

European press conference on imm colgne / LivingKitchen 2019 "New benchmark for trade fairs in the furnishing sector"

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European press conference of the imm cologne / LivingKitchen in Madrid (from left): Kate and Joel Booy from Studio Truly Truly, Koelnmesse boss Gerald Böse, presenter, designer Alfredo Häberli and AMK managing director Volker Irlé. Photo: Merkel

Koelnmesse held its European press conference for imm colgne / LivingKitchen 2019 in Madrid on 6th September this year and looked ahead to the trade fair doubles from 14th to 20th January.

"We are now working for about seven years continuously on the optimization and strategic direction of the imm cologne and are proud that we will lie down on the event in 2019 in all areas a new benchmark for measuring the interior is concerned," says Matthias Pollmann, Vice President are fair management of Koelnmesse , and Dick Spierenburg, Creative Director of imm cologne, agree. "All the relevant market leaders and top design labels are involved, which in our view is a strong statement for the imm cologne and the location Germany," said the two trade fair managers.

In eleven halls, a tremendous variety of housing styles and deploying -sortimenten: from the elegant lifestyle brands and trendy design labels in the design segment to the clever design solutions for young, trend-conscious living in product segment "Smart". "It's going to be a fantastic imm cologne in 2019," says Pollmann. The trigger for this statement is not only the generally good registration status of the imm cologne, but in particular the significant increase in exhibitor numbers in the design-oriented Pure segment. Through a constant updating and optimization of the area allocation, a new orientation of the exhibitor structure, an innovative visitor guidance in combination with inspiring events the Pure area becomes for visitors and exhibitors the hot spot of the design scene. New: Pure Atmospheres in Hall 11.3.

Eighth edition "The House"

The House - Interiors on Stage is entering its eighth round: Australian designer couple Truly Truly will present an elegant, airy design that seeks new forms for an open-plan home decor. Sensual in the details - the textures, textiles, colors - and ambiguous in the assignment of the room functions and the shape of furniture, Kate and Joel Booy will give the trade fair visitors an exciting experience, as Koelnmesse announces. "Living by Mood" shows emotional spaces that question the conventions of living in the most beautiful and sensuous way.

LivingKitchen even more international

Around 200 exhibitors from more than 20 countries are expected in the three halls of LivingKitchen - including around 60 new customers. Including Lube, Driada, Gessi, Infinity Surface, Zampieri, Pino. Also Nobilia, Schüller, Nolte and Leicht present their products. A particular feature of LivingKitchen 2019 is the high degree of internationality: more international (60%) than national exhibitors are currently at the start - in 2015 this figure was still 45%. Koelnmesse expects more than 150,000 visitors from over 130 countries at LivingKitchen.

Alfredo Häberli shows the "kitchen of the future"

Visitors will then be greeted by 160 sqm in Hall 4.2, where they will be able to enjoy a holistic living environment by the Swiss designer Alfredo Häberli with the kitchen as its center. Surprising clarity and straightforwardness characterize Häberli's vision of the future kitchen. The internationally renowned designer takes the history of the kitchen, abstracts the idea of the form and offers the visitor an architectural projection surface. "Reducing growth will be a very important issue, affecting not just mobility and space concepts, but also the kitchen," says Häberli. Häberli sees his open-ended design less as a personal vision than as a food for thought for all. Here you can really take a look into the kitchen of tomorrow. "I want to consciously bring my design of a future kitchen to a certain level of abstraction, because the time we live in is going incredibly fast. The kitchen at LivingKitchen will address the near future.

In addition to Häberli's "Kitchen of the Future", Hall 4.2 under the motto "Future Design" generally serves as an experimental space for the most diverse ideas of future kitchen design. As a second format, "Future Foodstyles" will be presenting the lifestyle and nutrition trends in the food sector in hall 5.2 on 350 sqm. And on the basis of technologies already available today, "Future Technology" in Hall 4.1 will show on approximately 600 square meters which developments in this area - especially in the smart home sector - can be expected in the near future.

"New benchmark for trade fairs in the furnishing sector"

Links

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