interzum's digital format will provide in an astonishingly intelligent way. The digital offering is no mere substitute for the in-person event. Instead, it offers entirely new perspectives. Those looking to exchange views with industry experts or seeking inspiration from trends may not be able to engage in this with all their senses, but they will be able to do so in a completely relaxed atmosphere and at a time of their convenience. The special events accompanying the online trade fair matrix are being prepared with this goal in mind. Altogether, they will feature more than 30 segments from 11 countries. The materials.cologne conference and the digital stages devoted to trends, green smart materials and mattress recycling will address topics with the potential to generate future commercial successes. The Product Stage as a showcase for exhibitors and the interzum awards, which will be presented in line with their usual schedule, generate reach and attention for exhibitors' products and solutions. Visitors and exhibitors from companies, media representatives, multipliers, influencers and decision makers from the fields of politics and public administration will be offered cutting-edge industry knowledge on the virtual event stages at interzum @home.

Koelnmesse - Global Competence in Furniture, Interiors and Design: Koelnmesse is the world's top trade fair organiser for the areas of furnishing, living and lifestyle.



interzum
04.05. - 07.05.2021
www.interzum.com

Your contact:
Markus Majerus
Tel.
+49 221 821-2627
Fax
+49 221 821-3544
e-mail
m.majerus@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:
Gerald Böse (President and Chief Executive Officer)
Oliver Frese
Herbert Marnier

Chairwoman of the Supervisory Board:
Mayor of the City of Cologne
Henriette Reker

Headquarters and place of jurisdiction:
Cologne
District Court Cologne, HRB 952

At the trade fair hub of Cologne, the leading international fair imm cologne as well as the trade fair formats of LivingKitchen, ORGATEC, spoga+gafa, interzum and Kind + Jugend rank among the internationally renowned and established industry meeting places. These fairs comprehensively represent the upholstered and case furniture segment, the kitchen industry, the office furniture sector and outdoor living as well as the innovations of the furniture supply industry. Over the last few years, Koelnmesse has specifically added international fairs in the most important fast-expanding markets to its portfolio. These include idd Shanghai, interzum bogotá in Bogotá, interzum guangzhou in Guangzhou and Pueri Expo in Sao Paulo. With ambista, the online portal for the interiors business, Koelnmesse offers direct access to products, contacts, expertise and events relevant to the industry all year round.

Further information is available at: www.global-competence.net/interiors/

Further information about ambista: www.ambista.com/

The next events:

interzum @home - Furniture Production Interiors, digital 04.05. - 07.05.2021

spoga+gafa - The garden trade fair, Cologne 08.08. - 10.08.2021

Kind + Jugend - The Trade Show for Kids' First Years, Cologne 09.09. - 11.09.2021

Note for editorial offices:

interzum photos are available in our image database on the Internet at www.interzum.com/imagedatabase in the "News" section. Press information is available

at: www.interzum.com/Pressinformation

If you reprint this document, please send us a sample copy.

interzum on Facebook:

<https://www.facebook.com/interzum>

Your contact:

Markus Majerus

Communications Manager

Koelnmesse GmbH

Messeplatz 1

50679 Cologne

Germany

Tel +49 221 821-2627

Fax +49 221 821-3544

m.majerus@koelnmesse.de

www.koelnmesse.com