

No. 4 / June 2022, Cologne  
#interzum

## Impulses for the living spaces of tomorrow

**New ecology: interzum addresses a themes that will be of societal relevance in the future + Good registration status for the start of layout planning + Digital formats are reconceived**

In 2023, interzum is once again starting as the world's leading trade fair of the furniture supplier and interior design industries! With modern materials, outstanding designs and exclusive innovations in its luggage, the global industry is once again meeting for a face-to-face exchange in Cologne to develop trends, find inspiration, explore boundaries and design the living spaces of tomorrow. With its new claim of "shaping the change", interzum emphasises its function as the provider of impulses for the industry, with the goal of redesigning the future together.

In the new way of thought of interzum, leading trade fairs must develop enormous power, extending well beyond the presentation of product innovations. They can and must even more intensively accentuate and discuss themes that move society, like sustainability and climate protection, and thus advance the dialogue. In future, it will become imperative for companies to balance economic success with social responsibility. Climate protection and sustainable action in the manufacture of innovative products are of central importance to consumers. With this way of thinking, interzum is embarking on a new path by transforming from a content mover into a thought leader.

In this sense, the defining and guiding principle of interzum 2023 will be "new ecology", because climate change is not going to disappear from the global consciousness, and we are reminded of this almost daily by, for example, droughts, periods of extreme heat or storms. Global societal movements like Fridays for Future are making sustainable action the foundation of a new identity. Sustainability is a growing economic factor. Themes like conserving resources, smart materials, renewable energies, re- and upcycling, etc. are already tracing a development leading toward many brand companies seeing their future home less in a particular assortment than in an attitude. The trade fair in the coming year will offer exhibitors and visitors of interzum precisely the platform and community that discusses these themes and develops solutions together.

Even though interzum is redefining its lead claim, the focus will also still remain on global business under changed basic conditions. This is evidenced by an exhibitor diversity that is so unique worldwide, extending from Hettich, Häfele, Blum and Vauth-Sagel through Schattdecor, Impress, Egger, Finsa, Kastamonu, Leggett & Platt / Global Systems Group and Atlanta Attachment to Dürkopp Adler, among others. In this way, interzum 2023 creates a good foundation for carrying on from the good 2019 event. With around 190,000 m<sup>2</sup> of exhibition area, the trade fair at that time



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:  
Gerald Böse (President and Chief Executive Officer)  
Oliver Frese

Chairwoman of the Supervisory Board:  
Mayor of the City of Cologne  
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Cologne  
District Court Cologne, HRB 952

proved to be the world's largest display window for surfaces, fittings, light and wood materials, as well as components for the production of upholstered furniture. The event was also able to considerably expand its international reach in terms of both exhibitors and visitors.

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However, interzum is not only developing its presence format further, but is also re-conceptualising the trade fair digitally! In this context, interzum @home 2021 should also serve as a successful case for the further development of the digital formats. interzum 2023 will thus adopt a hybrid event format. Here, the familiar, strong physical presence in Cologne will be complemented by a highly attractive digital event - thus creating a trade fair experience that is unique in every respect. In future, however, the goal will also be to orchestrate the phases between the events and make the trade fair an always-on experience - with the event platform interzum.com. On the whole, interzum will then in future develop even further as the "place to be" for the industry with the two digital twins interzum @home (for the trade fair) and the 365 day platform interzum.com.

#### **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. As Germany's leading trade fair for furniture production and interior construction, ZOW offers a further ideal industry platform with its ready-to-market approach.

The in-person events are complemented by ambista, the online business network for the international interiors industry, which provides direct anywhere, anytime access to relevant products, contacts, expertise and events.

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

Further information about ambista: [www.ambista.com](http://www.ambista.com)

#### **The next events:**

interzum - Furniture Production Interiors, Cologne 09.05. - 12.05.2023

#### **Note for editorial offices:**

interzum photos are available in our image database on the Internet at [www.interzum.com/imagetdatabase](http://www.interzum.com/imagetdatabase) 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

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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)