

No. 21 / April 2021, Cologne
#interzum

interzum @home 2021 and materials.cologne: focus on sustainability and material

A day completely packed with a virtual trade conference, plus master classes on various days with an interactive exchange between designers, architects and the industry on themes revolving around design and innovation

Current trends, the latest product innovations, exciting lectures and the opportunity for a professional exchange: interzum @home offers you all that this year, regardless of where you happen to be from 4 to 7 May. In the context of a new and innovative platform, there will be countless sections to discover at interzum @home, as would otherwise be the case at the trade fair on site in Cologne. In addition to the initiation of successful business, however, this business event can also be understood as a communication and network platform for a know-how transfer between research and industry, as well as an incubator for new materials, trends and technologies. Also part of this supporting programme this year is the established material conference materials.cologne.

The materials.cologne platform and conference for design and innovation focuses 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 consisting primarily of designers, architects, interior designers and decision makers from innovative companies.

On the starting day of 4 May, the event concentrates on three segments: the current state of knowledge, best practice examples from design and the trades, as well as from architecture and interior design. In the first thematic block, guests of interzum @home are provided with the latest knowledge from research and science on sustainable design and material development, as well as on practical methods of sustainability evaluation. In the second thematic block, speakers report on the basis of project descriptions and findings, how sustainable design can be achieved. The focus is on product, furniture and textile design, as well as on artisanal realisation.

Finally, in the third complex, design personalities show how sustainable principles can be practically realised for construction and the design of interiors. In the work reports, the conference participants learn more about the challenges and solutions of sustainable architecture. "The decision makers close to the design within the companies can use the dialogue platform materials.cologne exclusively to find new business fields and potential partners for interdisciplinary project solutions", is how curator Beeh explains the aims of this conference.



interzum
04.05. - 07.05.2021
www.interzum.com

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Among the speakers is Karl-Johan Bertilsson from Stockholm (Sweden), who will speak about current colour trends in design, architecture and interior design with a view to sustainable product and brand strategies. Professor Marina-Elena Wachs from the Hochschule Niederrhein presents sustainability solutions from fashion through lamps to automotive, interiors and architecture.

Albin Kälin, founder of EPEA Switzerland GmbH, is an industry pioneer for sustainable product development and an accredited reviewer for the "Cradle-to-Cradle-Certified" certification standard. In contrast with this, the American designer, brand strategist and personal brand consultant Gilman Hanson and his team have dedicated themselves to the development of brands that gain the trust and loyalty of consumers. And Sarah Janböcke, a graduate in industrial design with several years of experience in aviation, white goods, consumer electronics and packaging, advises companies in the focus areas of innovation, digitalisation and corporate culture. Her lecture title is "Building sustainable business".

The speakers of the event also appear 'live' as tutors of the separately carried out digital "master classes" on the subsequent days of 5 and 6 May. The goals here are a more in-depth treatment of the theme on the basis of operational practice, becoming familiar with effective tools and, not least, the establishing of personal contact with experts. The 'master classes' are offered in two-hour formats via the communication platform Zoom for a charge.

The conference takes place in English. The possibility exists to also experience the short contributions of the experts and speakers following interzum @home in the Internet. To finish, project manager Beeh once again: "Our conference, as part of interzum @home, stands for a knowledge exchange of the interior design industry - in North Rhine-Westphalia, in the German-speaking world, in Europe and throughout the world." More on materials.cologne 2021 under www.mat.cologne

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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.

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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/imagetdatabase in the "News" section. Press information is available at: www.interzum.com/Pressinformation

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