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#interzum

interzum @home 2021 to broadcast the industry's latest hot topics

With three curated digital stages and the materials.cologne conference, Koelnmesse focuses on the key developments in furniture and interiors

What are the hot topics in the furniture industry? What surprising innovations do the supplier companies have in store? And above all, what lies ahead - what business deals, what needs and what environment should the industry anticipate in the future? The digital event programme at the virtual interzum @home seeks to answer these questions on its various stages. Experience trends digitally and live - that's what the on-demand content in the 30 specialist talks and workshops from eleven countries is all about. Top international speakers like Javier G. Fernandez (Singapore University of Design & Engineering), Steffen Salinger (CEO of Artemide) and Professor Harald Kloft (Institute for Structural Design, TU Braunschweig) will provide inspiration across disciplines. After all, at interzum @home, it is not business alone that takes absolute priority - the "food for thought" offered to stimulate the future entrepreneurial success of the industry is also important when it comes to the success of the digital edition of interzum.

Katrin de Louw (Trendfilter) will curate the interzum Trend Stage - the top platform for all design-relevant trends affecting furniture design and interiors in the next five years. Social trends have just as important a role to play as new technical possibilities when it comes to driving market developments. In addition, this virtual stage will showcase everything relating to materials, surface and colour trends, environmentally friendly and sustainable products as well as concepts for the interior design of tomorrow and beyond.

On the "Green Smart Materials" digital stage, the future-oriented agency Haute Innovation, founded by Dr. Sascha Peters, will present sustainable materials innovations and smart technologies with great potential for the industry - such as textured paints for wooden surfaces, 3D-printed wooden windows or street furniture that can remove fine particulates from the air. Many aspects of the transformation of the consumerist culture into a circular economy will also be examined. A total of 32 lectures are planned, and 30 speakers from ten countries - including Finland, Israel, Mexico, Singapore and Vietnam - will provide the latest insights.

With growing public awareness of sustainability, the circular economy and carbon footprints, the reuse and recycling of worn-out mattresses is also gaining in importance and is therefore the focus of the "Mattress Recycling" stage curated by publishers Ferdinand Holzmann Verlag. The sobering fact is that around 35 million mattresses are currently disposed of every year in Europe alone, whether sent to



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)
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Chairwoman of the Supervisory Board:
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landfill or incinerated. That is why the network centred on the “Möbelfertigung” trade journal for the furniture production sector is bringing the mattress industry’s big names to the digital stage - including Auping, Agro International, BASF and Mattes Ammann. The stage will also be supported by a host of international industry associations, such as the German Mattress Association and the US-based International Sleep Products Association (ISPA). All audience members can expect an exciting mix of lectures and panel discussions.

The primary focus of the “materials-cologne” platform and conference for design and innovation will be on materials and sustainability. In cooperation with interzum @home, the event’s founder Martin Beeh aims to use specialist lectures by international experts on materials-related topics and several so-called master classes to reach out to an audience of, above all, designers, architects, interior architects and decision makers from innovative companies. “To mark the interzum supplier fair’s debut as a purely digital trade fair format, we will broadcast a brief daily summary of the highlights of the lectures and master classes online at materials.cologne.TV,” says materials scientist and designer Beeh, describing a new, additional feature of the conference.

An initial overview of the exciting event programme is available online at <https://www.interzum.com/events-home/program/>

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. 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:

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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