

No. 15 / 2023, Cologne  
#interzum

## Find out today what will be important tomorrow:

**Renowned experts will inform on the most important developments, trends and future themes for furniture, materials and interior design on the knowledge platform of interzum 2023.**

There are many new approaches for sustainable materials in furniture and interiors. This is because, with societal changes and the global political situation, the expectations we have of future design are also changing. interzum 2023 will showcase the exciting innovations presently in development and demonstrate the potential they offer the supplier sector from 9 to 12 May in Cologne. The interzum Trend Stage is thus a central meeting place for trade visitors of the world's leading trade fair for furniture production and interior design.

The trade fair was successful in winning trend expert Katrin de Louw, owner of TRENDFILTER®, as an independent curator of the Trend Stage. The programme she has compiled will shed light on the most important developments and future themes for furniture, materials and interior design. The programme offers a thematic range for the industry, extending from the waste and circular economy through bio-based materials, the digitalisation of processes and coming colour trends to sustainability, mattress recycling, targeted product simplification or 3D GCI. Trade visitors to interzum will thus learn, for example, why Sweden is so innovative, which design strategies will become more important, how to successfully develop new materials and why uncertainty is the new megatrend.

“The main topics are, of course, sustainability, in particular the circular economy and innovative materials, as well as digitalisation”, the trend expert explains. Renowned experts in these fields have been invited to share their knowledge with visitors. In this context, the programme of the Trend Stage corresponds with the trend forums "Materials & Nature", "Function & Components" and "Textile & Machinery", which show how creatively the furniture supplier industry is reacting to sustainable requirements.

Information and innovations from experts, start-ups and young designers Neo-ecology will feature as a leading theme of interzum 2023 on the Trend Stage. Here, both well-known experts and young designers and start-ups aspiring to create a transparent, regional and sustainable circular economy are given a platform. This is because social trends such as the shift towards vegan nutrition and voluntary simplicity are also reflected in their product developments: new materials for furniture, for example, are derived from plant-based raw materials such as hemp or native hardwoods. The recycling of residual materials or the simplification of products also promises the conservation of resources.

Insights into circular business models



interzum  
09.05. - 12.05.2023  
www.interzum.com

Your contact:  
Markus Majerus  
Tel.  
+49 221 821-2627  
e-mail  
m.majerus@koelnmesse.de

Koelnmesse GmbH  
Messeplatz 1  
50679 Köln  
P.O. Box 21 07 60  
50532 Köln  
Germany  
Tel. +49 221 821-0  
Fax +49 221 821-2574  
www.koelnmesse.com

Executive Board:  
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Cologne  
District Court Cologne, HRB 952

Since the majority of a product's ecological impact is determined by its design, there is enormous potential here for the transformation towards circularity. A number of presentations on the Trend Stage specifically address how circular-economy products are designed and manufactured. However, circular design presents an opportunity not only for more sustainable product design, but also for new business models. In efforts to establish circular economic practices, more and more companies are re-examining how they work, with the aim of realigning themselves. Experts on the Trend Stage share insights into the methods for developing circular business models that will help manufacturers remain competitive in the future.

#### Colour and design trends as inspiration for projects

In our fast-paced times, however, design must also adapt to current requirements changing more rapidly all the time. The Trend Stage will explore how societal trends are influencing our habits, or how various lifestyles are having an impact on interior design. Psychological factors also play a part here, as do the latest furnishing trends.

#### Digital tools for the furniture industry

The digital transformation also plays a central role in the digital transformation and thus provides another area of focus in the programme of the interzum Trend Stage. Refined technologies open up new possibilities in design and in the production of furniture components. Through the use of 3D technology, high-quality surfaces, for example, can be produced without the use of chemical materials. Digital processes are also automating the production of images and ensuring that they can be made available for individual customer requirements and product variants. Thus, with augmented reality, for example, furniture can be positioned three-dimensionally in space without having to actually be on site.

“We have thematically compiled the programme so broadly to ensure that there is something for everyone”, says the curator Katrin de Louw. Visitors can discover the most important trend topics for the sector bundled here, enter into an exchange of new ideas and get to know new contacts.

After the event is over, it will also be possible to watch the entire programme again on the digital platform interzum @home, thus further enhancing the efficiency of the trade fair visit. You can find the current programme of the Trend Stage here:

[https://www.interzum.com/de/events/eventsuche/?fw\\_goto=events&datefilter=all&ort=320715](https://www.interzum.com/de/events/eventsuche/?fw_goto=events&datefilter=all&ort=320715)

#### **Koelnmesse - industry trade fairs for suppliers to the furniture sector:**

Koelnmesse is the world's top trade fair organiser in the furnishings, interiors and design segment. Hosted at the trade fair grounds in Cologne/Germany, the leading international trade fair interzum is an established, central industry gathering that showcases the latest trends and innovations from global suppliers to the furniture industry. In addition to the event at its Cologne headquarters, Koelnmesse is strategically expanding its portfolio with international trade fairs in key growth markets around the globe, including interzum bogotá in Colombia and interzum

guangzhou in China.

Further information: <https://www.interzum.com/trade-fair/interzum-home/industry-sectors>

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**The next events:**

interzum - Furniture Production Interiors, Cologne 09.05. - 12.05.2023

interzum guangzhou - Asia's leading Furniture Production Fair, Guangzhou 28.03. - 31.03.2024

interzum bogota - International fair for industrial wood processing and furniture manufacturing, Bogotá 14.05. - 17.05.2024

**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 "Press" section. Press information is available at: [www.interzum.com/Pressinformation](http://www.interzum.com/Pressinformation)

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**Your contact:**

Markus Majerus

Communications Manager

Koelnmesse GmbH

Messeplatz 1

50679 Cologne

Germany

Tel +49 221 821-2627

[m.majerus@koelnmesse.de](mailto:m.majerus@koelnmesse.de)

[www.koelnmesse.com](http://www.koelnmesse.com)