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#interzum

“Being at home” redefined: Discover the future of living in interzum’s digital printing trend showcase

New lifestyle and housing options seem to be developing at a rapid pace these days. It’s absolutely natural that intensive use of digital media and the overlapping of our professional and private lives should lead to a new way of living. In the future, the quality of our living environments will be defined not only by the way the rooms are laid out and furnished, but also by the transitions between the indoors and the outdoors. Architecture and interior design experiment with open facades, loft-like concepts and items of furniture that take on space-management functions. As a result, the modern home can best be understood as a filter, a membrane between the world inside and the world outside. This development is directly reflected in the layout and furnishing of home/office hybrids and in furniture design; manufacturers are responding with new product solutions and new production techniques.

Against the background of the latest technological advances arising through digitalisation, digital printing is about to make its final breakthrough. A decisive factor in this development is that digital printing is at last able to offer solutions that meet the customer’s desire for self-expression, uniqueness and distinctiveness in their interior design quickly, to a high quality and at low cost. Thanks to the ability to create printed images dynamically, surfaces can be custom-designed so as to be one of a kind, making digital printing perfectly suited for industrial make-to-order production and one-off items.

interzum will therefore be continuing to focus on the subject of digital printing in 2021 as part of its role as a source of inspiration and a platform for innovation. Following its debut in 2019, interzum plans to give this technology much more space at the trade fair with its special Digital Printing trend showcase event. Once again, exhibitors will have the opportunity to present their innovative product solutions in the field of digital printing to an interested trade audience in the context of the trend showcase.

The trend showcase will focus on the various potential applications and the diversity of modern digital printing: on demand or customised, for use in direct printing or via image carriers. It will seek to respond to every unanswered question from furniture manufacturers, designers, interiors experts and architects - whether on the subject of advantages and risks, technological and design challenges, printable materials or technical implementations.



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In order to demonstrate the possibilities offered by digital printing to trade visitors and enable them to make direct business contacts with the appropriate suppliers, interzum is extending an invitation to all companies that offer components, services, machines or unusual applications in the field of digital printing to participate in this key event as exhibitors. It's the explicit goal of the showcase to present this value chain in a self-contained yet diverse format and to offer visitors a "one-stop-shop" that can serve all needs and circumstances. The special exhibition area will be located in the Materials & Nature segment, which will also be the place to discover the latest developments being premiered at interzum 2021 by a host of surface specialists.

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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.

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

Further information about ambista: www.ambista.com/

The next events:

Pueri Expo - International Trade Fair for Baby & Childcare Products, Sao Paulo
04.08. - 07.08.2020

spoga+gafa - The garden trade fair, Cologne 06.09. - 08.09.2020

Kind + Jugend - The Trade Show for Kids' First Years, Cologne 17.09. - 20.09.2020

Note for editorial offices:

interzum photos are available in our image database on the Internet at www.interzum.com in the "News" section. Press information is available at: www.interzum.com/Pressinformation

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