

No. 19 / May 2023, Cologne
#interzum

Results of the interzum award 2023: the international furniture and interior design supply industry demonstrates its impressive innovation capabilities

For 23 years, technical developments, advanced materials and exciting product innovations and concepts have been the focal point of the interzum awards, organised every two years by Koelnmesse and Red Dot for the furniture supply industry. From the 150 entries submitted by manufacturers from 18 nations, the jury eventually selected 52 products. Seven entries received a “Best of the Best” award for their outstanding tour de force, setting new standards in their sector with their form and function. A further 45 products and materials were recognised for their product quality, garnering an award for special achievements in form and function. The award-winners were celebrated on 8 May, the eve of the interzum 2023. The winning products, materials and concepts will be on show in the “Nordboulevard” of the exhibition centre in physical or digital form for the duration of the fair until 12 May. From 9 May 2023, they can be viewed in a permanent online exhibition at www.interzum.com/de/award.

Focal point “Neo Ecology” - products and concepts for greater sustainability in the sector

This year, for the first time, the topic of “Neo Ecology” was a focal point. In a specially created category, the search was on for pioneering sustainable products, processes and concepts. “Product and manufacturing process innovations as well as new materials are examples of the new momentum developed by companies to drive a sustainable economy. They are what bring this year’s interzum maxim ‘Shaping the Change’ to life,” says Maik Fischer, director of interzum. “It is precisely these types of innovations that deserve our particular attention - also and especially within the scope of an international trade fair such as interzum 2023. By launching a corresponding category, we want to give our exhibitors’ achievements in this area greater visibility.”

The jury bestowed eight awards in the “Neo Ecology” category, including one “Best of the Best” for the Vita First mattress manufactured by The Vita Group from Great Britain. This is a mattress produced without adhesive using innovative, sustainable technologies to simplify dismantling and recycling at the end of the product life. It is made of Orbis Plus MB, Novus, a reconstituted foam, and comes with a sustainable cover.



interzum
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www.interzum.com

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Trend: conservation of resources and pared-back design

According to the jury, one of the key trends in the “Neo Ecology” realm is conservation of resources. Vito Ora em, jury member and managing director of Red Dot, explains: “This not only relates to pure product features but also to the question of how the depletion of resources can be reduced with the help of technology and design. This reduction has to be squared with the respective function. The streamlining of numerous products goes hand-in-hand with a simplicity in design that I find incredibly interesting.”

The Best of the Best: groundbreaking materials and product solutions

A total of three “Best of the Best” awards were handed out in the “Function & Components” category. They included the rotating swivel fitting by Hettich, whose unique translational rotational movement makes it possible to swing cabinet interiors out on their own axis, as well as the electronic “AMPEROS” system by Julius Blum, which offers a simple yet secure solution for the electrification of furniture. Finally, “PEANUT CORE®” by Pyrus Panels is an invisible, tool-free connector for furniture made from frameless lightweight panels.

In the “Materials & Nature” category, two “Best of the Best” awards went to “Arfinio”, a novel solid-surface technology by Covestro and Arcesso Dynamics, which enables the production of seamless solid surfaces, and to the “NUO” wood textile by the manufacturer of the same name, which is as soft and supple as fabric but is made from real wood and is thus vegan and sustainable.

In the “Textile & Machinery” domain, there was an award for “SmartSleeve Circular”, a mattress protector by BekaertDeslee made from recycled ocean plastics. It comes with a “Transparent Circular Label” with an NFC tag to offer both consumers and recycling operations complete transparency about the material composition of the protector at the end of the product life cycle.

And the first “Best of the Best” winner in the new “Neo Ecology” category was, as previously mentioned, The Vita Group with its “Vita First” mattress.

Exhibition - physical and digital

For the duration of the fair, products, materials and concept that won a prize at the interzum award 2023 can be seen by the international trade audience in a special exhibition that is partly physically on display, partly available in digital format. From 15 May 2023, the award-winning entries will furthermore be presented during the “interzum @home 2023” digital event and displayed in a dedicated digital showroom.

A permanent exhibition on the www.interzum.com/de/award website presents all the award-winning products and projects with accompanying text and images.

The jury for the interzum award 2023

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Dr Luisa Bocchietto

Freelance architect and designer with her own studio in Biella (Italy), visiting professor at various universities and schools of design, senator of the World Design Organization, Biella

Katrin de Louw

Owner of “TRENDFILTER®- Designzukunft für Möbel und Materialien”, founder of the FURNITURE FUTURE FORUM® as well as of the COLORNETWORK®, Bad Oeynhausen and Bünde

Frederik Lauwaert

Managing director EBIA - European Bedding Industries Association, Ghent

Kristina Meyer

Designer as well as founder and co-owner of byform produktdesign, Cologne and Bielefeld

Vito Ora em

Managing director Red Dot, executive board member of the Design Zentrum Nordrhein-Westfalen and director of the Red Dot Design Museum, Essen

Hon-Prof Dr Sascha Peters

Founder and owner of the material and technology agency HAUTE INNOVATION, Berlin

Professor Martin Stosch

Lecturer in industrial furniture making in the Production and Wood Technology faculty, Technische Hochschule Ostwestfalen-Lippe, Lemgo

Additional information:

www.interzum.com/de/award

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.

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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 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 <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

interzum sur Facebook:

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