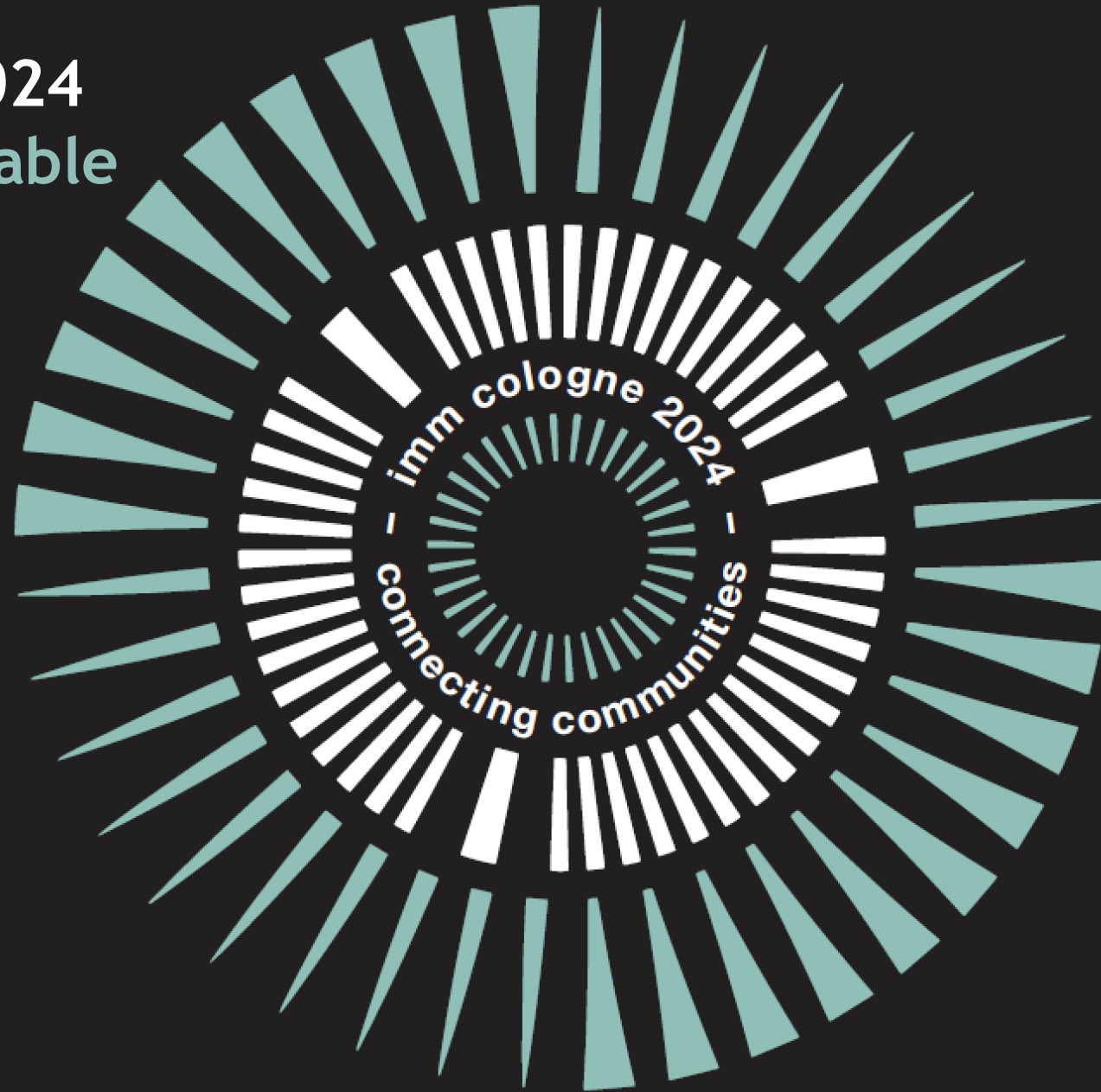


imm cologne 2024

Presse Round-Table



Koelnmesse
19. October 2023



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Aims and orientation of the imm cologne

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Inspiration and Networking

Realignment of the fair

Innovative event concept



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The imm cologne realigns itself



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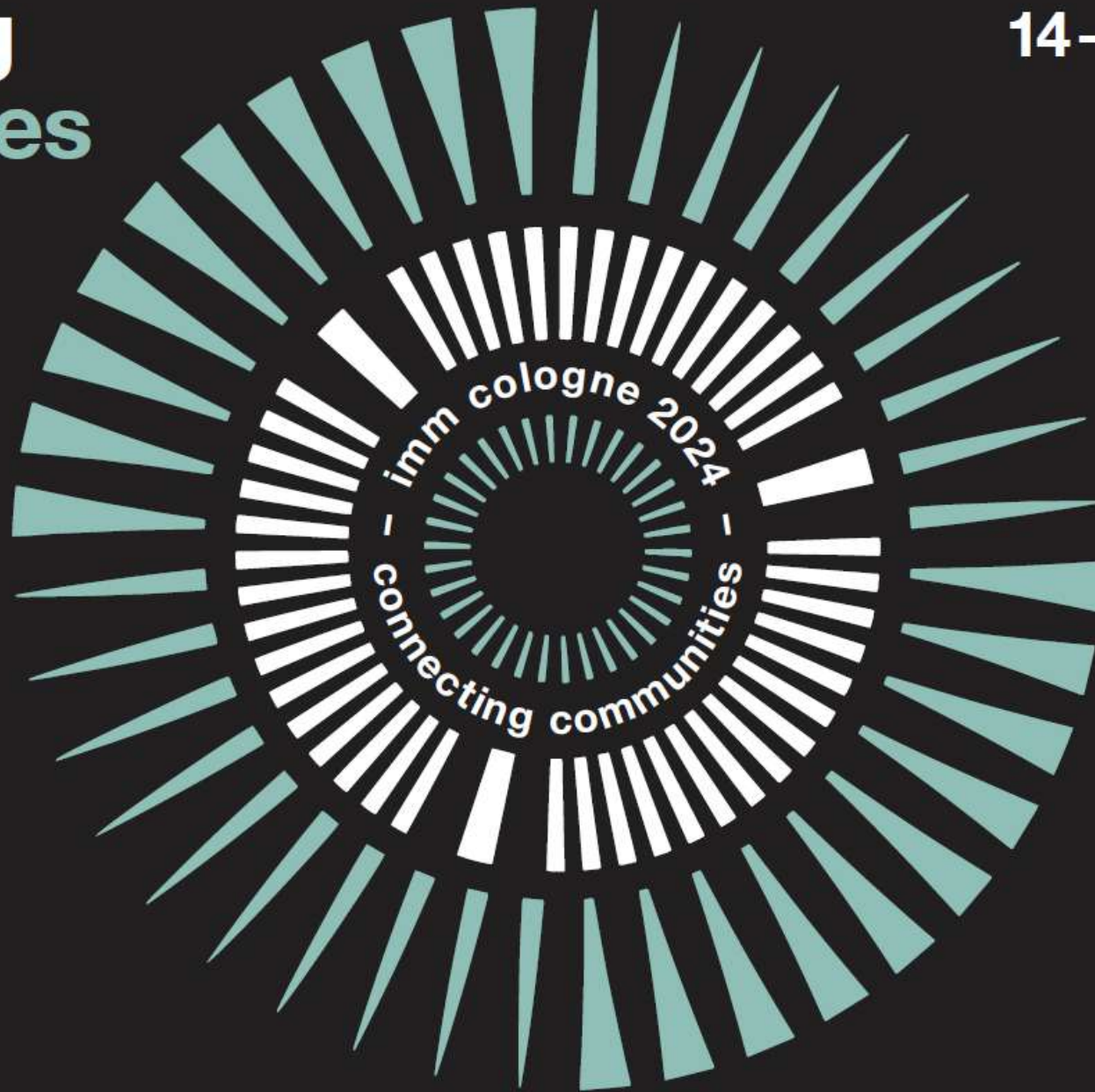


The imm cologne's new main theme



connecting communities

14–18 January 2024



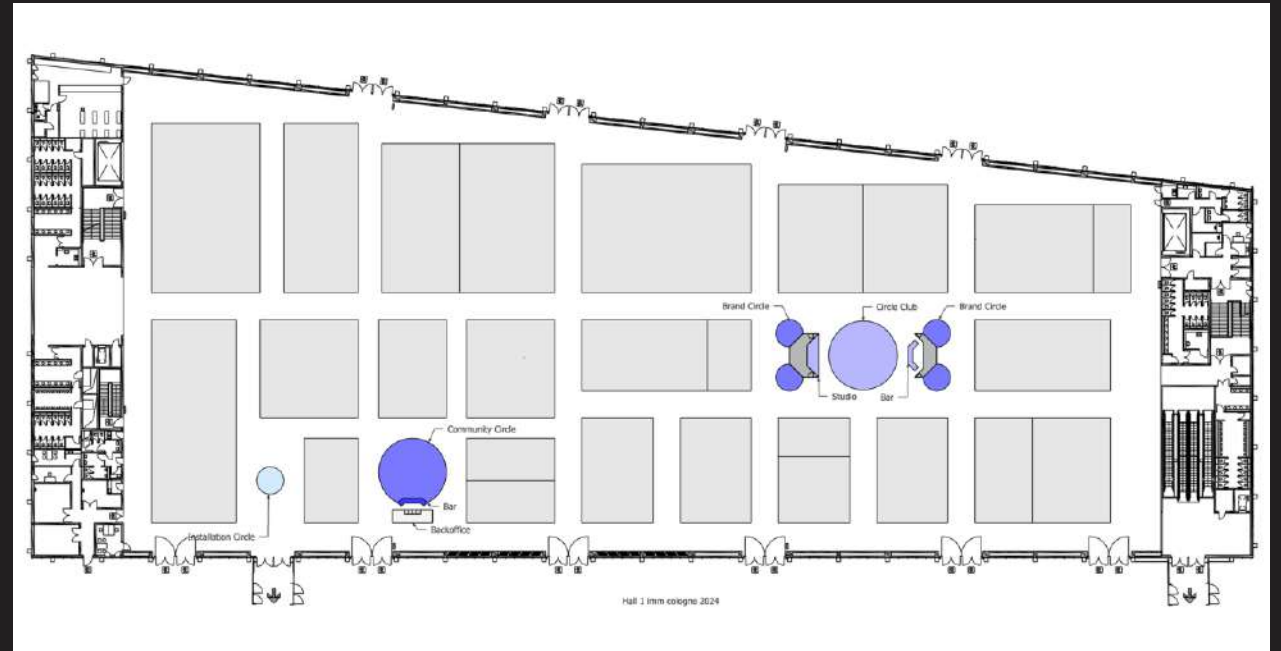
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The Circles: The new concept in the halls

The Circles - A unique exhibition and event concept that combines inspiration, networking and enjoyment in new dimensions.

- Inspiring special areas in a new format
- Places for meeting and knowledge transfer
- Linking of content, experience and gastronomy
- New and unique concept across all exhibition halls



A new Event-Program full of highlights

Circle Café +
Studio

Installation
Circles

Brand Circles

Community
Circles

Sleep Lounge

Pure Talents
Contest

imm cologne
Summit

imm cologne
get together



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The Circle Cafés + Studio

In the cafés with integrated studios, enjoyment, networking, knowledge exchange and entertainment merge into a unique trade fair experience!

- Expert presentations by curated speakers
- Innovative solutions from exhibiting companies
- Culinary highlights and the best networking opportunities



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The Installation Circles and the Pure Talents Contest

The Pure Talents Contest is the design competition for emerging talents and looks back on an impressive success story. At imm cologne 2024, the PTC will celebrate its 20th edition.

- Creative ideas and innovative concepts from young designers
- Chance to make valuable contacts and business connections
- Top-class jury made up of former participants



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The Brand Circles and the Community Circles

The new formats offer additional opportunities to inspire trade fair participants and position themselves as a brand

- Additional presentation space for exhibitor highlights
- Joint presence at the imm cologne through shared areas



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The imm cologne Summit

The congress, organised jointly with VDM and BVDM, presents leading personalities from the German furniture industry and focuses on forward-looking concepts.

- Focus topic "Perspectives for the furnishing industry".
- Current approaches to solutions for the furniture industry and furniture trade
- Exchange & networking with experts from the industry and beyond



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The Sleep Lounge

Organised with the German Mattress Industry Association, the Sleep Lounge is the heart of Hall 9.

- Meeting place of the industry for knowledge transfer & networking
- High-quality evening programme



The imm cologne get togethers

Network and enjoyment - this year, too, trade fair participants can exchange ideas over drinks and snacks.

- Varied evening programme at the imm cologne
- Networking in an informal atmosphere



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New Hall plan - for the first time with the new Hall 1

Die focal points of the fair

Pure

Exclusive high-end area:
inspirational platform for premium brands, high-end
products and innovative designs.

Home

Lifestyle-oriented living worlds:
stylish interiors for upmarket living comfort and clever
furniture for young living.

Sleep

The whole world of sleep:
revolutionary concepts for maximum sleeping comfort.

Rolf Benz - Cor - Bielefelder Werkstätten - Brühl & Sippolt -
Team 7 - Walter Knoll - Koinor - Leolux - Bretz - Christine
Kröncke - Object Carpets - Kettner - Raumplus - Gandia
Blasco - Janua - Freifrau - Prostorica - Vincent Sheppard -
Bordbar - Mobliberica - Sudbrock - Erpo - Welteevree - Bert
Plantagie - Jess - Label - Montis - Actona - Skovby - Hammel
- Dan Form - Innovation Living - Hübsch - Tvilum - Umage -
Draenert - Dormiente - fan frankenstolz - Badenia - Finori -
Freund - Jan Kurtz - Kare - KFF - Luiz - minuu - müller
möbelwerkstätten - Polipol - Niehoff - Rodam - Ronald
Schmidt - Signet - Schramm - Tojo - Topstar - YOMEI - Treca -
Fermob - Gautier - Bentley - Vispring - Natuzzi - Nardi -
Nicoletti - Rinaldi - Bree's New World - Artifort - Het Anker -
Gealux - Livingfurn - Nouvion - Sitting Vision - JOKA -
Voglauer - DFM - Willisau - Hasena - Mobimex - Girsberger -
Novoc quadro - and many more...



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