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#interzum

interzum @home: “interzum Trend Stage” with the burning issues affecting the interiors sector

Katrin de Louw’s design consultancy Trendfilter presents internationally important experts, trend scouts and influencers at the leading event for suppliers to the furniture industry

What materials are available on the market that help to protect health? What is the significance to the furniture industry of vegan wood-based material, generative design and the cradle-to-cradle approach? Does the furniture rental model work? And, bringing things right up to date: how is coronavirus changing design? In an unbelievable number and variety of first-class contributions, these and other exciting topics will be discussed live between 4 and 7 May on the virtual platform interzum @home, organised by the leading international event for the furniture and interior construction industries’ supplying sections.

The interzum TREND STAGE presented by TRENDFILTER® is the close-to-market platform that showcases all design-relevant trends relating to the interior and furniture design of the next five years. The programme of talks curated by Katrin de Louw, trend expert and owner of TRENDFILTER®, offers unprecedented variety and depth. Over the four days of the virtual trade fair, well over 50 prominent specialists will report online on the most important design trends in the furniture and interior construction industries in a series of short, concise presentations. They will discuss practical production and marketing ideas with the participating guests and visualise trends that are set to make a significant impact on the way we live and work indoors in the coming years.

Variety, proximity to the industry, practicality, relevance

“Of course, we are looking to the future with our choice of topics, and megatrends such as health, the environment, digitalisation and urbanisation play a key role in the programme of talks,” says de Louw, who is engaged in the current ‘hot’ phase of preparations. “With the multi-faceted topics on the interzum Trend Stage, we will combine the forward-looking arguments with practical links to successful business stories and thus, in line with interzum’s guiding principle, create the living spaces of tomorrow in cooperation with the sector. In this way, we will retain our position as the sought-after global marketplace for exhibitors and visitors - even in the digital world,” adds Maik Fischer, Director of interzum.

Long-term availability of presentations: a benefit of digital trade fairs

For post-fair business, all contributions will remain available to trade visitors for several weeks and will be accessible online as on-demand videos within interzum



interzum
04.05. - 07.05.2021
www.interzum.com

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@home until the end of the summer. One of the advantages of this is that it will increase the event's reach around the world. With the top-class programme and exceptional speakers, organiser Koelnmesse is offering an additional benefit with an effect lasting far beyond the actual timespan of 2021's purely digital trade fair business. As a meaningful complement to the exhibitors' offerings, the four-day lecture event establishes the foundations for tomorrow's globally successful business. Details about the programme scheduled for the Trend Stage can be found at <https://www.interzum.de/events-home/programm/referenten/>

Page

2/3

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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Page
3/3