

Interzum 2019

The future in focus

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Matthias Pollmann, Head of Trade Fair Management at Koelnmesse, with moderator Tania Higgins at the trade press conference for Interzum in Zurich. Photo: Leonhard

The future of the furnishing industry starts every two years in Cologne. At the Interzum 2019, the world's leading trade fair for furniture production and interior design, 1,700 exhibitors from 56 countries will showcase their ideas for the living spaces of tomorrow at the Koelnmesse from 21 to 24 May, thus providing design impulses for the future. This was announced by the organizers around Matthias Pollmann, Head of Trade Fair Management at Koelnmesse, yesterday, Thursday, February 14, at the trade press conference in Zurich.

The four exhibition days in the anniversary year - Interzum turns 60 - are all about innovation, trends and visions for the design of future living spaces. Digitalization, Convenience in a Small Space, Mobile Spaces - with new and proven special areas, the interzum team is setting new trends this year, beyond the exhibitor presentations, which will surely be reflected in the furniture manufacturers' future collections.

"As the central communication platform of the industry, interzum is the ideal starting point for companies that want to present their ideas from all over the world in one go and for visitors who in turn want to find out about the most innovative products, technical innovations and material innovations," says Matthias Pollmann. "In order to intensify the exchange and at the same time to focus on the future, we have thematically expanded the events at interzum this year and made them even more communicative."

Digitalization more in focus

The plazas, themed special shows, have been supplemented by one aspect. The new Piazza Digitalization will see the benefits of the fourth industrial revolution in 2019 and how future consumer expectations of consumers can be met through digitalization. Physical products with digital components are represented as well as new business models and solutions in which digitization influences design, production, sales, logistics or recycling. The Piazza Digitization is a contemporary addition to the other two plazas, which deal with the surface trends ("Trends in Surfaces & Wood Design") and with mobile spaces ("Mobile Spaces").

Special areas for all needs

The other two innovations for the anniversary interzum are equally practical and use-oriented. The "Tiny Homes" special area is dedicated to the trend towards compact living. In the metropolises of our world, living space is becoming scarcer - Interzum presents particularly creative ideas and solutions for Living in a small space. Digital printing is the focus of another special area. Here visitors will learn how they can respond more effectively to the customer's desire for individuality with the latest developments in digital printing.

While there have been some novelties in the special areas, the proven, fundamental division into three segments remains: "Materials & Nature" has the latest material trends on the topic. Resource conservation, sustainable raw materials, cradle-to-cradle concepts are some of the trends in this area. Technical components are in the "Function & Components" segment. There, the manufacturers of lighting systems, semi-finished products or fittings and locks show their answers to the increased demands of customers on technology, energy efficiency, comfort and convenience. The halls of the third segment "Textile & Machinery" show machines for upholstery and mattress production, upholstery materials, upholstery accessories, cover materials, leather and adhesives. Here, too, innovation is the focus. Climate-regulating upholstery fabrics, material-optimized cutting machines for foams and leathers with low power consumption, weather-resistant outdoor fabrics - these are just a few of the products with which the industry demonstrates its performance.

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