

interior design days shanghai – by imm cologne

Concept will continue in 2019

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Following the successful kick-off of interior design days in Shanghai (idd shanghai) in November 2018, the decision was quickly made that the international furniture fair imm cologne would continue the idd shanghai concept in 2019.

Gerald Böse, CEO of Koelnmesse, explains: "We are pleased to host one of the most important furnishing fairs in the world, idd shanghai, to open the Chinese market to German-speaking manufacturers. In the agile and consumer-friendly Chinese market with its large design-affine community, the label 'Made in Germany' enjoys great popularity. We would like to use this positive starting position for the German-speaking furniture industry and further expand our contacts to China. "

The idd shanghai 2019 will take place from 20 to 22 November in Shanghai as a satellite event of the imm cologne parallel to the Salone del Mobile.Milano Shanghai. For this purpose, idd shanghai will move into

the extraordinary space of "800 Show" for three days - a trendy complex of former factory buildings centrally located in the immediate vicinity of the Shanghai Exhibition Center.

idd shanghai as an optimal platform for design "Made in Germany" with high-caliber lecture program

At the exclusive event in Shanghai, German furniture manufacturers from the premium and luxury segment as well as premium brands from Austria and Switzerland will present themselves to a design-interested audience from China, consisting of designers, architects, project developers and sophisticated end users. These target groups not only come from the Greater Shanghai area but are also served by one of Focus Media Co., Ltd. Organized roadshow in 10 major Chinese cities, attracted nationwide. Among the previously participating manufacturers are u.a. Dedon, Draenert, Jan Kath, Kettner, Rolf Benz, Schönbuch and Thonet.

In addition to the exhibition of the entire range of interior design idd shanghai in cooperation with Focus Media Co., Ltd. As in the previous year, the visitors will be offered a high-caliber lecture program in which well-known Chinese and German designers will give lectures.

Impressions from the interior design days shanghai 2018





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