

No. 1 / August 2020, Cologne
#kindundjugend

Kind + Jugend 2021 one week earlier and shortened by one day



The focus is on the economic restart

Modernised logo underlines objectivity and optimism

Kind + Jugend will not take place this year for the first time in its 60-year history. A tough decision for Koelnmesse, but also of course for exhibitors and visitors, for whom the annual Kind + Jugend is the central international trade and information platform. All the more relaxed now is the perspective of the industry on 2021. There is in fact already news to report a good year before Kind + Jugend 2021. The trade fair will be pushed forward by a week in 2021 and shortened by a day. Kind + Jugend 2021 will thus take place from Thursday, 9 September to Saturday, 11 September 2021. The former trade fair Sunday will be dispensed with. Especially now, the shortening of the trade fair sends the right signal for the economic restart. A streamlined exhibition programme, optimised hall planning oriented toward greater effectiveness and an event programme focusing on central content themes provide the baby and toddler outfitting industry with the right impulses for once again being successful with convincing products, strategies and trading partners. This upturn concept is supported by the modernised Kind + Jugend logo, which, with its cool colours and reduced typography, radiates objectivity and determination.

The hall optimisation already strived for for 2020 will now be realised in 2021. Instead of in the previous hall 4.1, the trade fair will take place in halls 3 and 2 on the Cologne fair grounds. The previously used hall 11.3 will also be incorporated into the new constellation. As a result of the dissolution of hall 11.3, the third hall level is dispensed with. The visitor flow takes place exclusively over two hall levels. The new hall allocation for 2020 primarily aims at providing clearer attribution, shorter routes and an optimised quality of stay.

In order to fill the waiting time until Kind + Jugend 2021, Koelnmesse will offer various digital content at its website and on social media channels as of the original Kind + Jugend dates for 2020. Thus, among other things, the Kids Design Award, the renowned prize for outstanding product design from up and coming young designers, will also be presented this year. The expert jury from design, industry and education has viewed a record number of 160 participants and nominated the ten most convincing products for the award in the context of online voting. Which of the young designers will ultimately receive the prize and who will earn an honourable mention will be announced on 17 September 2020, the actual first day of the trade fair, at the Kind + Jugend website and illustrated with photos of the products. Further content will follow at regular intervals in the coming months and be

Kind + Jugend
09.09. - 11.09.2021
www.kindundjugend.com

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Chairwoman of the Supervisory Board:
Mayor of the City of Cologne
Henriette Reker

Headquarters and place of jurisdiction:
Cologne
District Court Cologne, HRB 952

announced on the social media channels. Those who wish to network with industry participants from around the world should not miss joining the "Matchmaking 365 Community".

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Further information:

<https://www.kindundjugend.de/> <https://kiju.mm365-community.com>

Koelnmesse - Global Competence in Furniture, Interiors and Design: Koelnmesse is the world's top trade fair organiser for the areas of furnishing, living and lifestyle. At the trade fair hub of Cologne, the leading international fair imm cologne as well as the trade fair formats of LivingKitchen, ORGATEC, spoga+gafa, interzum and Kind + Jugend rank among the internationally renowned and established industry meeting places. These fairs comprehensively represent the upholstered and case furniture segment, the kitchen industry, the office furniture sector and outdoor living as well as the innovations of the furniture supply industry. Over the last few years, Koelnmesse has specifically added international fairs in the most important fast-expanding markets to its portfolio. These include idd Shanghai, interzum bogotá in Bogotá, interzum guangzhou in Guangzhou and Pueri Expo in Sao Paulo. With ambista, the online portal for the interiors business, Koelnmesse offers direct access to products, contacts, expertise and events relevant to the industry all year round.

Further information is available at: www.global-competence.net/interiors/

Further information about ambista: www.ambista.com/

The next events:

LivingKitchen® - The international Kitchen Show (open to the public on Friday, Saturday and Sunday), Cologne 18.01. - 24.01.2021

imm cologne - THE INTERIOR BUSINESS EVENT (open to the public on Friday, Saturday and Sunday), Cologne 18.01. - 24.01.2021

interzum bogotá - The event for industrial wood processing and furniture manufacturing, Bogotá 02.02. - 05.02.2021

Note for editorial offices:

Kind + Jugend photos are available in our image database on the Internet at www.kindundjugend.com in the "News" section. Press information is available at: www.kindundjugend.com/Pressinformation

If you reprint this document, please send us a sample copy.

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