



the interior business event  
**18.–24.01.2021**

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**let's liven up  
new environments.**

**Conditions of participation  
Pure Talents Contest**

[imm-cologne.com/puretalentscontest](http://imm-cologne.com/puretalentscontest)





## Intention

The Pure Talents Contest is amongst the most highly recognised international design competitions for up-and-coming designers. Hosted by one of the world's most important interior design trade fairs, it is the platform on which emerging talent can showcase their products to a large audience and make their first contacts in the industry. In the past seventeen years, a total of 476 products by 526 designers from all over the world have been presented at imm cologne as part of the contest exhibition.

Many of these products have found their way into the collections of well-known manufacturers. Up to 20 current pieces of work by design students and young designers from all over the world will be put forward and showcased. From this selection, the three most talented international up-and-coming designers in 2021 will be chosen by the jury. The LivingKitchen Selection Prize is selected from up to 6 works.

An Audience Prize will also be awarded.

In 2021, despite the many challenges posed by COVID-19, Koelnmesse would again like to give young, up-and-coming designers the opportunity to present their work to a large audience and establish contacts in the furniture industry. With a sophisticated security concept, Koelnmesse will guarantee a secure trade fair. It is even expected that the two exhibitions will be the first relevant platform for the interior industry during COVID-19. Participation is therefore more worthwhile than ever.

The Pure Talents Contest 2021 will therefore be run under adapted conditions of participation.

## LivingKitchen Selection

For the second time, a special exhibition will be held and a special prize awarded for prototypes and concepts for kitchens and kitchen products to mark the LivingKitchen event. Up to six additional designs will be selected and exhibited in the LivingKitchen Selection, with an award presented to the best product concept.

## Participation

Students of design and up-and-coming designers from all over the world are invited to enter, providing that they graduated no more than three years ago, i.e. after 1 January 2017. Entries from groups of up to three members are also welcome as long as each member meets the requirements concerning their current course of study or their degree award. Group applications must be identified as such during the online registration process. The subsequent addition of entrants to the group is not permitted.

Entries will be accepted in the following product categories:

**Furniture | Home Accessories | Lighting | Floor Coverings, Wallpapers and Textiles | Smart Home**

The following categories will be open for submissions for the LivingKitchen Selection: **Kitchen Concepts | Concepts for Electrical Appliances | Kitchen Accessories and Kitchen Utensils**

The designs should be no more than one year old. Product entries are restricted to prototypes that are not yet in series production. At most, they may be in the preparation stage for series production. Products that have already been presented at other exhibitions or have appeared in publications are not allowed to be submitted. Every participant may enter up to three products. A full-sized model of the submitted product or products must already be available for presentation in the exhibition, or it must be possible for the entrant to produce a full-sized model in time for the exhibition at his/her own expense. Exclusively in the case of the kitchen appliances product category, entries may be submitted and exhibited in the form of design models and therefore do not need to be entered as working prototypes.

## Registration

All entrants to the Pure Talents Contest must register online at [www.imm-cologne.de/puretalentscontest](http://www.imm-cologne.de/puretalentscontest). Up to three product images in JPG format can be uploaded when registering (maximum 2 MB per image). If the product is approved, the entrant(s) will receive a data sheet by e-mail as confirmation of their registration. Upon registration, entrants must also upload a confirmation of their university enrolment or their degree certificate via the online form. Preferably the certificate should be in English or German, respectively at least in Latin characters. In case of diverging languages (non-Latin characters) the organiser of this competition is allowed to request a translation, certified by the university, from the designer to secure the approval for the competition. In the case of group registrations, data must be provided on all the group members, and a certificate of enrolment or a degree certificate must be uploaded for each member.

## Selection

In a qualifying stage, the renowned jury will review the applications and nominate a shortlist of up to 20 products, which will be presented in an exhibition at imm cologne 2021. For the LivingKitchen Selection, up to six kitchen concepts will be chosen and showcased in a separate exhibition as part of LivingKitchen 2021. The day before the fair opens, the jury will crown the top three shortlisted entries to the Pure Talents Contest 2021 and the winner of the LivingKitchen Selection competition. The jury is made up of design experts and will comprise:

- › Sebastian Herkner, Designer, Offenbach
- › Johannes Hünig, Editor, SCHÖNER WOHNEN, Hamburg
- › Ana Relvão, Designer, München
- › Norbert Ruf, Creative Director, Thonet, Frankenberg
- › N.N. (The juror is not yet known)

The German General Equal Treatment Act (AGG) will be taken into consideration in the selection of the designers. Legal recourse is excluded. The submitted works will be evaluated primarily based on the following criteria:

- › Overall concept
- › Originality of the design
- › Conceptual and visionary quality
- › Functionality/usability
- › Quality of form and presentation
- › Sustainability

The jury is free to determine the weighting of the individual criteria.



## Exhibition and competition

The selected products will be exhibited as part of imm cologne 2021 from 18 to 24 January 2021. The designers nominated for the exhibition and the competition undertake to make their products available as full-sized models for collection from 1 December 2020. The models will remain at imm cologne from the time of collection throughout the entire duration of the exhibition, after which they will be returned to the stated collection address. The selected products may not be simultaneously exhibited at another location for the duration of imm cologne 2021. The meeting of the jury will take place in the exhibitions before the fair opens.

The personal presence of all designers at the jury meeting and during the exhibition due to COVID 19 for imm cologne 2021 is not planned this year.

In line with our equal opportunities policy, this will apply to all nominated designers. The day before the trade fair opens, the designers will attend the meeting of the product jury by video-conference for the selection of the 26 nominated products. Koelnmesse will set up and dismantle the products and look after them during the exhibition.

## Awards

Upon confirmation, all of the entrants put forward for the contest exhibition will receive the label »nominee«. Prize money is awarded to the entrants who receive the following places:

First prize:	€ 3,000.00
Second prize:	€ 2,000.00
Third prize:	€ 1,000.00
Audience Prize	€ 1,000.00
LivingKitchen Selection:	€ 3,000.00

The awards for the Pure Talents Contest are presented during the trade fair.





## Communication

Each of the 26 nominated designers must agree to provide product texts about and photographs and videos of their product for communication purposes. The nominated entrants will be actively involved in imm cologne's press relations. This will include:

- > Informational postcards about each contestant
- > International press tours through the exhibition
- > Use of the digital press centre
- > Involvement in imm cologne's and LivingKitchens activities on social media

These PR activities reach a large number of journalists and media around the world. Each entrant will be presented on the imm cologne web pages and will be actively included in the social media activities for imm cologne. All entrants granted Nominee status may use the »Nominee« label in their own communications.

## Costs

Participation in the application process of the competition is free of charge. Koelnmesse makes reasonable financial and organisational support available to the exhibition participants for the transport of their products. The amount of the financial expenses awarded is based on the objective internal guidelines of Koelnmesse, which take the circumstances of the individual case into account. Koelnmesse bears the costs for insuring the products that are presented in the exhibition.

## Rights

The copyrights in the submitted products are retained by the individual participants at all times. The nominated participants shall provide the organisers with unlimited rights of use with respect to possible publications, press activities and promotional measures in connection with the contest and the exhibition. Koelnmesse assumes no liability including for potential third-party claims.

## Important dates

Deadline for entries:	17 September 2020
Selection of the nominees:	Early October 2020
Announcement of the nominees:	Mid-October 2020
Jury session:	17 January 2021
Duration of the exhibition:	18 to 24 January 2021

The selected up-and-coming designers will be informed individually about sending in their prototypes.

## Contact address in the event of queries

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## Pure Talents at imm cologne and LivingKitchen – platform for young design

With more than 1,200 exhibitors overall and over 150,000 visitors expected from both inside and outside Germany, trade fair duo of imm cologne/LivingKitchen is set to be one of the most important interior design events once again in 2021. Pure Talents is imm cologne's forum for young, experimental design. Universities, recently established design studios and the Pure Talents Contest also showcase design concepts for the furniture and living environments of the future, for creative, sustainable products and ways of living. The platform for young design pools imm cologne's activities in promoting international young designers.

the young designers'  
 competition of

