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#livingkitchen

imm cologne 2021 to start as special edition and hybrid

Focus on business for 4 days +++ LivingKitchen to skip 2021 +++ Digital platform extends reach

"We make it happen" is the clear affirmation of Koelnmesse for realising imm cologne in January 2021. In close cooperation with the advisory board and taking current developments of the corona pandemic in the European and German environment into account, Koelnmesse decided last Friday that imm cologne 2021 will be realised as a special edition and in a hybrid form, with a considerably more focused exhibition component and a digital platform in order to sensibly complement the presence trade fair in Cologne. imm cologne will take place from 20 to 23 January on four event days from Wednesday to Saturday (previously seven days). LivingKitchen will not take place in 2021. The kitchen theme will be integrated into the special edition of imm cologne. "Our goal is clearly defined: to also make imm cologne possible this coming January against the background of the challenging basic conditions. Based on a compact exhibition section and enriched with digital network and presentation possibilities, imm cologne will provide the furniture industry with important impulses for the new business year", according to Oliver Frese, COO of Koelnmesse. "With an extensive hygiene and protection package, exhibitors and visitors can move safely on the fair grounds and concentrate on doing business. We also offer our exhibitors at the special edition tailored and innovative stand construction solutions that enable efficient and inspiring trade fair participation", Matthias Pollmann, Vice President of Koelnmesse, adds.

From the exhibition halls to the whole world: linking of attractive offline and online formats

The team around Matthias Pollmann and Claire Steinbrück, together with the Creative Director of imm cologne, Dick Spierenburg, have developed different stand construction concepts and event formats and perfectly aligned them to suit the changed basic conditions. "With the new stand concepts, we offer young companies a plannable framework for an excellent trade fair appearance in a compact area and can thus bring together the most varied assortments of interior design and the kitchen theme", says Claire Steinbrück, Director of imm cologne. "Smaller areas and open stand design also mean less stand staff and lower costs. Nonetheless, the brands can represent and present themselves individually. The result is efficient business with maximum risk reduction", the Director continues.

With the new imm@home platform, the trade fair is not only expanding the business opportunities of exhibitors, but also reaching a broad spectrum of visitors who currently can't travel to Cologne due to the corona pandemic. Thanks to this hybrid



Living Kitchen 2021
18.01. - 24.01.2021
<https://www.livingkitchen-cologne.com/>

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Your contact:

Markus Majerus

Tel.

+49 221 821-2627

Fax

+49 221 821-3544

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

Herbert Marner

Chairwoman of the Supervisory Board:

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jurisdiction:

Cologne

District Court Cologne, HRB 952

approach, the special edition of imm cologne is equipped with additional possibilities for interaction. At imm@home, one can enter into a virtual exchange with the industry, network with relevant contacts and elevate business to the next level. In addition to this, companies have the possibility to present their products virtually in own online sessions. imm@home will thus offer real networking opportunities, direct dialogues and real-time solutions for every exhibitor beyond the stand itself.

With the special edition of imm cologne, Koelnmesse actively designs the current crisis. However, the special editions can only be successful when both exhibitors and visitors follow the guiding philosophy of imm cologne of "You make it possible - we make it happen." "In the coming days we will see how positively our concept of the special edition is being received throughout the entire market. I am looking forward to opening our doors again on 20 January 2021", is how Matthias Pollmann is looking ahead to the coming weeks.

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.

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

The next events:

imm cologne - THE INTERIOR BUSINESS EVENT (open to the public on Friday, Saturday and Sunday), Cologne 20.01. - 23.01.2021

Page

3/3

interzum bogotá - The event for industrial wood processing and furniture manufacturing, Bogotá 02.02. - 05.02.2021

interzum - Furniture Production Interiors Cologne, Cologne 04.05. - 07.05.2021

Note for editorial offices:

LivingKitchen press information as well as photos are available on the Internet at www.livingkitchen-cologne.com in the section "News".

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Your contact:

Markus Majerus

Communications Manager

Koelnmesse GmbH

Messeplatz 1

50679 Cologne

Germany

Tel +49 221 821-2627

Fax +49 221 821-3544

m.majerus@koelnmesse.de

www.koelnmesse.com

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