



interior design days cologne, germany
30–31 October 2026



Exclusive. idd cologne

Inspiring design, high-end brands, innovative concept:

On 30 and 31 October 2026, idd cologne will be held in conjunction with ORGATEC (27 to 30 October).

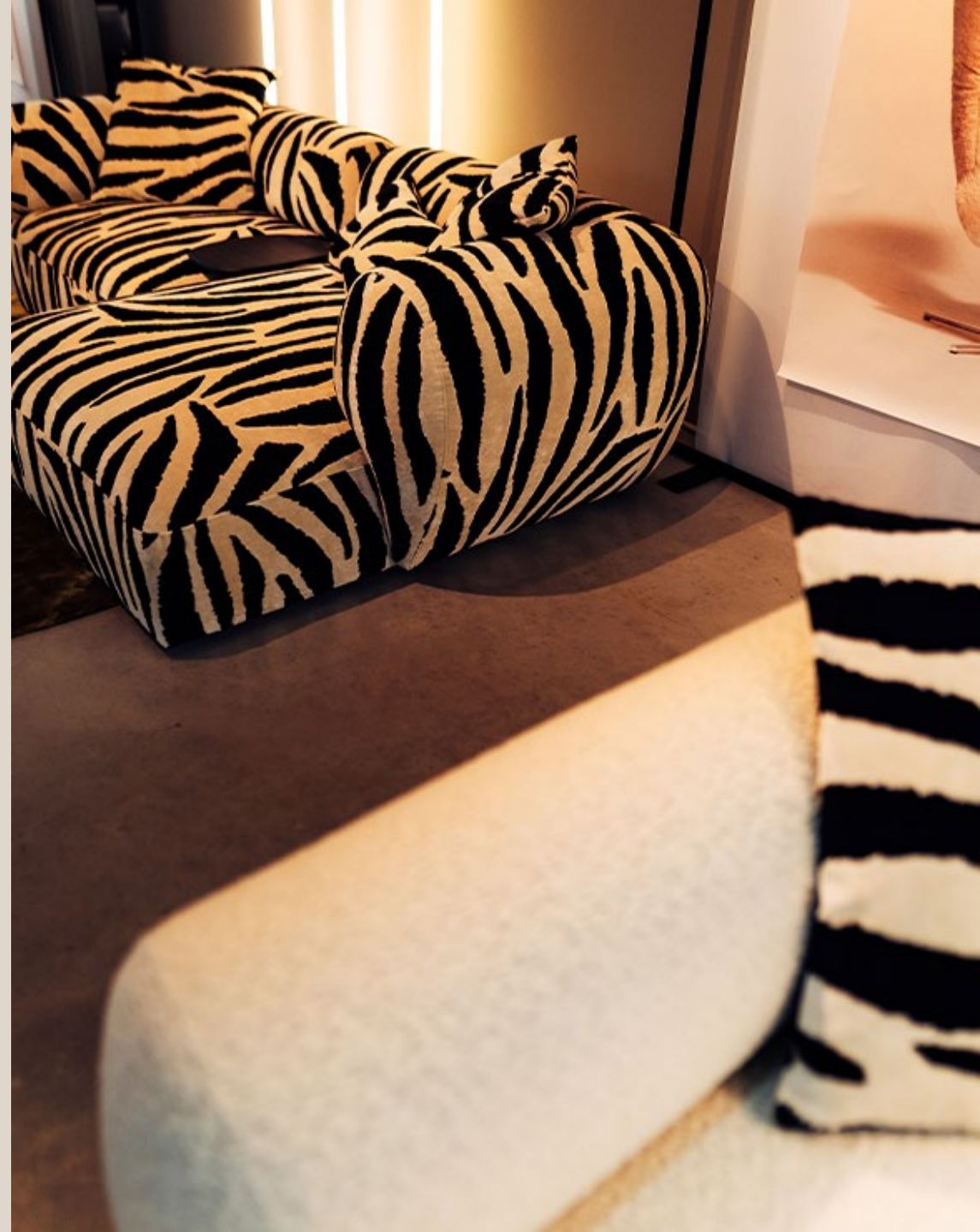
Conceived as an urban event, idd cologne 2026 will be staged across Cologne's exhibition halls, additional urban venues, and independent showrooms and store partners in the city centre, offering exhibitors maximum visibility among trade visitors from the interiors industry, as well as members of the public with a keen interest in design.



Focused. Premium interior design.

With its distinct focus on premium interior design for home living, idd cologne is the key gathering place for the interiors community.

High-end home living and the latest in interior design trends, materials and design concepts for the residential segment will be at the centre of the brands' presentations.





Successful. idd cologne 2025.

idd cologne 2025, the trade fair's inaugural edition, impressively demonstrated just how much potential this new format holds for exhibitors:

From 26 to 29 October 2025, a total of 106 premium brands presented their products at 16 venues throughout Cologne, transforming the city into a vibrant hub for the interior design community. Premium brands participating in idd cologne 2025 included arco, Bielefelder Werkstätten + IP, Bretz, COR, Evavaara Design, Extremis, Kettnaker, KFF, Lammhults, mobitec, Möller Design, Sahco, Thonet and &tradition.

The event's innovative urban concept showcased interior design where it's most alive: amid city life and the people who shape it.

Comprehensive. The exhibition segments.

idd cologne offers a wide range of high-end products and brings leading manufacturing companies together in one place – for inspiring innovations and pioneering trends from all areas of the premium interior design world.

- Branded furniture
- Outdoor furniture
- Kitchen furniture
- Bathroom furniture and fittings
- Beds and mattresses
- Decorative lighting
- Home entertainment
- Textiles and carpets
- Flooring and wall decorations
- Fireplaces and hearths
- Bespoke interior construction
- Artwork and accessories
- Wellness & saunas





International. Global reach with a European focus.

idc cologne provides manufacturers with access to Europe's most important furniture market and key target groups in continental Europe.

This is where major international players meet a design-savvy audience with strong purchasing power – generating targeted business opportunities in one of the world's foremost interior design clusters.

Relevant. The target groups.

idd cologne is the gathering place for the premium interior design community. In 2025, around 10,000 registered visitors engaged with a diverse programme encompassing brand presentations, carefully curated tours, inspiring talks and high-calibre networking opportunities. With its distinct focus on residential interior design, idd cologne illustrates the key role played by high-end home interiors, materials and residential design concepts.

idd cologne's target groups

- Trade visitors from the residential segment
- Specialist retailers from the residential segment
- Design-savvy consumers
- Trade media representatives, influencers and other relevant industry contacts





Inspiring. The event programme.

Inspiration, networking and design: More than 70 events combined outstanding design expertise and exceptional trade fair experiences at idd cologne 2025.

Through a unique blend of showcases and events held at key city-centre locations – among them the Urban Design Walks, Architonic Talks, workshops, live performances and networking formats – the city of Cologne itself was transformed into a dynamic stage for inspiring interior design. The event programme spotlighted brands, trends and inspirational ideas in the very urban spaces where people live, work and design.

Making waves. idd cologne's reach and impact.

idd cologne's debut in 2025 attracted far-reaching media coverage: Trade and lifestyle publications extensively covered idd cologne's urban concept and reported on design trends, brand presentations and events.

The result: idd cologne drew attention from industry professionals and the wider public, and established itself as an innovative platform for premium interior design right from its very first edition.

113,250,714

**Total
media reach**

11,000,000

**Digital
impressions**



Don't miss out! **ORGATEC & idd cologne**

On 30 and 31 October 2026, idd cologne will be held in conjunction with ORGATEC (27 to 30 October). Together with ORGATEC, the leading international trade fair for workspace and contract solutions, idd cologne will deliver a high-impact week for the entire interiors industry. The formats are closely interlinked, creating a comprehensive line-up of events that serves both the workplace and contract segments and the market for high-end residential interiors.

Under the banner of “hybridID” (hybrid interior design), companies can present their brands at ORGATEC to target trade visitors from the office, contract and public space segments. On the afternoon of Friday, 30 October, and on Saturday, 31 October, ORGATEC’s hybridID area in the exhibition halls will open under the idd cologne brand to welcome a broader audience, primarily consisting of interior design professionals from the residential segment and design-conscious members of the public.

Good reasons to participate.

The perfect blend.

- ▶ Two events, one appearance: With a single exhibition stand, you gain exposure across two complementary events: ORGATEC, the leading international trade fair for workspace and contract solutions, and idd cologne, a premium interior design event with a distinct residential focus – as a result, you will gain access to B2B decision-makers, retailers and design-savvy consumers. This means that brands can efficiently reach a variety of target groups in one fell swoop.
- ▶ Maximum reach: The back-to-back scheduling of ORGATEC and idd cologne generates increased attention from the media, influencers and the broader design community. Exhibitors gain extra visibility through urban showrooms, store partners and prime city-centre locations, extending their brand presence beyond the exhibition centre.
- ▶ Smart planning – double the mileage: By exhibiting at both ORGATEC and idd cologne, exhibitors can leverage their trade fair appearance cost-effectively and efficiently. Use a single set-up, one logistics plan and a coherent brand presence across the two events to achieve maximum impact with minimal extra effort.
- ▶ Build a strong identity as a holistic brand:

As an exhibitor at both ORGATEC and idd cologne, you can position yourself not only as a professional provider of workspace and contract solutions, but also as a design-conscious brand with expertise in the home and lifestyle segments. Enhance your brand image, relevance and recognition as a one-stop partner in the premium interior design space.

Effective. Our services to ensure your success.

► **Cross-media communication**

Press events, international media coverage and targeted communication campaigns ensure maximum visibility among the relevant decision-makers well in advance of the event.

► **Make a big impression with our Marketing Package**

Take advantage of a combination of digital and print media to put your products and your company in the spotlight – for greater reach, more leads and added success!

► **Free visitor tickets**

With unlimited free ticket codes, it's easy to invite your business partners and increase relevant visitor traffic to your stand.

Central. A destination for interior design. Cologne.

There are many reasons why Cologne is the perfect place to host idd cologne. Centrally located in one of the most highly populated regions of Europe, Cologne has excellent infrastructure – and a long, successful track record as an interiors destination.

With its global appeal and vibrant design and cultural scene, the city is the perfect location for idd cologne. Cologne is a cosmopolitan metropolis that will make you feel as welcome as we do.



Be part of idd cologne now!

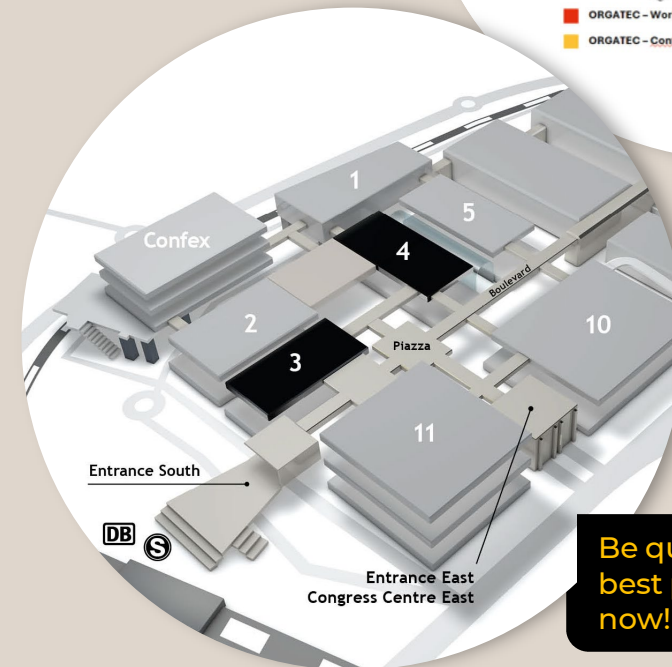
Benefit from attractive conditions!

Register now and take advantage of attractive early-bird booking conditions:

Early-bird offer until 30 April 2026: €279.00/m² (plus VAT)

From 1 May 2026: €345.00/m² (plus VAT)

The participation fee includes a stand in the “hybridID” area at ORGATEC (27–30 October 2026) and at idd cologne (30 and 31 October 2026).



Be quick and secure the best placements now!



We look forward to hearing from you!

Follow us:



Do you have any questions? Would you like an individual consultation? We're happy to help.

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