

No. 19 / 2021, Cologne  
#interzum

## interzum @home 2021 with the Speakers' Corner and the interzum awards

**The Product Stage, the materials.cologne conference and the interzum awards are set to be further highlights in exhibitor-visitor communication**

The May 2021 edition of interzum will mark its debut as a fully fledged digital event. The leading international trade fair's new digital platform, interzum @home, will enable all participants to achieve additional international reach combined with a digital trade fair experience. This will allow them to make contact with even more international decision makers, opinion leaders and multipliers across the globe - this year digitally. As with the established physical event, the online trade fair matrix will be enriched by exciting special events. Alongside three attractive digital stages devoted to green smart materials, mattress recycling and trends, the accompanying events include the materials.cologne conference, the Product Stages as the exhibitor showcases and the interzum awards, which will be presented in line with their usual schedule. Together, these formats will generate attention for exhibitors and trade fair participants.

The digital stages for the exhibitors, known as the Product Stages, will focus on presenting innovations and sharing insights between exhibitors and trade visitors. Here suppliers to the furniture production and interior construction industry can choose the issues that they want to communicate to their target sectors: new products, best practices, R&D or other important topics for the particular company. The numbers of participants are unlimited, and the presentations on the stages will be available to interested viewers on demand for an extended period. The segments on the Product Stages provide participants with 20 minutes for content streaming accompanied by session-based chats. They will then be available to view as video on demand. As part of the official event programme for interzum @home, the Product Stages benefit from an exceptionally high profile.

The materials.cologne platform and conference for design and innovation is devoted to materials and sustainability. In collaboration with interzum @home, the conference's initiator, Martin Beeh, aims to target an audience of designers, architects, interior architects and decision makers at innovative companies with a line-up of specialist talks by international experts on materials issues and a selection of masterclasses. "To mark the premiere of the supplier trade fair interzum as a digital-only format, we will communicate a brief daily summary of the talks and the takeaways from the masterclasses online on materials.cologne.TV," says Beeh, a materials expert and designer, outlining a new, additional feature for the conference.



interzum  
04.05. - 07.05.2021  
www.interzum.com

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The interzum award for innovative products, a long-established, highly acclaimed accolade, will also celebrate its virtual premiere this year: The submission of products by suppliers to the furniture and interior construction industry, the jury's deliberations and the presentation of the prizes will all take place digitally. The prize-giving ceremony will be streamed on the interzum Trend Stage following the opening of the trade fair.

The interzum award: intelligent material & design underscores the importance of design as a value-added factor and is open to interzum @home participants exclusively. For many years, the prize-winners have used the award as a powerful statement and a means to positively differentiate themselves from the competition in terms of quality in marketing and sales, but also in many other areas beyond these fields. In this way, the presentation of the awards and the other accompanying events support the core goals of the leading trade fair: successfully showcasing innovative ideas to a trade audience, bringing the entire industry together every two years, and forging excellent and lasting commercial relationships.

**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/](http://www.global-competence.net/interiors/)  
Further information about ambista: [www.ambista.com/](http://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](http://www.interzum.com/imagedatabase) in the "News" section. Press information is available at: [www.interzum.com/Pressinformation](http://www.interzum.com/Pressinformation)

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