

# imm cologne

## Reboots for 2020

Thursday, 25.04.2019



At Pure Atmospheres, visitors can plunge into atmospherically dense lifestyle stagings. Photo: Koelnmesse

In order to make it easier for visitors to find their way around and to give exhibitors the best possible positioning, the exhibition team has divided the imm cologne into theme worlds that are aligned with the respective range of products. After the successful introduction of new theme worlds in the Pure area, such as Pure Editions or Pure Atmospheres, the imm cologne 2020 will be the restructuring of the northern area, which will be called "Home" in the future. This ensures that Koelnmesse ensures that exhibitors can generate optimal target group contacts and inform visitors efficiently.

"Success today is the result of innovative ideas. With the new concept, we are increasing the orientation and transparency function of the trade fair," said Matthias Pollmann, Head of Trade Fair Management at Koelnmesse. "With our exhibitor field, we cover all ranges of products in the furnishing industry and offer a market overview, whose variety at product worlds and furnishing styles is unique. The international furniture fair imm cologne is the platform for interior design and interior business," continued the divisional manager.

## Home - Lifestyle solutions

The new "home" world of imm cologne will be divided into three main areas: "Home Sleep", "Home Scenes" and "Home Settings".

**"Home Sleep"** in Hall 9 represents products and concepts for a good night's sleep. The mattress and sleeping systems, boxspring beds and waterbeds of this themed world offer innovative sleeping comfort, complemented by decorative bedding and accessories. Because well-being is not least due to haptic, climate-regulating and optical quality in the interplay of the individual elements of a sleep system, the textile ranges around the bed are also an integral part of Home Sleep. Together with the accessories, they turn the highly ergonomic and technically determined product area into a true lifestyle segment driven by the idea of wellness.

The theme world **"Home Scenes"** shows more than 1,000 ideas for lifestyle-oriented living. Seating furniture, armchairs, loungers, single sofas, functional couches, sleeping and living room equipment and shelving systems are displayed on large stands - in other words, the entire ranges of well-known furniture and furnishing suppliers. Visitors to imm cologne will find modern living worlds and quality furniture with lifestyle guarantee in Halls 5.2, 6, 10.1 and 10.2.

Clever furnishing solutions for young, stylish living presents the theme world **"Home Settings"**. With the halls 4.1, 5.1, 5.2, 7 and 8, Home Settings offers the generous amount of space necessary to showcase the whole range of clever product solutions in modern material qualities, which offer sufficient storage space and versatile usage options for initial equipment and young living. Here you will find individual furniture and furnishing systems for the entire living area and the bedroom as well as specialist ranges, home accessories and the wide range of self-service furniture. The range in this segment is correspondingly colorful and stylistically diverse, and it lives up to its name in terms of the distribution channel e-commerce, which is very popular here. Home Settings is designed in such a way that the furniture trade focuses on the complete market overview in the consumer sector.

## The digital future of the furnishing worlds

With the Touch by imm cologne imm cologne is taking the whole world of furnishing into a new, digital age. The long-term goal is to create a special focus for the digital economy and to offer its own forum to online retailers, platforms and portals as well as suppliers. Dealing with digital trends, platforms, portals and the future topic of e-commerce is not only important for all exhibitors involved, but also shows visitors to imm cologne new market potential and future markets (Boulevard Nord).

## Pure - format for design quality

Pure presents the avant-garde of international design in various theme worlds: Pure Atmospheres allows visitors to immerse themselves in atmospherically dense lifestyle stagings, as this is the place for the development of the big brand worlds. In contrast, in the gallery-style halls of Pure Editions, the design editors bring the brand essence and the most important furnishing trends to the point with their highlight products. And in between there is a lot to discover at various events: fascinating stagings, young design and informative events.

## Pure Architects - walk-in sample compartments for the creative industry

Every two years, the imm cologne offers exhibitors for innovative room concepts the opportunity to present their innovations and innovations in the environment of the lifestyle-oriented pure area. Especially companies from the field of bathing are offered in this theme world the opportunity to show their creative

ideas for contemporary bathroom worlds in the context of an international furnishing fair. With "smart living" the imm cologne occupies another important future topic. The focus here is on the areas of technical lighting, networking, digitalization, smart home and how these new technologies affect the design of the living space and how interior design reacts to it. Pure Architects thus offers planners, architects, interior designers and interior designers plenty of room for information and inspiration.

## **Reboots for 2020**

### **Links**

- [imm cologne](#)