

Time for exchange.

**Pure Platforms –
the new lifestyle format at
imm cologne 2022**



the interior business event

17.–23.01.2022



Pure

Pure is the hub for design quality at imm cologne.



Pure

Hall 11.3, 11.2, 11.1, 4.2, 3.2, 2.2

Pure showcases the avant-garde of international design in various themed areas:

In **Pure Atmospheres**, visitors can immerse themselves in densely atmospheric lifestyle scenarios: this is where companies can stage their brand worlds on a grand scale. And in between, there's plenty for visitors to discover at **Pure Platforms**: fascinating installations, young design and interiors brands. The gallery-like halls of **Pure Editions** give design labels the opportunity to present their brand essence and the major interior trends in the form of their highlight products.

Pure Architects is a source of inspiration for new interior design ideas for walls, floors, lighting and permanently installed products – such as products for the bathroom.

Pure – the imm cologne's innovative format for design

Companies exhibiting in the interior world Pure are continuously inventing and reinventing themselves – changing their direction, creating an original feel and presenting new products, designers, fabrics and living concepts. New product developments usually follow a path laid out by design principles. These exhibitors are united by their dedication to style and the will to innovate.

Unusual yet practical

Pure is characterised by the variety and diversity of its range of products and styles. The exhibitors in the interior world Pure are known for unusual yet practical ideas, for products inspired by design but produced in high-end quality, and above all for their authentic design – because behind every new product there is not only a designer, but also the philosophy of the manufacturer.

Pure is the hub for design quality. In this segment the brands stand on their own merit – their own design, their own philosophy, their own production quality, their own individual style. And because Pure is as international as the world of design itself, these elements extend far beyond national preferences and styles. **Every stand is another world.**



Claire Steinbrück

“imm cologne is a world-leading furniture and interiors fair. With our update for Pure Platforms for imm cologne 2022, we’re opening up our Pure hub to design-oriented life-style brands. We’re confident that expanding the spectrum of product ranges will result in added value for our visitors – after all, buyers, interior designers and media representatives are always in search of new products, styles, trends and inspiration. There’s no doubt that taking part in Pure Platforms is the simplest and most inexpensive way to become part of the imm cologne community.

We’re looking forward to imm cologne 2022!”

Claire Steinbrück
Director imm cologne

Pure Platforms

Pure Platforms
Hall 11.3, 11.2, 11.1

Lifestyle labels meet high-end brands

Pure Platforms is the format for variety and surprising inspiration. For the unexpected. This is where you'll find product ranges and ideas that establish intriguing connections with the interior worlds of the classic imm cologne exhibitors. The lifestyle product ranges for modern living that it brings to imm cologne all have one thing in common: the high quality of their design.

Pure Platforms provides lifestyle labels and first-time exhibitors with the right setting for a first-class presentation in condensed form. The diversity of the product ranges in the top-class Pure context isn't just inspiring for visitors, it's highly attractive for exhibitors too.

Pure Platforms brings the many and varied product ranges associated with interior design together. Here on three levels of Hall 11, interested trade visitors will find occasional furniture by progressive manufacturers side by side with home accessories, lighting, paints and colour systems, entertainment electronics, outdoor products, textiles, decoration materials and related product ranges for interior decoration – all concentrated in a compact space with an open, coordinated exhibition architecture. With its ready-made booths, Pure Platforms provides the right setting for a first-class presentation in condensed form and is a highly convenient option for exhibitors. It's never been so easy to become part of the imm cologne community – right in the heart of the interior world of Pure in Hall 11.

Please note:
**New locations
in Hall 11**



Exhibitor:
JAB Josef Anstoetz KG Climatex

Pure Platforms

- Simple and inexpensive participation in the trade fair | time-saving in terms of preparation
- High stopping power in Hall 11: the heart of the interior world of Pure
- Among good neighbours: the state of the art in the premium league of interior design
- Direct access to the German interiors market
- Top-quality visitor experience in Hall 11
- Focal point for the media
- Exclusive business platform for the interiors sector
- Exemplify themes and address growth markets: **Pure Platforms** is the trade fair platform for the interiors ideas of tomorrow

Lifestyle product ranges.

Pure Platforms
Hall 11.3, 11.2, 11.1



- **Lighting** | lamps, decorative lamps, desk lamps for the home office, outdoor lamps etc.
- **Outdoor** | design-oriented accessories, e.g. plant furniture, shading systems, hammocks, planters etc.
- **Fitness** | fitness equipment for the home, bicycles, multimedia trainers, treadmills, yoga, accessories etc.
- **Colour** | colour systems, paints etc.
- **Fabrics** | decoration fabrics, acoustic fabrics, curtains, pleated blinds etc.
- **Household textiles** | towels, rugs, home textiles etc.
- **Entertainment electronics** | Bluetooth devices (speakers, wearables etc.)
- **Home technology** | design-oriented household appliances such as robot vacuum cleaners, battery-powered vacuum cleaners, portable air purifiers
- **Decorative items** | vases, bowls, decorative objects, imitations in wood or plastic (animals, plants etc.), globes, aquariums, typography, posters, bags, organisers + storage accessories, bathroom accessories etc.
- **Occasional furniture** | furniture for the hallway, storeroom, guest bathroom, child's bedroom and small standalone furniture for the living area
- **Additional inspiration for interior designers** | room fragrances, service offerings, products for interior designers, planning software, social media accessories for Insta etc.

Exhibitor:
Viruna

**Contract business, media, interior professionals:
targeted at decision-makers**

Pure
Hall 11.3, 11.2, 11.1, 4.2, 3.2, 2.2

01 journalists
bloggers

02 interior
Designers

03 buyers
independent
dealers

06 contracting
decision-
makers

05 architects

04 creatives

+ consumers

Target groups

Exhibitor:
Richard Lampert

Time for exchange.

The six most important living trends
at imm cologne 2022

Natural Luxury

Quality is the real luxury



Traditional craftsmanship, simplicity, premium materials, soft-edge design – these are the signals that point to “pure” luxury – pure because it’s natural, defined by a focus on what really matters and the willingness to renounce mass consumption in favour of sustainable product concepts.

For Seasons

Living with the seasons, the delights of decorating



Interior lifestyle is a topic that’s very much on people’s minds. As an expression of personality, the interior no longer paints a rigid picture but is becoming a continuous process instead. But the changes in the furnishings aren’t just influenced by trends; they’re directly affected by what’s happening in our natural surroundings and the rhythm of the seasons and our cultural customs too.

Blurring Boundaries

Spaces without borders



The growing desire for boundary-free living is leading to overlapping realities and styles that blur the lines between indoors and outdoors, (semi-) public and private, living and cooking, living and eating, living and working, living space and bathroom.

Sharing Spaces

Convenient living with social connections



Integrating the home office into the traditional living environment isn’t the only challenge that the interiors industry will face in future; the sector will also have to develop models for “a new way of living” that seek to provide solutions for phenomena like urban densification, demographic change and growing mobility.

Connected Living

Smart home, networked living



It’s becoming more common for items in private homes to be connected with smart technologies, and interior design is adapting to this increasing connectivity. We’re bringing the world into the house – a top trend and a growth market.

Multifunctional

Smaller, less, more than meets the eye



Urbanisation and rising housing prices call for small-footprint solutions with multifunctional features: how can maximum comfort be achieved in a small space?

Trend photo exhibitors: Thonet, String, Cor, das Apartment HAUS und Miele

Statement **Dick Spierenburg** | Creative Director

Pure Platforms
Hall 11.3, 11.2, 11.1



To view the video, please activate the Acrobat 3D functions (see above)
or follow the Vimeo link (<https://vimeo.com/543699188/f2db646728>).

A platform for individual trade fair presentations.

Pure Platforms
Hall 11.3, 11.2, 11.1



Exhibitor:
LIFEoCLOCK

Coordinated exhibition architecture.

Pure Platforms
Hall 11.3, 11.2, 11.1

- Pure Platforms are ready-made presentation spaces measuring 10.00 and 20.25 m², arranged on islands with a maximum of two units.
- Open spaces defined by slender black metal structures with deep storage walls (Variant II) as separation from neighbouring exhibitors
- Each combined unit is equipped with lighting, electrical connections, storage space integrated into the walls (Variant II) and flooring.
- Business and marketing packages included



Exhibitor:
Feelgood Designs, Korbo

A source of inspiration for interior designers.

Pure Platforms
Hall 11.3, 11.2, 11.1



Exhibitor:
myfelt.

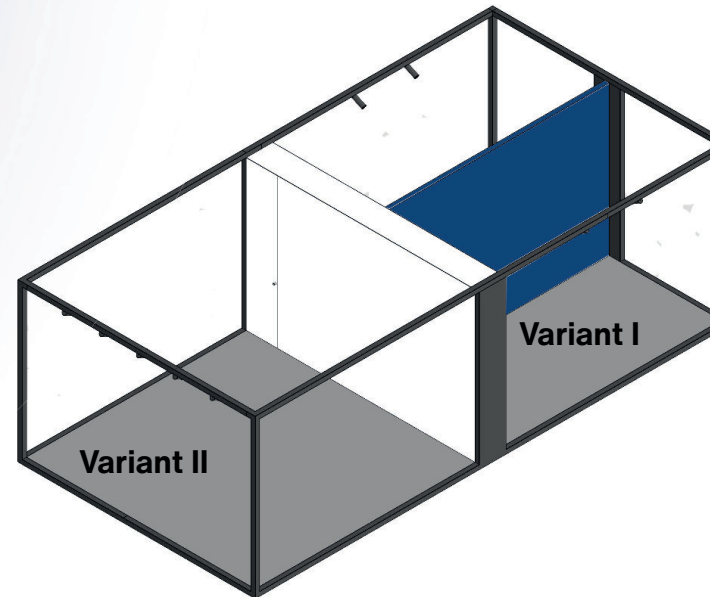
Participation fees.

Pure Platforms
Hall 11.3, 11.2, 11.1

The space module | Variant I

incl. the following services and equipment for the 10 m² module

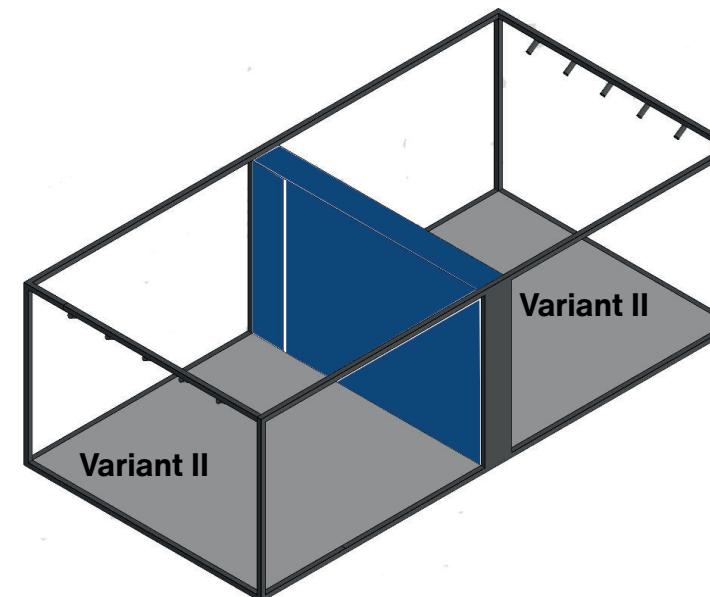
- 4.5 m x 2.2 m = 10 m² floor space
- Podium floor covering
- Stand construction
- Booth number
- Power connection
- Lighting: Bus bars with 2 lamps
- Stand cleaning



The space module | Variant II

incl. the following services and equipment for the 20.25 m² module

- 4.5 m x 4.5 m = 20.25 m² floor space (incl. lockable cupboard),
- Extendable in 20.25 m² steps
- Podium floor covering
- Stand construction
- Booth number
- Lockable cupboard featuring an 8 kW mains electrical supply with subdistribution, 1 power socket and one fixed shelf
- Lighting: Bus bars



Variant I, 10 m²*

for bookings received by 30.09.2021

€6,950.00 plus VAT

for bookings received from 01.10.2021

€8,800.00 plus VAT

Variant II, 20.25 m²*

for bookings received by 30.09.2021

€11,900.00 plus VAT

for bookings received from 01.10.2021

€13,800.00 plus VAT

*incl. the following services:

Marketing package

For components, see point 6 of the “Special Conditions of Participation Pure Platforms”

- New in the marketing package: unlimited number of admission ticket vouchers (registration required)

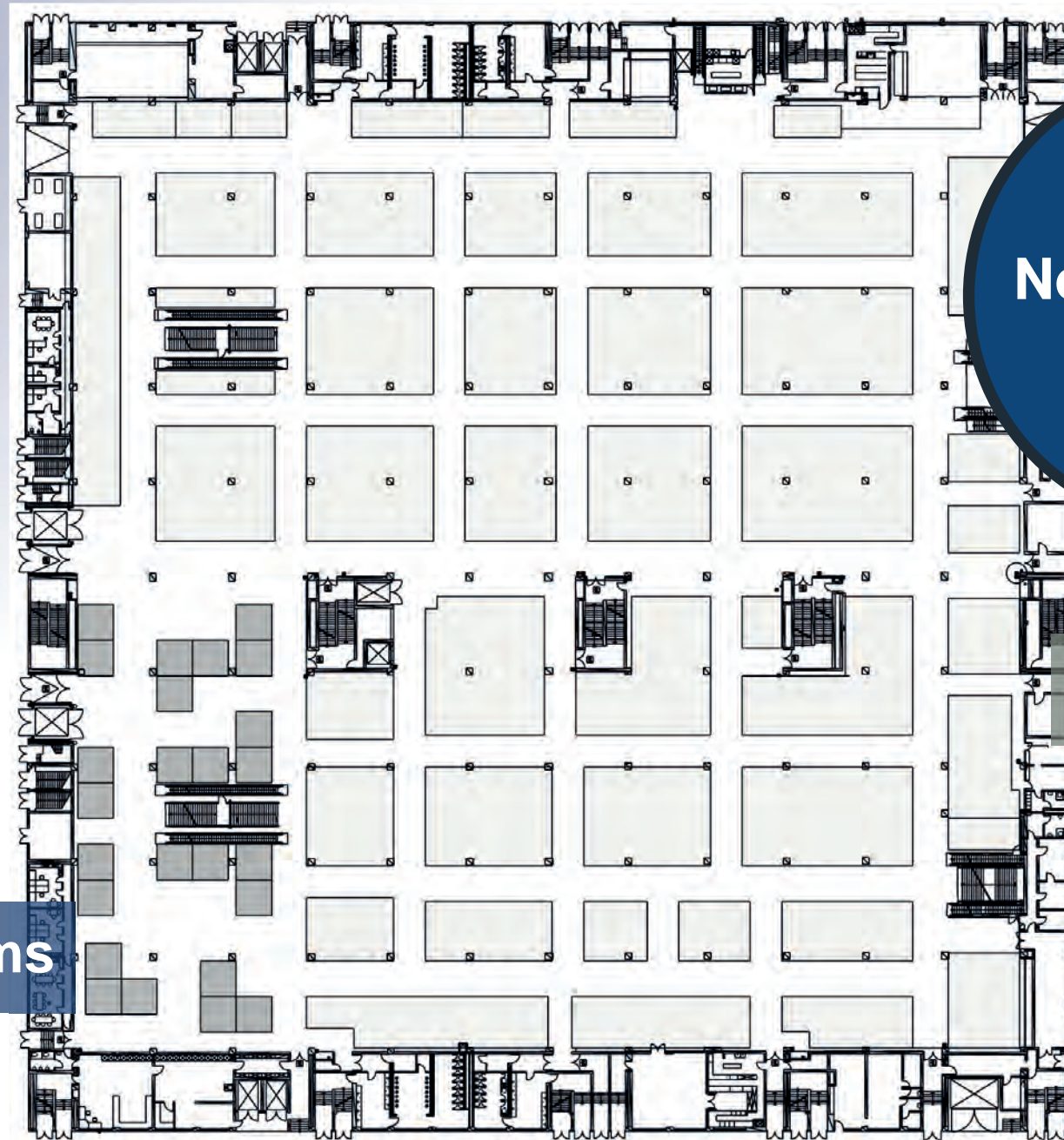
Business package

- 3 exhibitor passes
- 4 work passes
- 1 parking permit
- WiFi

The Koelnmesse “General Terms and Conditions” and the “Special Conditions for Participation” apply.

Subject to alterations.

Updated: 21.04.2021



Please note:
**New locations
in Hall 11**

Pure Atmospheres

Pure Platforms

das **Apartment** HAUS

Please note:
**New locations
in Hall 11**

Pure Atmospheres

Pure Platforms





Please note:
**New locations
in Hall 11**

Pure Talents Contest

Pure Platforms

Pure Atmospheres



Julia Bachmann

Sales Manager

Pure Platforms

Tel.: +49 (0) 221-8 21-22 90

Mobile: +49 (0) 176-12 56 28 00

E-Mail: j.bachmann@koelnmesse.de



17.-23.01.2022

The international furniture and interiors fair imm cologne is *the* platform for **interior design** and **interior business**.

imm cologne

The heavier social problems weigh on people's shoulders, the more important possibilities for retreat become to them. The home has become the general epicentre of life; it has to perform many functions and adapt to changes. The international furniture and interiors fair imm cologne is both a reflection of current interior trends and an engine for setting new developments in motion.

What effects is the corona pandemic having on interior lifestyle? Which trends will have a lasting impact on furniture development and production? And when and where will the interiors sector gather to kick off the 2022 interiors year together?

Right here: At the international furniture and interiors fair imm cologne, where, from 17 to 23 January 2022, the most important interiors brands, trendsetters and creative newcomers from 50 countries will come together to showcase the trends for the coming year. No other trade fair paints such a comprehensive, compact and well-structured picture of the international world of interiors.

Interior business: For an entire week, the exhibition centre on the banks of the Rhine, right in the urban

heart of Cologne, will become the business hub of the interiors industry – but also the biggest showroom for contemporary **interior design**, for experimental living concepts and forward-looking technologies, for big-name brand worlds and the ideas of young designers.

imm cologne is both: a reflection of interior worlds and a source of fresh impetus for the design scene. The media and furniture makers alike regard imm cologne's performance and content as a trend barometer for the market. This is where the B2B sector gets together, where designers meet manufacturers and trade meets inspiration.

New perspectives on home living and refreshing product concepts will be especially prevalent in the simulated interiors of "das Apartment HAUS". With its new themed world Connect, Koelnmesse is defining a platform for the smart living growth market. **And:** in 2022, Pure Architects will once again provide a walk-through fan deck for architects and interior designers. imm cologne brings the world of interior design together.

www.imm-cologne.com

Exhibitor:
AYTM Gran Living



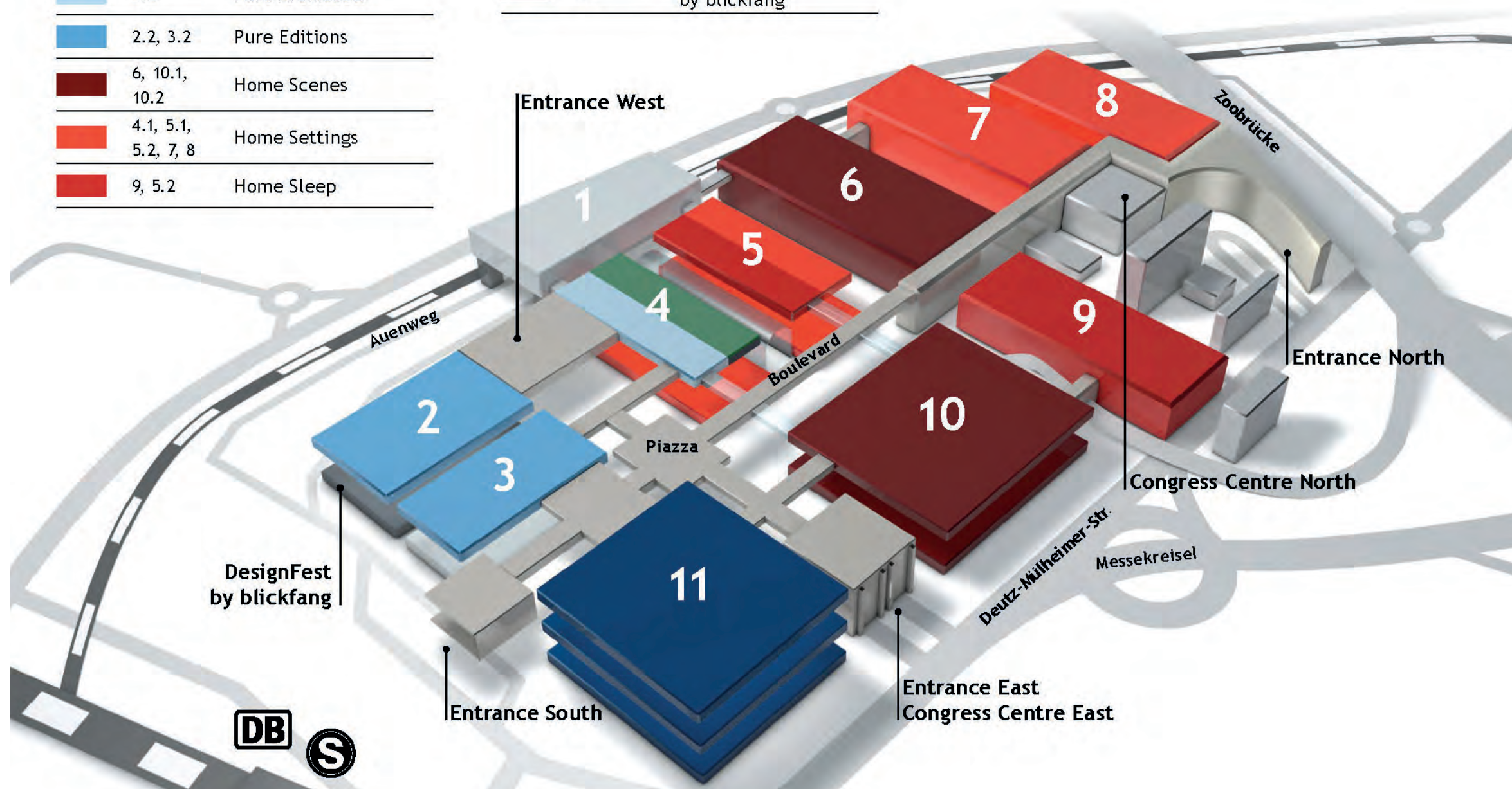
the interior business event

17.-23.01.2022

imm-cologne.com

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|---------------------|------------------|
| 11.1, 11.2, 11.3 | Pure Atmospheres |
| 4.2 | Pure Architects |
| 2.2, 3.2 | Pure Editions |
| 6, 10.1, 10.2 | Home Scenes |
| 4.1, 5.1, 5.2, 7, 8 | Home Settings |
| 9, 5.2 | Home Sleep |

| | |
|-----|-------------------------|
| 4.2 | Connect |
| 2.1 | DesignFest by blickfang |



Welcome to imm cologne 2022.

Pure Platforms
Hall 11.3, 11.2, 11.1



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Koelnmesse GmbH
Messeplatz 1
50679 Cologne
Postfach 21 07 60
50532 Cologne
Germany
Tel.: +49 221 821-0
Fax: +49 221 821-2574
Email: info@koelnmesse.de
www.koelnmesse.de

Management:
Gerald Böse (Chief Executive Officer)
Oliver Frese
Herbert Marner

Chairman of the Supervisory Board:
Henriette Reker,
Lady Mayor of the City of Cologne
Place of business and (legal) domicile:
Cologne - Amtsgericht Köln, HRB 952

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Find out all about what's happening in the interiors sector today and what will impact it tomorrow in the imm cologne's online magazine.

the magazine by imm cologne
imm-cologne.com/magazine

Corona information page Koelnmesse
<https://www.koelnmesse.com/lp/corona>