

German furniture brands: reports

The design world gathers at imm cologne to kick off the new year

Wednesday, 10.01.2018



What are Patricia Urquiola, the Bouroullecs and Sebastian Herkner doing in January? What is the future of design? Which ideas, colours, forms and materials are shaping new product concepts? And above all, what is the true direction of the interiors market? Where do manufacturers and designers from all over the world meet to explore the market and discuss issues relating to future ways of living?

At the international interiors show imm cologne from 15 to 21 January 2018, around 1,200 top exhibitors, design stars and creative newcomers from 50 countries will present the trends for the coming year. No other trade fair provides such a comprehensive, concise and clearly structured overview of the international world of interior design. For one week, the exhibition halls in the urban surroundings of this metropolis on the Rhine become the largest showroom for the latest in interior design, for experimental living concepts and trend-setting technologies, for major brand concepts and the ideas of young designers.

Sophisticated range on display in the “Pure” design segment halls – with a special focus on light

A huge diversity of styles and ranges is exhibited across eleven halls. In the classic design segment “Pure”, the major brand names develop complete living philosophies and allow visitors to participate in their lifestyle. In the gallery-like halls of Pure Editions, exhibitors of visionary furniture and interior design concepts disseminate their ideas. Here, inspiring formats such as the special exhibition Featured Editions can also be found, which in 2018 will be putting installations on the theme of light on show in so-called “Light Labs”. In 2018, the main theme of the Featured Editions is “Light”, for which Pure Editions exhibitors such as Vitra, Zeitraum and Cappellini have developed creative exhibits. For the first time ever, the nine productions distributed across Halls 3.2 and 2.2 are not presented on platforms, but rather in “Light Labs”: pyramid-shaped spaces spanned with gauze material in which the light is caught and assumes form.

As the biggest design event at imm cologne, “Das Haus – Interiors on Stage” 2018 will be a glow in different “Light Levels” in its interpretation by Czech designer Lucie Koldova. She chronicles the various emotions and requirements of modern living in her “Haus”, and gives them all their own kind of light. The subject of light will also be brought into focus in the new exhibition format Pure Architects. Here, architecture-related product lines for floors, bathrooms and lighting as well as smart home solutions are expected to provide inspiration for holistic design concepts – specifically for architects and end customers. Under the motto “Smart Living”, visitors can explore a functioning smart home and try out the latest technologies. And then the finale: In Hall 11, over three floors, renowned design brands present their latest innovations in stylish furnishing.

Trends by German brands

Of course, many German design brands take imm cologne as an opportunity, at the beginning of the furnishing year, to present their new products to international buyers. Brands such as Rolf Benz, BW Bielefelder Werkstätten, bordbar, Bretz, brühl, ClassiCon, Cor, Luiz, Draenert Studio, Kettner, Müller Möbelwerkstätten, Object Carpet, Raumplus, Schönbuch, Sophisticated Living and Walter Knoll, but also companies like Gwinner, Himolla, 3C, Koinor, TM Collections, W. Schillig or Bullfrog demonstrate the diversity of the German furnishing industry through their ranges.

City on the Rhine, city in design: imm cologne and interior design week cologne

imm cologne is both a reflection of our living environments and a source of inspiration for the design scene. The showcases staged at imm cologne and the content behind them are seen as a market trend barometer in the media and among furniture makers, and not for no reason: this is where business meets business, designers meet manufacturers and the end customer finds inspiration.

In addition to furniture, the programme also features accessories, light and a series of vernissages, campaigns, concerts and other events at which new interior design topics are highlighted and discussed. In addition to furniture, the programme also features accessories, light and a series of vernissages, campaigns, concerts and other events at which new interior design topics are highlighted and discussed. Visitors wander around salons, furniture stores, showrooms and galleries, most of which are located in Cologne city centre. The Museum of Applied Arts Cologne (MAKK) and imm cologne are putting on an exhibition curated by Stylepark, featuring fascinating innovations by various designers in an installation by the Berlin designer Werner Aisslinger, and a scenography by the Munich design duo RelvãoKellermann.