

A large circular graphic with a blue-to-red gradient, containing the text 'Pure Platforms imm cologne 2021' in white and blue.

Pure
Platforms
imm cologne
2021





18. – 24.01.2021

let's live up new environments

imm cologne

Where are tomorrow's interior design trends shown first? Where can you meet star designers without setting up a photo session? Where can you get a chance for close encounters with new furniture and visions, and meet face-to-face with people in the industry? And also find the networks to order the furniture that will boost your business?

More than 1,300 key players, trendsetters and creative newcomers from 50 countries will present the trends for the coming year at imm cologne, the international interiors show in Cologne from 18 to 24 January 2021. No other trade fair provides such a comprehensive, concise and clearly structured overview of the international world of interior design. For one week, the trade fair halls in the urban heart of Cologne are transformed into the largest display of furniture in the world. They also become the biggest showroom for the latest in interior design, for experimental living concepts and trend-setting technologies, for major brand concepts and ideas by young designers.

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 without reason. This is where business meets business, designers meet manufacturers and the profession finds inspiration.

tomorrow's interior moments – imm cologne 2021

In order to help visitors navigate the show and enable our exhibitors to select the best-possible positioning, the trade fair team has divided imm cologne into interior worlds based on the character of the respective product offering. As a result, Koelnmesse ensures that exhibitors generate optimal target contacts and visitors can inform themselves efficiently. In addition, an innovative digital wayfinding system at the exhibition centre provides real-time guidance functions – for the safe distribution of visitors at the exhibition centre, for instance.

New perspectives on home living and refreshing product concepts are especially prevalent in the simulated interior "das Apartment HAUS" and at the fair's platform for young design: Pure Talents with the renowned Pure Talents Contest. A genuine inspiration for holistic interior concepts.

imm cologne brings the world of interior design together.

www.imm-cologne.com

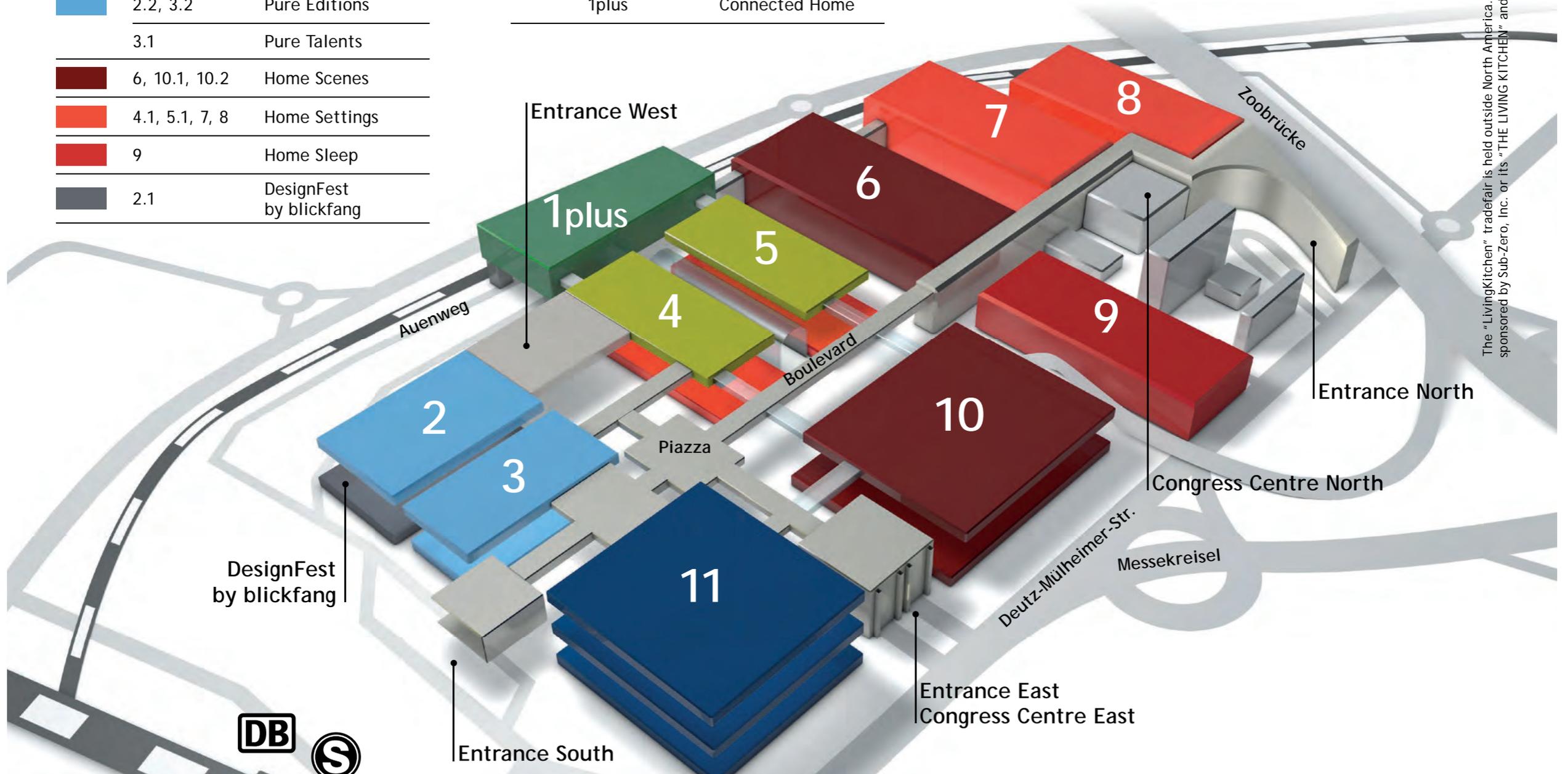
Exhibitor:
Leolux



18.-24.01.2021

■ 11.1, 11.2, 11.3	Pure Atmospheres
■ 11.1, 11.2, 11.3	Pure Platforms
■ 2.2, 3.2	Pure Editions
■ 3.1	Pure Talents
■ 6, 10.1, 10.2	Home Scenes
■ 4.1, 5.1, 7, 8	Home Settings
■ 9	Home Sleep
■ 2.1	DesignFest by blickfang

■ 4.2, 5.2	LivingKitchen
■ 1plus	Connect
■ 1plus	Connected Home



The "LivingKitchen" tradefair is held outside North America. It is not affiliated with or sponsored by Sub-Zero, Inc. or its "THE LIVING KITCHEN" and "LIVING KITCHEN" marks



18. – 24.01.2021

New living worlds after corona

imm cologne

The coronavirus pandemic is also presenting our industry with challenges we have never experienced before. What effect will the crisis have on markets and business models? What can we do to guarantee a safe and productive cooperation with partners and suppliers? How can we create the best possible service experience for our customers, whatever the circumstances? These are just some of the questions that currently occupy us all.

Unfortunately, we can't offer you any simple answers today. But we would like to offer you something else: be there when we, in imm cologne 2021, create an open platform that will provide new inspiration for our sector. A platform upon which experts, enthusiasts and decision-makers from a broad range of fields in our industry come together to design new, sustainable living environments.

imm cologne is going ahead as planned in Cologne from 18 to 24 January 2021. That is our declared objective, and we are rigorously implementing measures to protect everyone involved so that we can achieve it. The health and safety of our exhibitors, visitors and staff are our highest priority.

As a trade fair with a B2B focus, imm cologne is fundamentally different to sporting events and public fairs and festivals – a fact we will continue to highlight in our communications with the public and political decision makers. The above-mentioned measures include appropriate hygiene, maintaining sufficient distance between people at all times, and strict guidelines for the processes carried out at entrances, in the halls and at the stands. We are relying on the professional conduct of exhibitors and visitors, we will carry out a full registration of participants, and we will utilise the flexibility and size of our site as well as the opportunities offered by our digital guidance systems.

Thanks to this package of measures, we can all look forward to a successful imm cologne 2021!

Claire Steinbrück
Director imm cologne

Further information:
Corona information page: <https://bit.ly/2X0XLQu>

Claire Steinbrück
Director imm cologne

Pure

Pure: the format for design quality



Exhibitor:
Kettmaker

Pure
Hall 11, 3.1, 3.2, 2.2

Pure showcases the avant-garde of international design in various themed areas:

In **Pure Atmospheres**, visitors will be able to immerse themselves in a highly atmospheric world of lifestyle installations, because this is where the major brands will reveal their collections. In the gallery-like **Pure Editions** halls, on the other hand, the design houses will use their product highlights to capture their brand's identity and the most important interiors trends. And in between there will be plenty of opportunities to discover more: fascinating installations, young design and informative events.

Pure – imm cologne's longest-established design format

Companies exhibiting in the interior world Pure are continuously inventing and reinventing themselves – changing their direction, creating an original feel and presenting new products, designers, fabrics and living concepts. New product developments usually follow a path laid out by design principles. These exhibitors are united by their dedication to style and the will to innovate.

Unusual yet practical

Pure is characterised by the variety and diversity of its range of products and styles. The exhibitors in the interior world Pure are known for unusual yet practical ideas, for products inspired by design but produced in high-end quality, and above all for their authentic design – because behind every new product there is not only a designer, but also the philosophy of the manufacturer.

Pure is the format for design quality. In this segment the brands stand on their own merit – their own design, their own philosophy, their own production quality, their own individual style. And because Pure is as international as the world of design itself, these elements extend far beyond national preferences and styles.

Every stand is another world.

**Contract business, media, interior professionals:
targeted at decision-makers**

Pure
Hall 11, 3.1, 3.2, 2.2

**interior
designers**

creatives

**+
con-
sumers**



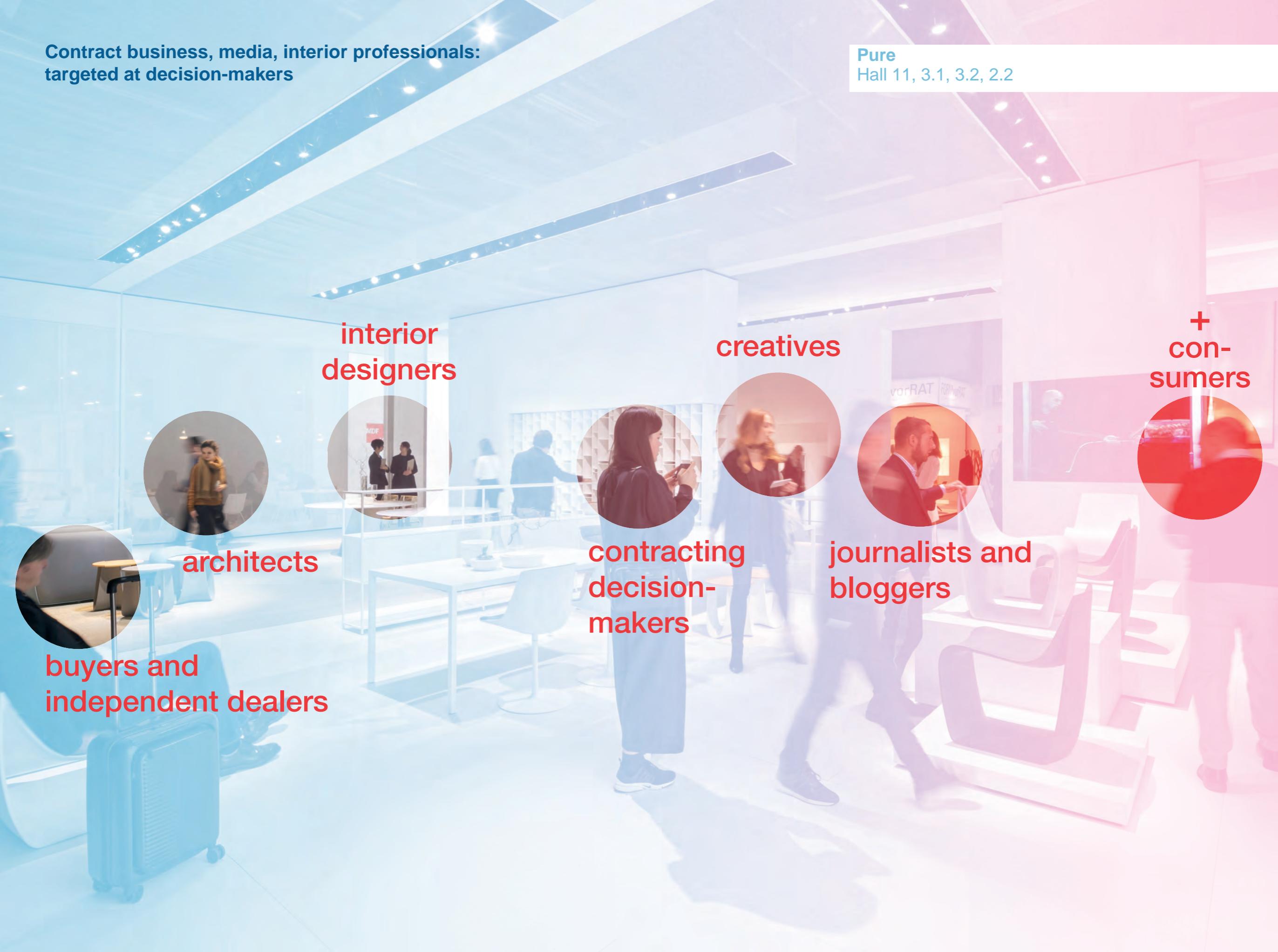
architects

**contracting
decision-
makers**

**journalists and
bloggers**



**buyers and
independent dealers**



Pure Platforms

Pure Platforms
Hall 11.1, 11.2, 11.3

Where new brands and high-end meet

Pure Platforms provides young companies and first-time exhibitors with the right setting for a first-class presentation in condensed form. The diversity of the product ranges in the top-class Pure context isn't just inspiring for visitors, it's highly attractive for exhibitors too.

Pure Platforms brings the many and varied product ranges associated with interior design together. Here in Hall 11, interested trade visitors will find progressive furniture manufacturers side by side with home accessories, lighting, colours and related product ranges for interior design – all concentrated in a compact space with an open, coordinated exhibition architecture. With its ready-made booths, Pure Platforms is deliberately designed to provide young companies and first-time exhibitors with the right setting for a first-class presentation in condensed form.

Please note:
**New locations
in Hall 11**



Exhibitor:
TIPTOE

A platform for individual trade fair presentations

Pure Platforms
Hall 11.1, 11.2, 11.3



Exhibitor:
Climatex



- Pure Platforms are ready-made, 20.25 m² presentation spaces, arranged on islands with a maximum of three units.
- Open spaces, defined by slender black metal dividers and separated from neighbouring exhibitors by one or two walled partitions with a depth of 0.6 m.
- Each combined unit is equipped with lighting, electrical connections, storage space integrated into the walls, and flooring.
- Business and marketing package included.

The space module

4.5 m x 4.5 m = 20.25 m² floor space (gross), extendable in 20.25 m² increments

- Podium floor covering
- Ceiling construction
- Attachment of stand number and imm logo
- Lockable closet featuring an 8 kW mains electrical supply with sub-distribution and 1 electric socket
- Lighting: Bus bars with 5 spots
- Stand cleaning

1 space module @ 20.25 m²*

For bookings until 30.07.2020 €10,350.00 plus VAT.
For bookings from 01.08.2020 €11,900.00 plus VAT.

2 space modules @ 20.25 m² (total: 40.5 m²*)

For bookings until 30.07.2020 €19,900.00 plus VAT.
For bookings from 01.08.2020 €23,100.00 plus VAT.

3 space modules @ 20.25 m² (total: 60.75 m²*)

For bookings until 30.07.2020 €30,200.00 plus VAT.
For bookings from 01.08.2020 €35,500.00 plus VAT.

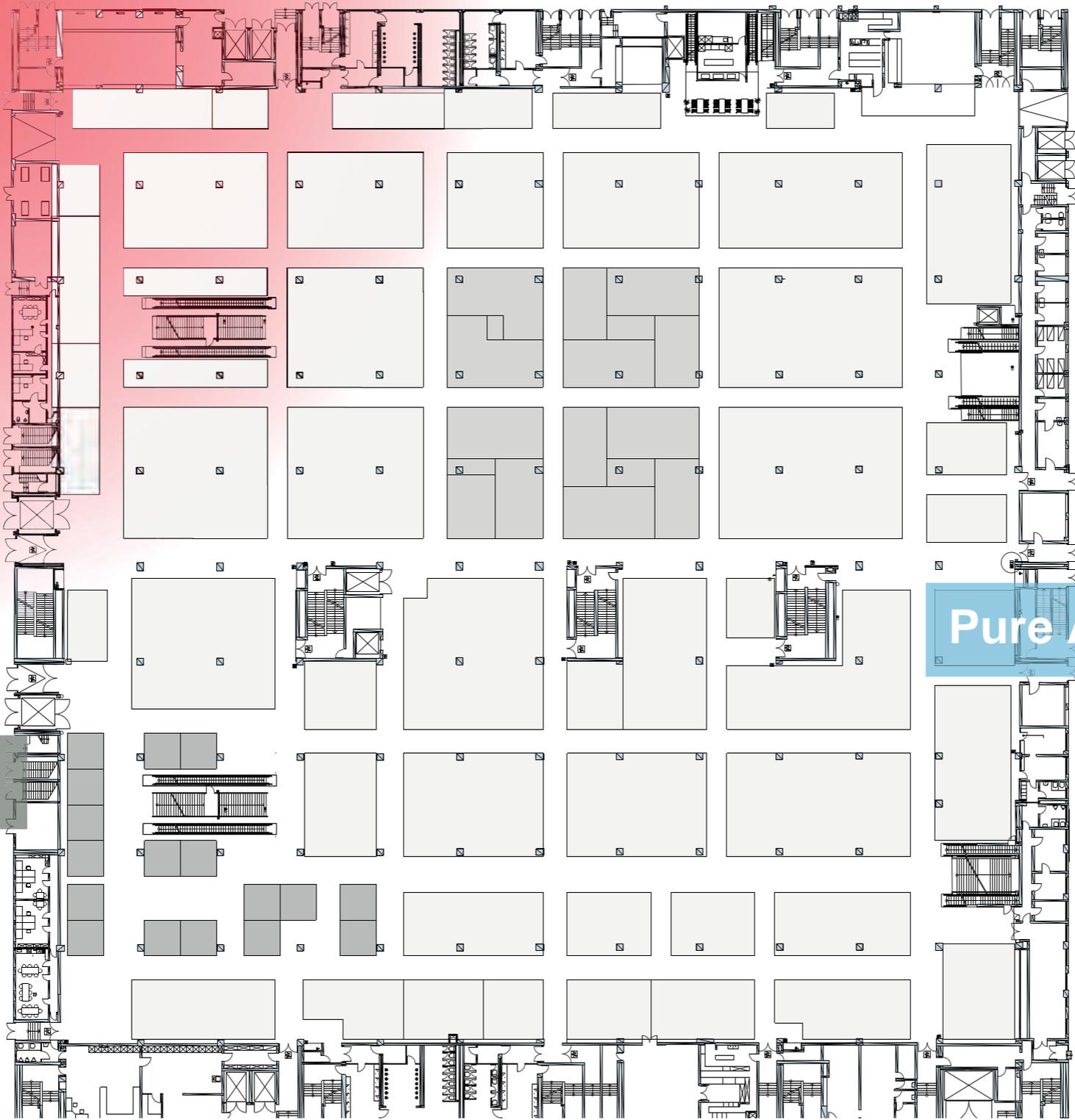
*incl. the following services:

Marketing package

- For components, see point 6 of the Special Section of the Conditions of Participation for Pure Platforms
- New in the marketing package: unlimited number of ticket vouchers (subject to registration)

Business Package

- 3 Exhibitor Passes
- 4 Work Passes
- 1 Parking Permit
- Wireless LAN



Pure Platforms

Pure Atmospheres

Subject to alterations.
Updated: 15.05.2020

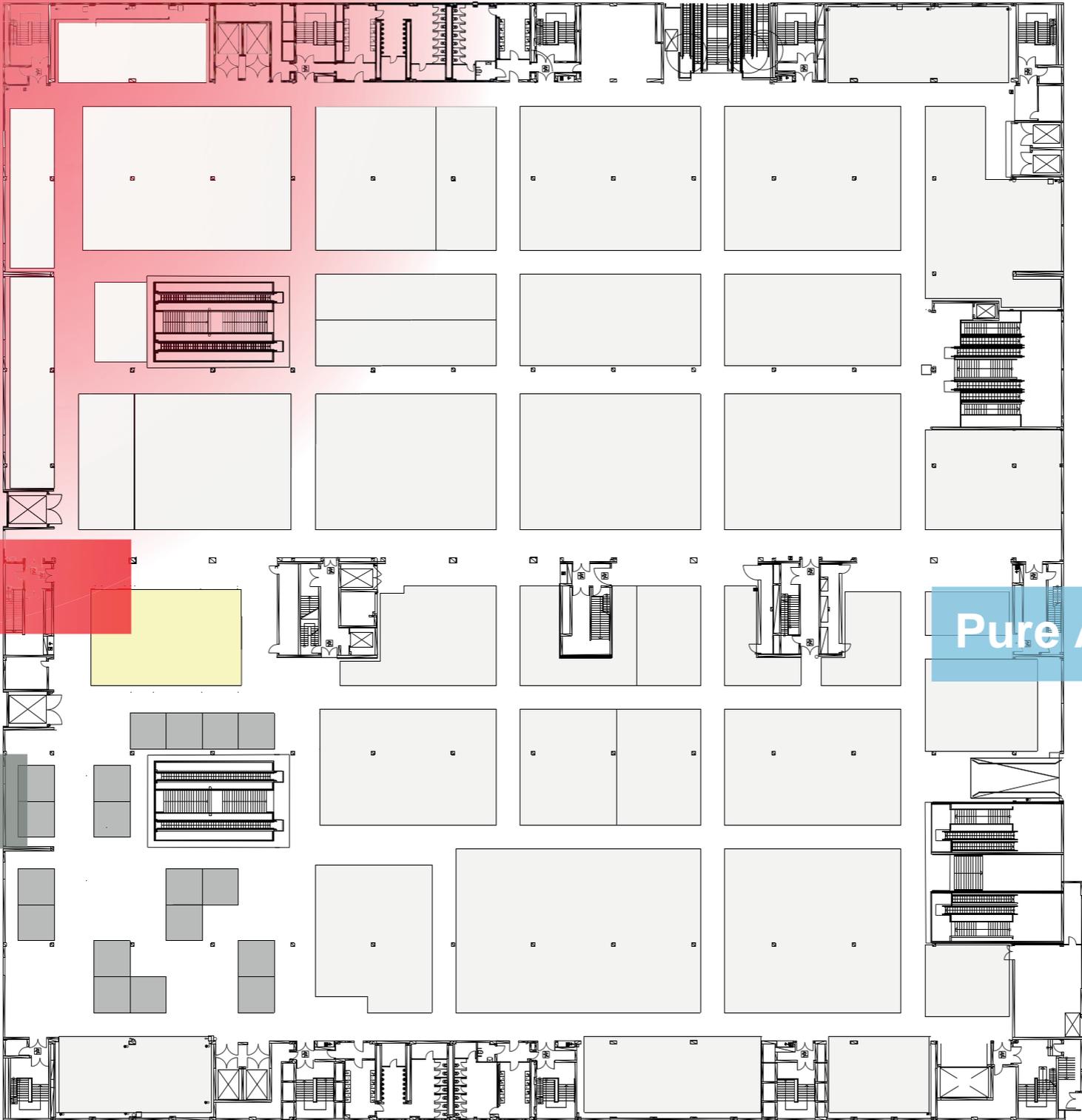
das Apartment HAUS



Pure Platforms

Pure Atmospheres

Subject to alterations.
Updated: 15.05.2020



The Stage

Pure Atmospheres

Pure Platforms



STAGE

Next January too, imm cologne's trend forum "The Stage" will be discussing the latest issues in interior design and providing answers. This is where experts talk about interior culture and trends, designers explain their concepts and industry insiders debate future developments. In 2021, the established forum will again be offering an overview of the latest trend developments in interior design.



The Stage
imm 2021
New location in
Hall 11.3

Please note:
**New location
in Hall 11.2**



“Das Haus”, the successful series of design showcases hosted by the Interior Business Event imm cologne, will celebrate its tenth anniversary in 2021. The tenth edition will also mark a change in direction: Thematically, “Das Haus” will open itself up even further to future issues and market developments. Alongside leading brands, a changing roster of designers will address these themes in installations staged with the characteristically personal interpretations.

das **Apartment** HAUS

A special showcase with groundbreaking examples of new forms of urban living is lined up for imm cologne visitors in 2021: “das Apartment HAUS”. A number of the former designers of “Das Haus” have been invited to contribute to the anniversary special edition.

In 2021, the experimental platform for interior design will therefore be devoted to a future issue with an increasing impact on urban development: long- or short-stay apartments offering innovative solutions for temporary or permanent homes in densely populated urban environments.



**On course for growth:
increasingly international visitor base**

Once again, imm cologne attracted a highly international audience in 2020. Of the 82,000 trade visitors (2018: 80,704), around 50% came from outside Germany.

Successful communication

Pure Atmospheres | Pure Platforms
Hall 11.1, 11.2, 11.3



Exhibitors are also sought after as contacts by the media outside of the imm cologne trade fair. imm cologne's communications department also initiates numerous measures before and after the international event. Here is a brief summary of the most important output and measures:

- More than 5,600 online articles
- 3 bn page impressions
- 120,000 video views on Facebook
- 124,000 Facebook followers
- 39,000 Instagram followers
- 12,900 Twitter followers
- 1,200 LinkedIn contacts
- Facebook events for trade and private visitors: tool for targeting participants and interested parties (Push notification).
- Innovative WhatsApp campaign
- 5,000 journalist contacts
- 150 TV reports worldwide

imm cologne
blog

<http://bit.ly/2Eau9aO>

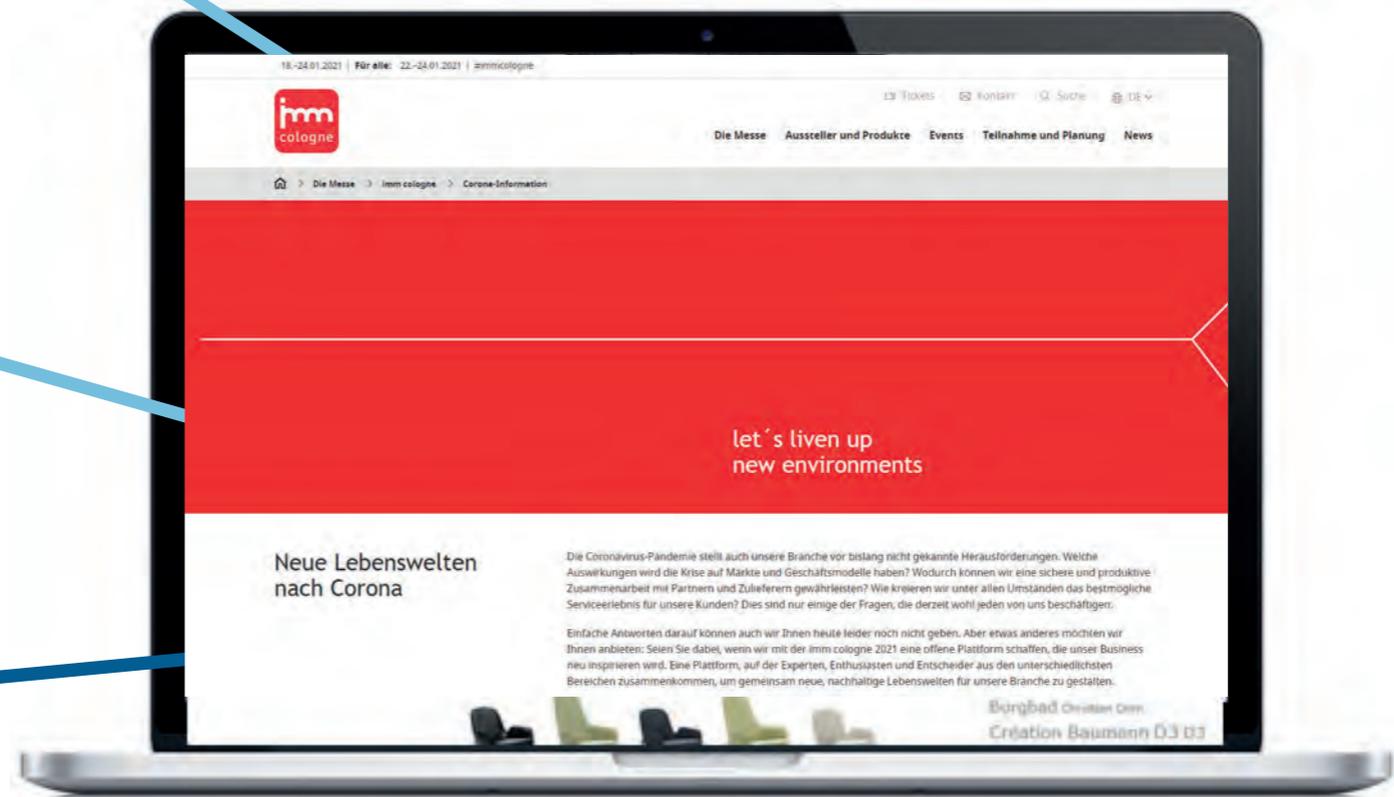
Newsletter
(for clients, visitors
and journalists)

Facebook
Twitter
YouTube
Instagram
LinkedIn
WhatsApp

Our offer to exhibitors:
Send us your (product) stories and/or include us in
your press mailing list:

redaktion@imm-content.de

We'll include lots of your content in our communi-
cation channels.



Welcome to imm cologne 2021

Pure Atmospheres | Pure Platforms
Hall 11.1, 11.2, 11.3





Francesco Micello

Vertriebsmanager

Pure Platforms

Tel.: +49 (0) 2 21-8 21-30 68

Fax: +49 (0) 2 21-8 21-32 80

Email: f.micello@koelnmesse.de

Publication Details

Koelnmesse GmbH
Messeplatz 1
50679 Cologne
Postfach 21 07 60
50532 Cologne
Germany
Tel.: +49 221 821-0
Fax: +49 221 821-2574
Email: info@koelnmesse.de
www.koelnmesse.de

Management:
Gerald Böse (Chief Executive Officer)
Oliver Frese
Herbert Märner

Chairman of the Supervisory Board:
Henriette Reker,
Lady Mayor of the City of Cologne
Place of business and (legal) domicile:
Cologne, Amtsgericht Köln, HRB 952

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