

imm-cologne.com

imm *Spring* Edition. Pure Galleries



the interior business event

04. – 07.06.2023

imm Spring Edition

imm cologne is returning as the Spring Edition and will bring the entire interiors industry together in Cologne for a one-off event in June 2023.

Important changes:

- The Spring Edition is scheduled for 4 days
- The trade fair will take place from Sunday, 4 June, to Wednesday, 7 June
- The event is aimed at trade visitors; there are no plans to hold days for end consumers



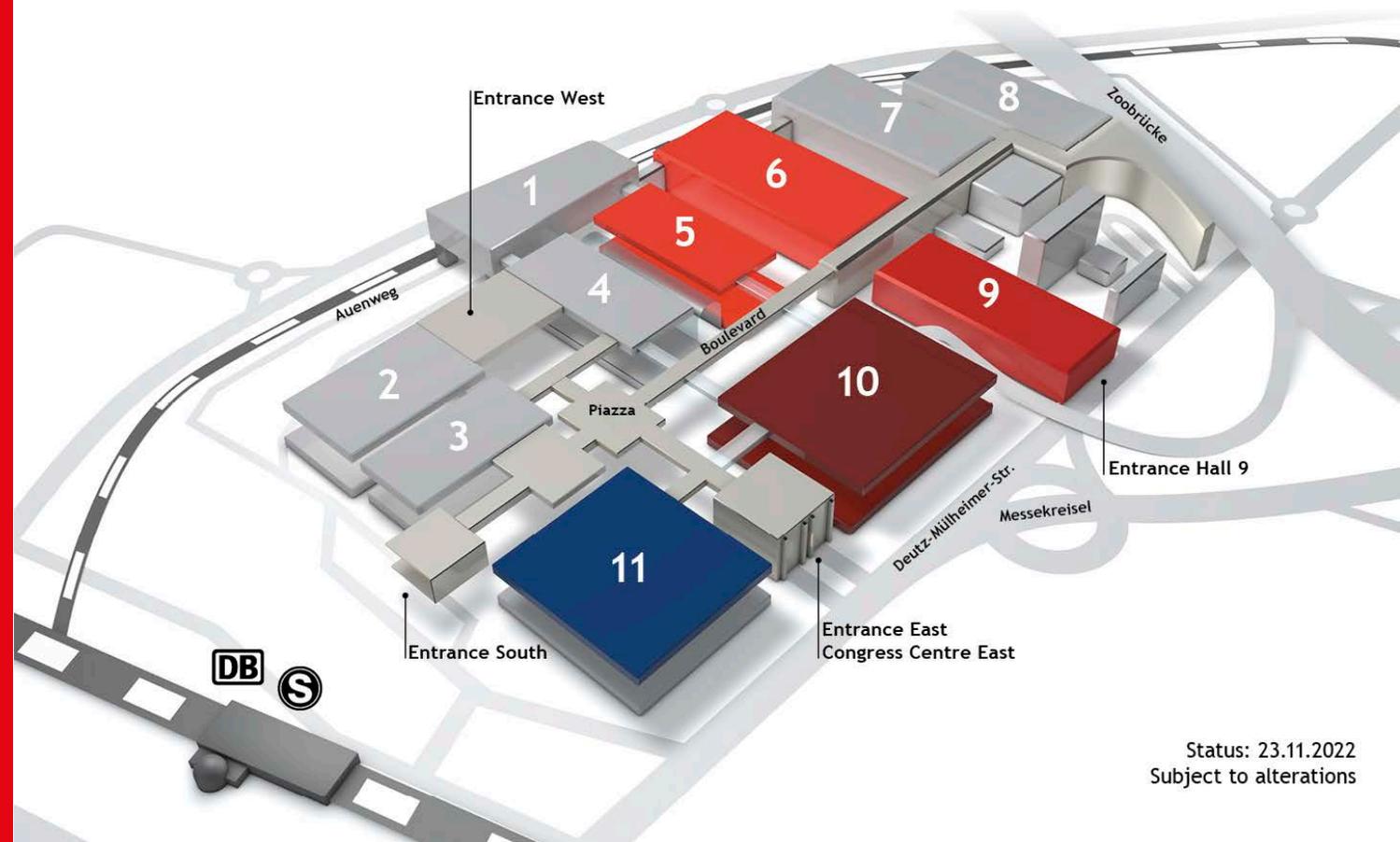
4–7 June 2023

11.2 Pure Galleries

5.1, 5.2, 6 Home Settings

9 Home Sleep

10.1, 10.2 Home Scenes



Status: 23.11.2022
Subject to alterations

Pure Galleries

Inspired by the ART COLOGNE stand construction concept, Koelnmesse is launching Pure Galleries at the imm Spring Edition in Hall 11.2.

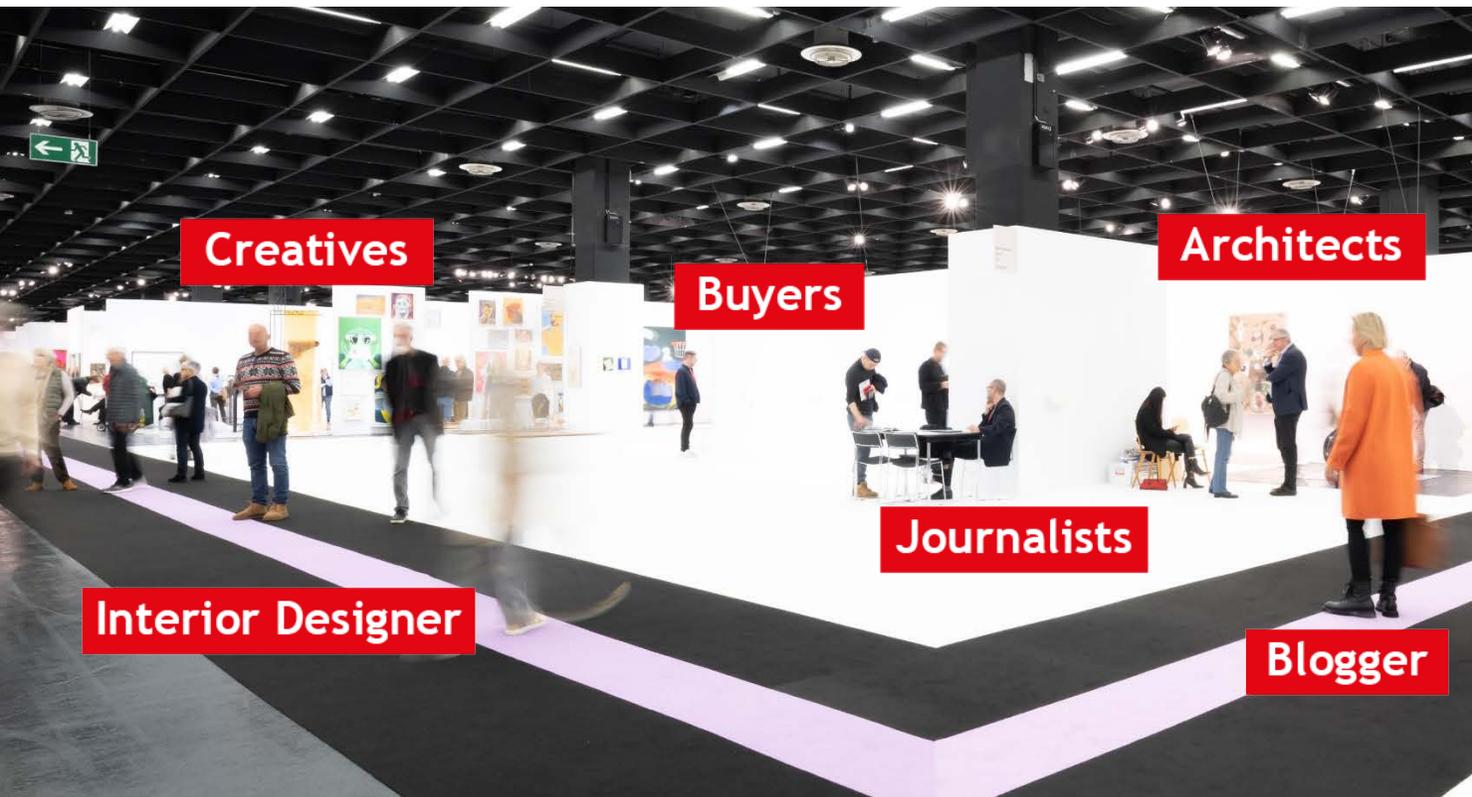
Pure Galleries is a compact, creative concept that allows brand identities and the latest products to be presented and communicated in outstanding style.

This innovative offering gives the premium Pure segment a brand-new, exciting and inspiring image.



Targeted communication tailored to target groups of decision makers from the retail sector, the creative professions and the international press.

Pure Galleries

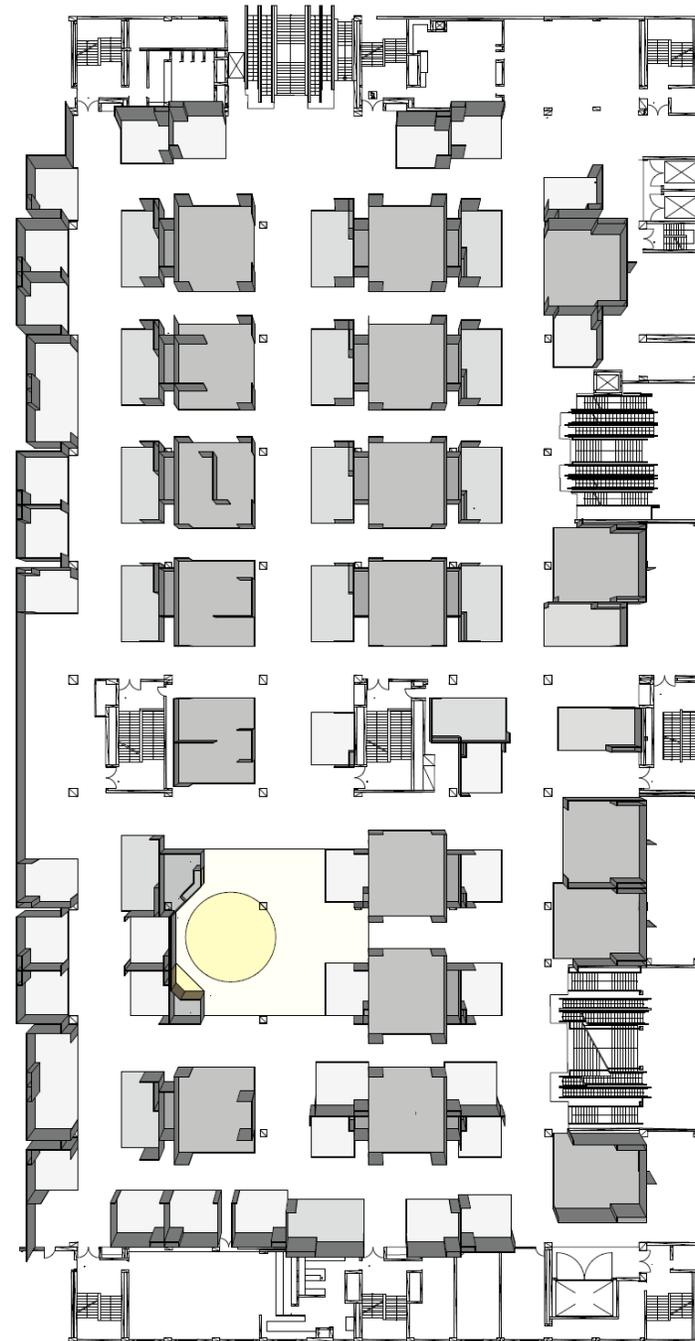


Pure Galleries

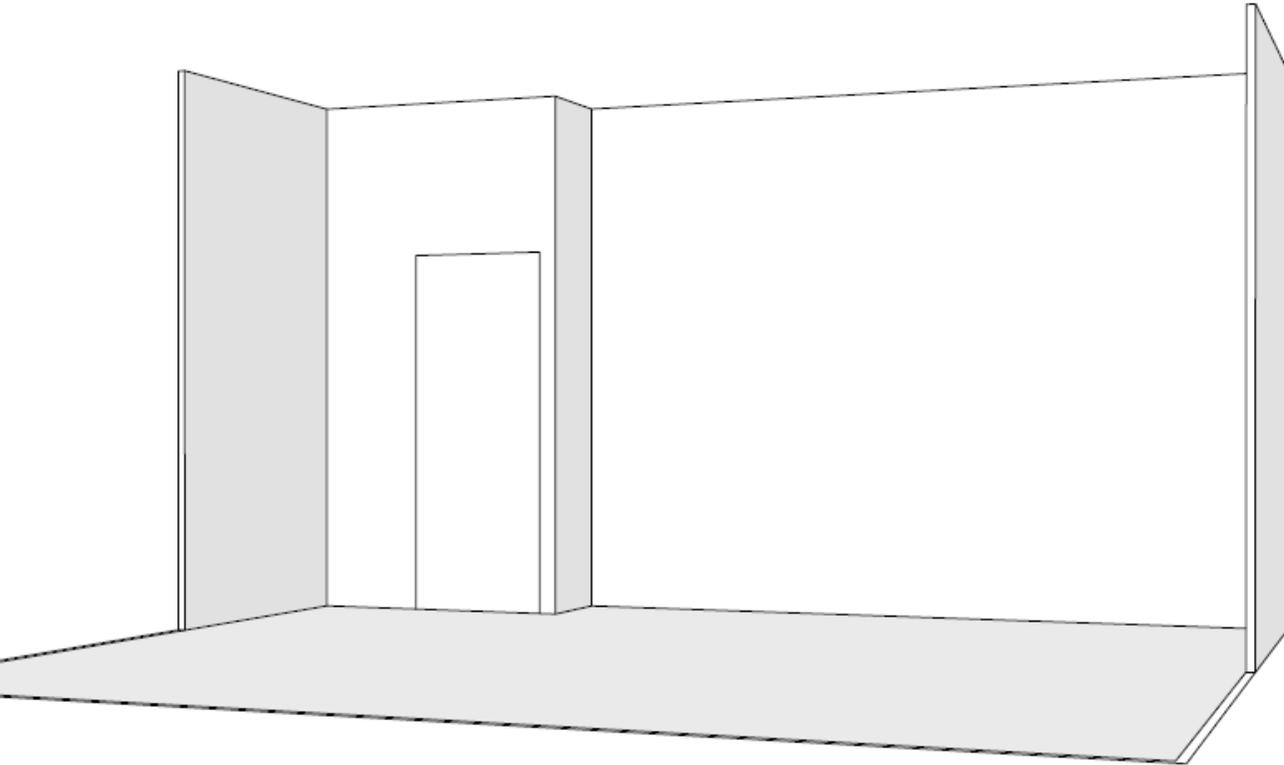
Drawing on an art trade fair, the Pure Galleries concept stands for an outstanding presentation world formed of minimalist, customisable brand spaces.

Stand areas are available in the following sizes:

- 24.75 m² €12,390.00
- 36.00 m² €16,690.00
- 49.50 m² €22,690.00
- 72.00 m² €31,690.00



Sample Stand



We will send detailed sketches with exact dimensions after a stand area has been allocated.

Pure Galleries 24.75 m²

5.50 m x 4.50 m floor area

Stand construction

Stand number

Power connection

Lighting: 4 spotlights

Stand cleaning

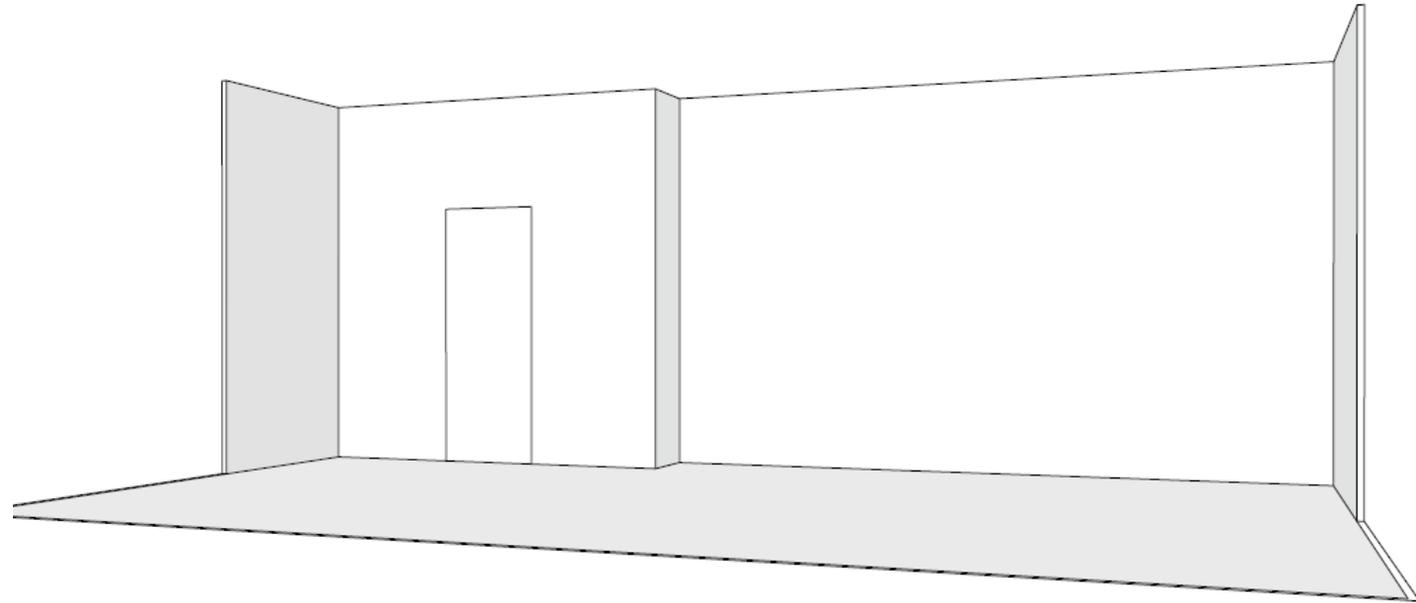
Marketing package

Lockable wall cabinet: 1.50 m x 0.50 m

Participation price: €12,390.00



Sample Stand



We will send detailed sketches with exact dimensions after a stand area has been allocated.

Pure Galleries 36.00 m²

8.00 m x 4.50 m floor area

Stand construction

Stand number

Power connection

Lighting: 6 spotlights

Stand cleaning

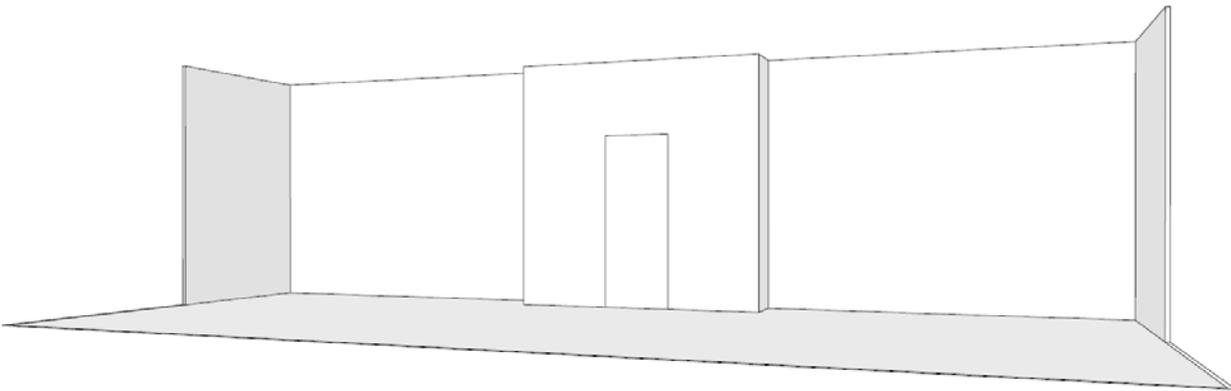
Marketing package

Lockable wall cabinet: 3.00 m x 0.50 m

Participation price: €16,690.00



Sample Stand



We will send detailed sketches with exact dimensions after a stand area has been allocated.

Pure Galleries 49.50 m²

11.00 m x 4.50 m floor area

Stand construction

Stand number

Power connection

Lighting: 8 spotlights

Stand cleaning

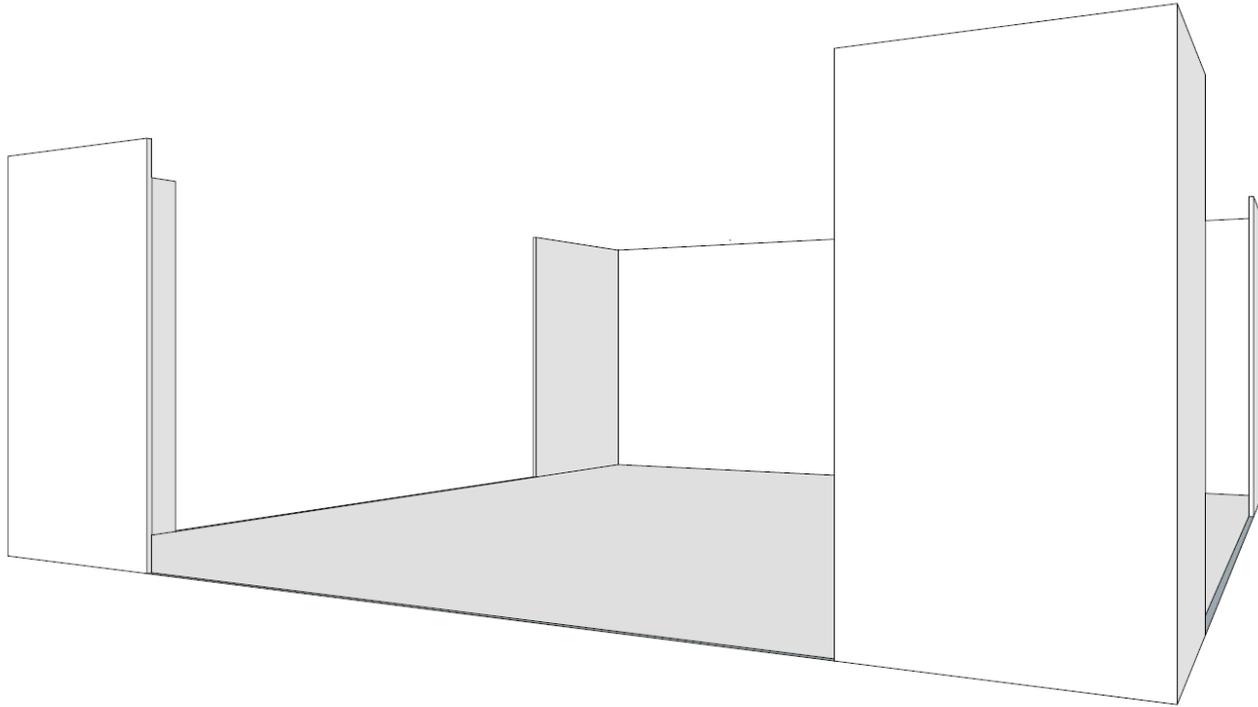
Marketing package

Lockable wall cabinet: 3.00 m x 0.50 m

Participation price: €22,690.00



Sample Stand



We will send detailed sketches with exact dimensions after a stand area has been allocated.

Pure Galleries 72.00 m²

8.00 m x 9.00 m floor area

Stand construction

Stand number

Power connection

Lighting: 12 spotlights

Stand cleaning

Marketing package

Lockable storage area: 4.00 m x 1.50 m

Participation price: €31,690.00



Pure Galleries

3D rendering of Hall 11.2



A woman in a long, light-colored coat is walking away from the camera through a gallery. The gallery has colorful lighting, with a prominent red and blue glow. Other people are visible in the background, and there are framed pictures on the walls. The image is partially obscured by a white circular shape in the bottom left corner.

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