



the interior business event
18.–24.01.2021

shaping the future.

Creating new interior worlds together
at the imm cologne 2021.

imm-cologne.com



dear imm cologne 2021 exhibitors and co-creators,

... life as we knew it was turned on its head by the coronavirus and its consequences for all of us. That's why we - as the biggest international exhibition for furniture and interior design - would like to be there for you, especially in times like these. In January 2021, we will be the first interior design exhibition to bring back the sorely missed face-to-face encounters and exchanges, showing you countless innovative ideas. We will connect people and their ideas, paving the way for great projects and future success. The German market is still one

of the strongest and has an enormous potential for recovery. Let's use these strengths together in 2021. We are looking forward to welcoming you to the imm cologne 2021.





welcome to the imm cologne 2021.

There's no business like ... more business. Especially in times when social distancing is key, it's important to think together as an industry and to make plans for improving business. Right now there's a sense of a new beginning, an eagerness to create something strong and bold. Let's use this energy together! Let's meet and talk! Let's develop new interior worlds!

Allow us to welcome you to the imm cologne 2021, the ultimate business platform when it comes to connecting the right people at the right time and the right place. There's no greater variety of exhibitors, no bigger number of high-level decision makers, and no better place for creative exchange and to make the most of the enormous power of business.

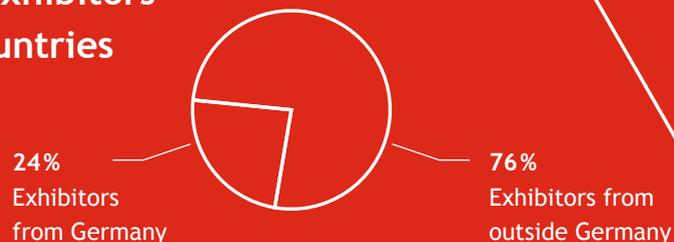
Your business benefits:

The imm cologne ...

- ... is not only about business, it creates business.
- ... connects an attractive variety of visitors with high-level decision makers.
- ... unites the industry on an international level.
- ... offers a broad and diverse group of exhibitors.
- ... sets the perfect stage for presenting new concepts and turning them into new business.

facts and figures of imm cologne.

1,233 exhibitors
from 53 countries



129,451 visitors
from 139 countries



Trade visitors

by economic region

66%
from Europe (excluding Germany)

6%
EFTA

10%
Eastern Europe

12%
Asia and Oceania

2%
North America

1%
Latin America

3%
Middle East and Africa

The imm cologne is an exhibition that boasts a sheer variety of products – and it is one of, if not the most relevant exhibition worldwide today. The way in which the imm cologne brings together both offer and demand is incomparable. Or do you know of any other interior design exhibition that connects more than 1,200 exhibitors from over 50 countries with some 150,000 visitors from around 140 countries? We don't either.

Trade visitor structure

(more than one category may apply)

83%

Trade

(Kitchen retailers, furniture importers/exporters, furniture and interior design retailers, e-commerce and mail order trade)

42%

Planners

(Architects, interior designer, contract furnishers)

30%

Manufacturers

8%

Skilled trades

we create navigation.

what is HOME today?

#stayhome ... #wheretheheartis ... #homeoffice ... Home, and our individual demands regarding our homes, have never been more important and relevant than in the times of coronavirus. This means that new ideas, concepts and products are more important than ever. The fair's main focus - HOME - will depart from the traditional hall design and establish new inspiring concept areas instead: HOME sleep, HOME scenes and HOME setting. Furthermore, we will improve the navigation and therefore provide even more relevant connections between visitors and exhibitors.



the design of the future: PURE.

In times like these, we tend to reflect upon the past, question things we took for granted and cling to everything tried and tested, but we also yearn for change and improvement. For an interior designer, these dynamic times are exciting indeed. They provide a chance to combine classic design elements and visionary ideas, bringing together the best of both worlds and creating something innovative that still feels familiar. What does it look like when this chance is brought to life and translated into the area of high-end design? See for yourself when you experience the exclusive premium interior focus PURE at imm cologne 2021.





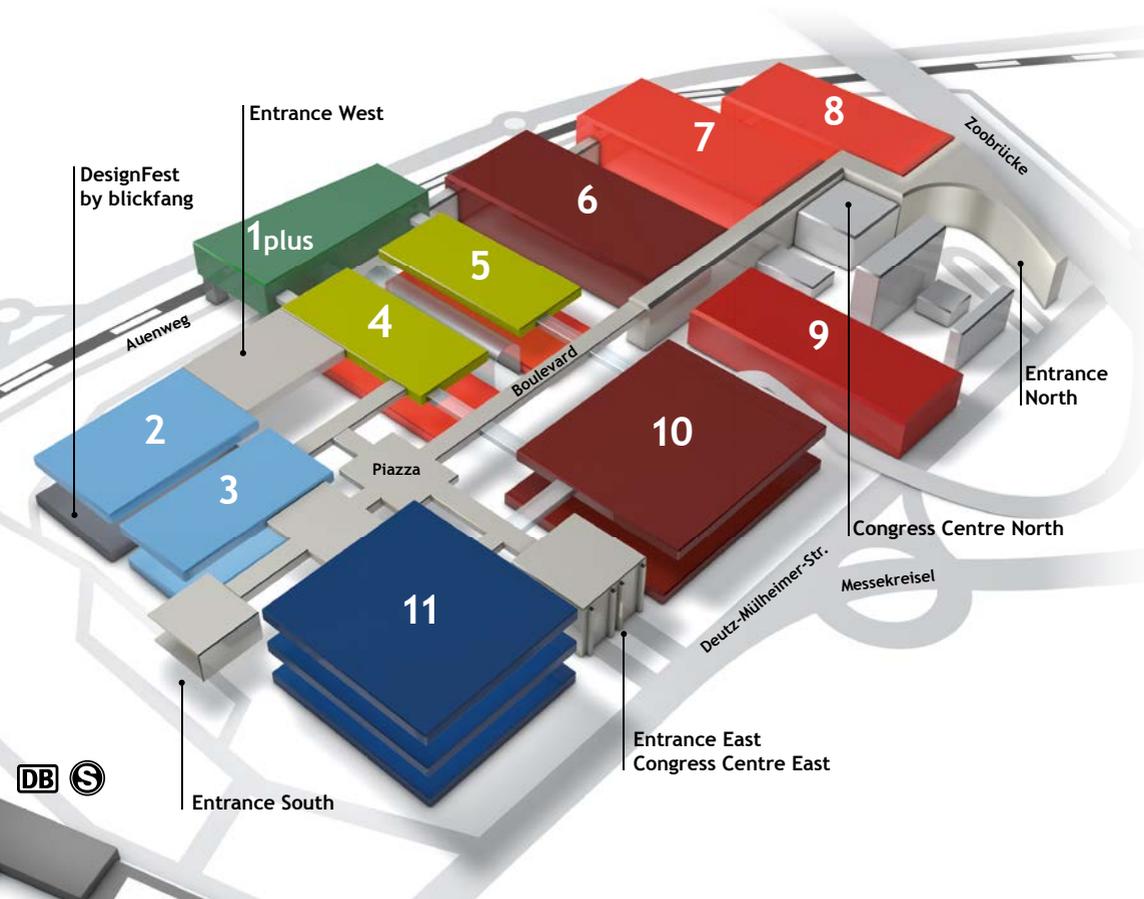
**our
view
of the
future.**

imm cologne 2021 will take place. And with it a great number of established, successful and brand-new concepts that will make your participation unforgettable: the LivingKitchen will take place in Halls 4.2 and 5.2 – while the premiere of our innovative theme world CONNECT will be celebrated in Hall 1+. Another very special highlight can be experienced in Hall 11: looking back on ten successful years of The House – by presenting its anniversary edition The Apartment House, which will appeal especially to hospitality experts. Also in Hall 11: the PURE Platforms showing you the interior design product lines by trend-oriented brands: home accessories and furniture, lighting, colours and complementary product ranges for interior design.

Today is the best day to improve tomorrow's business – become an exhibitor at the imm cologne 2021 now:

imm-cologne.com/application

the complete range.



PURE

■ Pure Atmospheres

Holistic interior philosophies by major design brands, das Apartment Haus, The Stage.

■ Pure Platforms

Interior design product lines by trend-oriented brands: home accessories and furniture, lighting, colours and complementary product ranges for interior design.

■ Pure Editions

Innovative interior and luminaire design, product concepts with special-edition character.

■ Pure Talents

Formats for young design: Pure Talents Contest, Pure Campus, Pure Studios.



■ LivingKitchen

Design and technologies for LivingKitchen space: Kitchen furniture, kitchen appliances, sinks, kitchen taps and fittings, high-performance worktops, accessories/equipment, lighting, services, information & organisation.

HOME

■ Home Scenes

Modern furniture for sophisticated comfort – inspiration for lifestyle-oriented interiors: suites, armchairs, divans, standalone sofas, convertible couches, bedroom and dining room furniture.

■ Home Settings

Clever furniture for young lifestyles – Home Settings focuses on ready-to-go furniture: suites, armchairs, divans, standalone sofas, convertible couches, bedroom and dining room furniture.

■ Home Sleep

The whole world of sleep: the mattresses and sleep systems, box-spring beds and water beds in the interior world of Home Sleep provide innovative sleeping comfort.

CONNECT

■ Connect

The new platform for connected homes and living: innovative appliance technology, smart applications for connecting the kitchen and the home; the interface to energy management, mobility, logistics, telecommunications, healthcare, technology and culture.

■ Connected Home

The Connected Home presents a realistic implementation of smart home technologies for architecture and interior design in showcase living spaces.

your safety comes first.

Face-to-face interaction is what makes a trade fair tick. We've developed a detailed hygiene and safety concept under the topic #B-SAFE4business to ensure your networking at the coming imm cologne is as safe and successful as possible. We've summarised our health protection measures under four headings: SHOW SAFE, MEET SAFE, STAY SAFE and VISIT SAFE. They govern how people can come together and interact at the trade fair safely and are designed to give you total peace of mind about taking part.



SHOW SAFE



MEET SAFE



STAY SAFE



VISIT SAFE

SHOW SAFE

What do you need to take into account to design your stand in such a way that the safety measures can be complied with? How can you ensure general hygiene and the health of staff and visitors at your stand? We answer all your questions on aspects such as the following:

- Hygiene and disinfection provisions
- Distancing rules
- Control of visitor flows
- Stand design
- Product presentation
- Hospitality and catering

Get in touch with our team for all the details.

MEET SAFE

MEET SAFE covers measures that ensure safer interaction: limits on visitor numbers, increased floor space, adapted aisle widths, entrance and exit management etc. We will also ensure the necessary distancing for conferences.

STAY SAFE

We will use special monitoring tools to avoid large gatherings and ensure that you will be safe and in good hands even at classic contact points like food service areas. Increased use of digital signage systems and the availability of a medical service round off the measures in this section of the concept.

VISIT SAFE

VISIT SAFE covers measures to ensure the implementation of hygiene regulations throughout the exhibition centre - including disinfectant dispensers, enhanced ventilation and cleaning, as well as the provision of mouth and nose protection.

Full details of Koelnmesse's hygiene and safety concept are available online at: imm-cologne.com/besafe



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