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#interzum

interzum @home 2021 - Inspiration for the furniture industry

Innovative concepts and products for modern living and interior design result from global trends (2)

When the interzum @home, the digital 2021 edition of interzum, the leading international supplier trade fair, closes its virtual gates on 7 May, all industry actors from the furniture industry and interior design will surely be able to take new ideas, important inspirations and exciting product solutions for their companies "home" with them. With the transformation of global trends to the innovations of the supplier industry, the competitiveness of the interior design industry is secured and the basis for further growth is provided.

The trend toward the durability of products and the wish for a decelerated life rhythm in a personal, "nest warm" atmosphere has already been apparent for a while to scouts - in the interplay with naturalness and sustainability, in contrast with urbanisation and digitalisation.

Especially decor manufacturers with their narrow reference to the visualisation of surfaces sensitively address such developments. The internationally present Impress company group prompts its visitors at "interzum @home" to pause to reflect and imagine that everyone follows their own natural rhythm, is in harmony with themselves and lives at their very own speed.

Especially because the factor of time has acquired such immense importance and consequence, Impress places the theme of time at the centre of a new communication concept: called "Uchronia" - a time utopia in which one can live in complete harmony with a personal time rhythm and feeling for time. The company will now carry off its customers on this journey through time and space in the coming months.

Schattdekor, the Thansau decor specialist also focuses on the question at the "interzum @home" of "How will we live tomorrow?" An XXL design video and various expert clips communicate the interzum selection from the far more comprehensive new decor collection. Schattdekor designers from around the world will speak here about new products, trends and decor developments.

The new product in the field of film is the thermoplastic furniture surface Smartflex Nature, and the company is presenting, besides other premieres, a new caravan selection for the USA and European markets. This is because caravanning is a crowd puller; the demand for caravans is gigantic - behind this is the longing for nature, deceleration and self-determined individuality.



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For the theme of individualisation, the focus quickly shifts to companies that specialise in furniture fittings, because their solutions define the versatile functionality of modern furniture. The Italian fitting manufacturers Formenti & Giovenzana (FGV) from Veduggio con Colzano is therefore coming with, among other things, a newly developed, concealed guide rail, as well as the integrated Soft-Close hinge for interzum @home.

However, especially the trend toward smart, meaning digital applications for home, as well as connectivity have been defining the portfolio of the company for quite some time. This was also reported on virtually for the trade fair appearance. As were sustainability concepts at FGV, which is already firmly anchored for quality planning in the quality management of the company (APQP).

The successful fittings specialist Hettich (Kirchlengern) has been presenting new developments and function concepts revolving around the megatrends of urbanisation, individualisation and New Work since the recent start of its own "HettichXperiencedays". The solution offerings in brief: mini-general outlines, multi-functionality, product platforms and flexibility.

At interzum @home, Hettich is showing, for example, the following highlights: the sliding door system TopLine XL - now with new functions as a sliding wall element. Or the drawer platform AvanTech YOU, which is combined creatively with other furniture systems and comes with other standard decors, as well as its own LED light signature.

Resource conservation, energy efficiency, durability and quality of the products, as well as a strict body of environmental rules are the decisive building blocks for the striving of the East Westphalian company to make a contribution to a more sustainable world. For good reason, the Hettich motto of "Let's move markets!" therefore does not refer to the fittings technology alone, but instead to the self-image as a company group. interzum @home can also make a similarly significant claim for itself, because it too moves the world of modern interior design!

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

Further information about ambista: www.ambista.com/

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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

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