

No. 18 / April 2023, Cologne
#interzum

Innovations for interiors professionals

New impulses for designers and architects at interzum 2023

What chances does the transformation of living offer? How are designers shaping the circular economy? What materials are available for a sustainable transformation in building or the green mobility of the future? From 9 to 12 May 2023, interzum, as the world's leading trade fair for furniture production and interior design, will illuminate the foundations for the living worlds of tomorrow. There is hardly another place where such a broad range of new materials, surfaces and components for interior design can be found. The leading global trade fair thus once again offers enormous innovation potential for designers and architects.

Trend barometer for interior design

Like a trend barometer, interzum presents a tremendous diversity of ideas, inspiration and innovations. This is because, what is presented here has a decisive influence on future living and working worlds. New materials and surfaces, innovative components and smart technologies offer a large innovation pool for designers. Interzum is the central platform for both global players of the industry and creative start-ups. Manufacturers and planners working on new solutions for interiors exchange ideas here and show their new products.

Sustainable dialogue on Neo Ecology

Sustainability and climate protection are among the decisive themes for the future of design and architecture. There is thus an increasing wish for resource-saving processes and products. With the main theme of "Neo Ecology", interzum is thus creating a new area of focus here.

The sustainable approach will not only be visible in the new developments of the exhibitors, but also be incorporated into the varied event programme. Prototypes and studies from present research will be shown and pioneering products presented in thematic special events, the interzum Trend Forums. It will be made clear in the process how creatively and flexibly the furniture supplier industry is reacting to the challenges of our time: innovations are illuminated, new solutions discussed and the current themes of the furniture and interiors industry thus presented for an international trade public.

Milestones for the circular economy

Designers, architects and trade planners can make a decisive contribution to living in keeping with climate concerns or the transformation in building. "In addition to favouring the use of renewable raw materials, it is particularly important to establish a genuine circular economy", Jonathan Lunkheimer emphasises. As a founding member of Architects for Future, he will point out paths toward climate-positive building at interzum. Many of the new products presented at the trade fair



interzum
09.05. - 12.05.2023
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are important milestones for the introduction of product cycles. How such circular materials can be applied in design and architecture is shown in the Trend Forum Materials & Nature. Under the title "Sustainability Matters", the specialist for innovative materials, Dr Sascha Peters, will introduce pioneers of the circular economy. Other sources of inspiration for sustainable design are provided by the interzum Award 2023 with the new category "Neo Ecology", which distinguishes ecologically pioneering products, processes and concepts.

A "turning point" in design?

Thematically, interzum 2023 will move in many additional areas that designers are concerned with today: digitalisation and generative production, reduction of living space, demographic design or green mobility. The requirements for design will change over the long term with such diverse forms of transformation. "These days, design trends no longer change on a seasonal basis, they are driven by longer-term considerations", says trend expert Katrin de Louw. She is designing the programme of the interzum Trend Stage, on which material researchers will speak, as well as colour experts and start-ups for self-shaping furniture or organically based plastics. The transformation of living will also provide the theme for the Trend Forum Function & Components: with "Furniture in Change - Shifting Boundaries", byform productdesign will present a new furniture aesthetic at interzum.

Drivers of innovation in design

Creative processes start with an idea, which is then followed by the selection of materials and components. The mix of new products, technologies and concepts at interzum provides a variety of impulses for this. Whether minimalist fittings design. Antiviral furniture fronts, smart operating technologies or vegan leather alternatives –it is precisely this wide range that makes not only the latest materials and manufacturing processes evident at the fair, but also the trends and visions for future design. With future themes relevant to design and close to the market, interzum thus remains a platform for professional exchange and an extraordinary source of inspiration.

Koelnmesse - Global Inspiration for Living, Contract and Public Spaces

Koelnmesse is the world's top trade fair organiser for the areas of Living, Contract and Public Spaces. At the trade fair hub of Cologne, in addition to imm cologne and interzum, other trade fair formats such as LivingKitchen, ORGATEC, spoga+gafa, FSB and aquanale are among the internationally renowned and established industry meeting places.

These fairs comprehensively represent the interior and design segment, the furniture and interior construction industries' supplying sections, the kitchen world, all topics for the modern working world, garden lifestyle as well as public space, sports and leisure facilities and also sauna, pool and ambiente.

In addition to the events in Cologne, Koelnmesse is strategically expanding its portfolio in key growth markets around the globe like with the successful shows ORGATEC TOKYO in Japan, interzum bogota in Colombia and interzum guangzhou in China.

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

The next events:

interzum - Furniture Production Interiors, Cologne 09.05. - 12.05.2023

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

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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 <https://www.interzum.com/en/press/multimedia/image-database/> in the "Press" section.

Press information is available at: www.interzum.com/en/press/press-releases/press-releases-of-interzum

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