interzum

interzum award 2027

Call for Entries

interzum.com

koelnmesse

interzum 2027
Beyond Boundaries: Elevating Strategic Resilience

"Beyond Boundaries: Elevating Strategic Resilience" is the central theme of interzum 2027. This theme will also play a central role in the 14th edition of the interzum award and will therefore form a separate category within the competition.

Today, more than ever, companies and designers in the furniture and interior design sector must focus more closely on the resilience of their business models, production processes and supply chains if they are to remain future-proof and competitive. With this year's interzum award, we are therefore seeking, amongst other things, pioneering products, concepts and partnerships that stand out through regional production and supply structures, optimised procurement strategies and new forms of collaboration.

An award brings such solutions greater attention from both industry professionals and the general public, which contributes to their commercial success. Furthermore, these solutions can serve as role models and contribute to a long-term shift towards greater resilience, adaptability and sustainability within the industry.

Invitation to participate in the interzum award
The interzum award, judged by an international panel of experts, recognises outstanding products, services and concepts from the global supply industry for furniture and interior design. The aim of the competition is to recognise particularly well-designed, innovative and forward-looking solutions for the furniture and interior design industry. Participation in the design competition organised by Koelnmesse is exclusively reserved for companies exhibiting at interzum.

As an exhibitor at interzum 2027, I warmly invite you to enter your products for the interzum award by **9 March 2027**. Make the most of this opportunity to showcase your product innovations and set them apart from the competition! I wish you the best of success!

Yours
Maik Fischer
Director interzum
Koelnmesse GmbH

Registration for interzum award 2027



Eligibility to Participate
Participation in the interzum award 2027 is exclusively reserved for companies exhibiting at interzum 2027. An entry fee of EUR 990.00 plus VAT at the statutory rate is charged for participation in the competition. Participants can register several entries. A separate entry form must be completed for each entry. The entry fee is payable once and is not charged per entry.

The market launch of the submitted products must have taken place by 10 May 2027 and must not have occurred more than two years previously.

As part of your application, please provide us with a product description, images of your product and – particularly in the case of products and concepts that require further explanation – a short video about it by 9 March 2027 at the latest.

You may upload one video per product entry:
Format: MP4 or MOV
Size: max. 100 MB per file
Number: one file per product entry
Length: max. 2 minutes

Online Registration
You can find all of the information about the competition and about registering online at: **www.interzum.com/en/award**

Categories

Function & Components
Lights and (digital) lighting systems, semi-finished components for modular furniture, kitchen furniture, office furniture and tables and chairs, fittings, (digital) locks, built-in components, hinges, connectors etc.

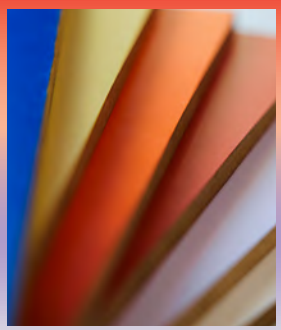
Materials & Nature
Wood, veneer, parquet flooring, interior design, decorative surfaces, decorative wallpapers, floor coverings, wooden materials, laminates, solid surface materials, edging, surface treatments, embossing cylinders, sheet metal, natural materials, chipboards etc.

Textile & Machinery
Machines for upholstery and mattress production, upholstery materials, upholstery accessories, covering materials, leather, adhesives, temperature and humidity sensors for mattresses, smart textiles (fibre optic fabrics and similar) etc.

Strategic Resilience
This category recognises products and concepts that demonstrate a particularly forward-looking and resilient approach along the value chain. The focus is on solutions that strengthen companies' resilience and adaptability through regional production structures, optimised and diversified procurement strategies, and new forms of collaboration. Awards are given to approaches that enhance supply security, create synergies, and contribute to a sustainable and competitive industry. The submission must explain in detail how the product aligns with the trade show's central theme and what contribution it makes in the context of Strategic Resilience.
A product or concept may be entered in this category and, at the same time, in one of the other categories.
For more information on the central theme of interzum 2027, visit: https://www.interzum.com/en/trade-fair/interzum/central-theme/



Vita Advanced Matratze
The Vita Group
United Kingdom
www.thevitagroup.com

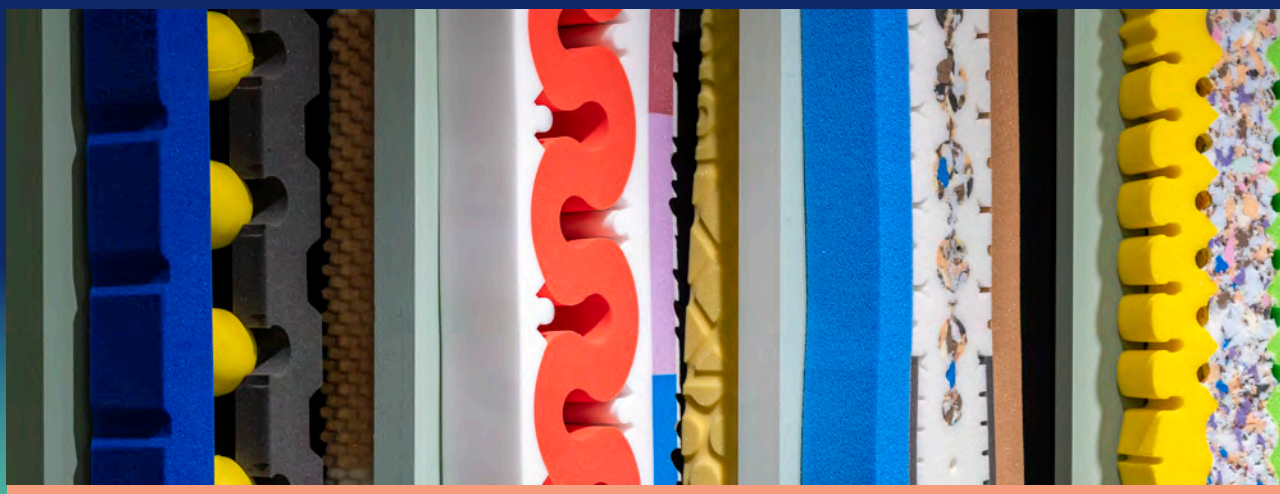


Zenit 3.0 by Alvic
Alvic FR Mobiliario, S.L.
Spain
www.alvic.com



PLICOBOX
Julius Blum GmbH
Austria
www.blum.com

Awards

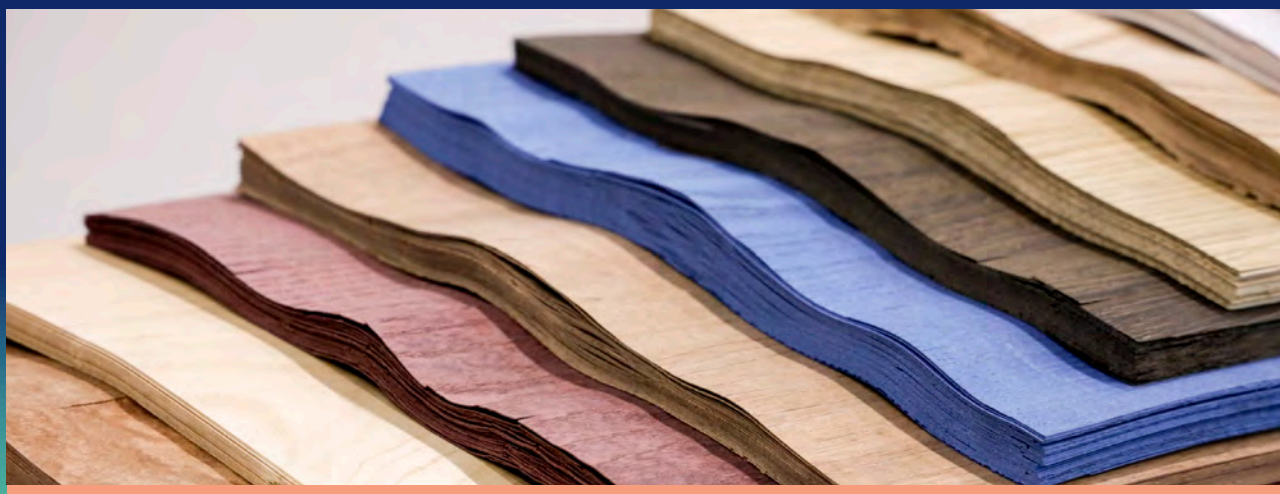


All the entries recognised with the interzum award impress with their high design quality, level of innovation, circularity, or a particular form of strategic resilience. However, during the evaluation process, the jury awards two distinct seals of quality: the “High Product Quality” award and the highest honour, “Best of the Best.”

High Product Quality
The “High Product Quality” award is presented as part of the interzum award for exceptional achievements in form, function, circularity, or a unique form of strategic resilience. Only products that clearly stand out from comparable ones are honoured with this award by the jury.

Best of the Best
The jury honors outstanding achievements that set new standards in their industry in terms of form, function, circularity, or a particular form of Strategic Resilience with the “Best of the Best” award. Only innovations considered groundbreaking receive the highest honour within the interzum award.

The benefits of an award



An award in the competition draws the attention of international executives and the media to the winners. As an innovative company, the interzum award gives you the opportunity to showcase your company and the outstanding quality of your products and services at the world's leading trade fair and beyond. In addition to participation in the competition, Koelnmesse supports all winners with a comprehensive package of initiatives.

- Recognition by a jury of experts
- For "Best of the Best" winners: Award ceremony on the eve of the trade show
- Official handover of certificates to all award winners
- Use of the winner's label as a PR and marketing tool for advertisements, brochures, and online content
- Presentation of products awarded "Best of the Best" in an exhibition during interzum 2027
- Digital presentation of products awarded "High Product Quality" in an exhibition during interzum 2027
- Permanent online presence of the award-winning products at www.interzum.com/en/award

Honour & Exhibition



Honouring the Winners of the interzum award 2027
Companies and designers whose products or concepts have been honoured with a “Best of the Best” award will be recognized on 10 May 2027, the eve of interzum 2027.
Certificates will also be presented to all winners on 10 May 2027.
All further information will be provided when winners are notified.

Presentation of the “Best of the Best” Products at interzum 2027
Throughout the entire duration of the trade show, products, materials, and concepts that received a “Best of the Best” award at the interzum award 2027 will be presented to an international audience of industry professionals in a special exhibition.

Presentation of Products Awarded “High Product Quality” at interzum 2027
Throughout the entire duration of the trade show, products, materials, and concepts that received the “High Product Quality” award at the interzum award 2027 will be presented digitally to an international trade audience as part of the interzum award exhibition.

Communication



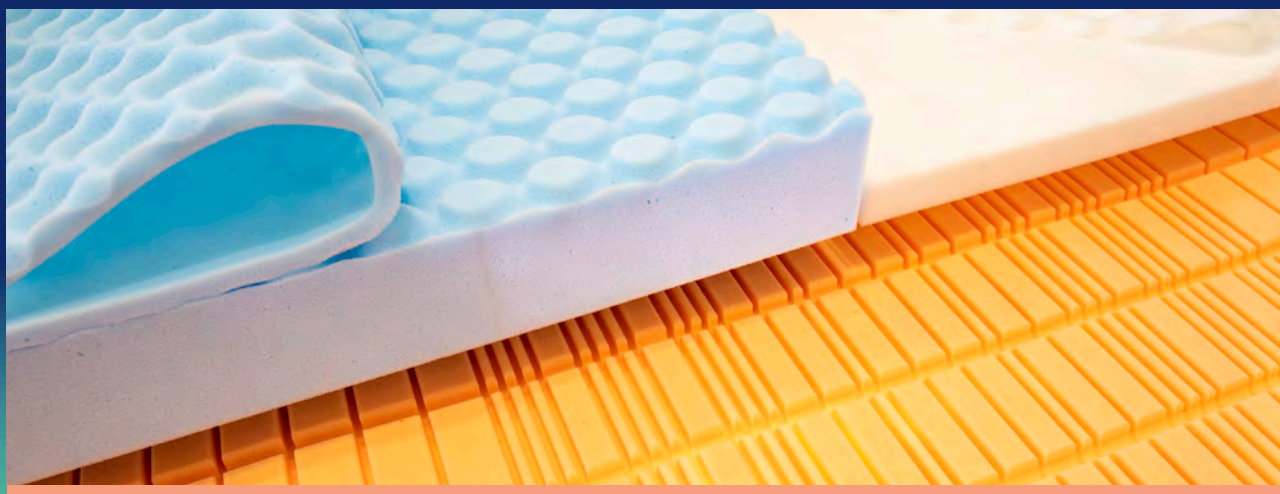
Differentiation Through Design
Winning the interzum award is an important way to set yourself apart from your competitors and places you, your products, and your materials at the center of attention among industry professionals and the media.

The winner's label is objective proof of the outstanding quality of your award-winning products. Use it as a PR and marketing tool to position your products in a way that attracts attention at the trade show and in the market! This coveted industry award ensures that your company is consistently associated with high quality and underscores your innovative strength.

Communicate your success and draw the attention of executives from industry, trade, and retail to your award-winning products. This way, you'll continue to benefit from your award in the long term.

Embargo Period
Please note that an embargo period applies to the announcement of an interzum award through 26 April 2027, inclusive. You may not announce your achievement to the press or the public until that date.

Online Presentation



Permanent Online Exhibition
In addition to being presented during the trade show, the award-winning products will also be showcased online:

The online exhibition at www.interzum.com/en/award permanently presents the award-winning products and projects through text and images. It serves as a source of information and inspiration for professionals in product development, design and architecture worldwide who are looking for innovative design solutions and materials.

Jury & Judging



Tristine Hargreaves
Executive Director – National Bed Federation UK, Skipton



Prof. Steffen Kehrle
Designer and Professor of product and furniture design at Rosenheim Technical University of Applied Sciences, Munich



Frederik Lauwaert
Managing Director at EBIA European Bedding Industries Association, Brussels



Christine Matz
Designer and Design lead at Tatic Designstudio Srl, Milan



Kristina Meyer
Designer and Founder of byform produktdesign, Cologne



Prof. Dr. Sascha Peters
Founder of HAUTE INNOVATION Materials and Technology Agency, Berlin



Sebastian Plate
Managing Director at Interessengemeinschaft Leichtbau (igeL) e. V. and Founder of PLATE – Innovation, Lemgo

In-Depth Expertise

Entries for the interzum award are evaluated by an international jury of experts. Seven renowned experts from the fields of design, materials, interior design and related disciplines assess the entries according to their design and technical quality, as well as their circularity and sustainability. Their experience and expertise ensure a fair and objective evaluation and contribute to the high quality standard and significance of the award.

Assessment Criteria from A to Z

Degree of Innovation
The evaluation focuses on the innovative nature of the material, product, or concept, as well as new properties, components, or functions that create recognizable added value. The potential to open up new design possibilities in the crafts, architecture, or interior design is also taken into account.

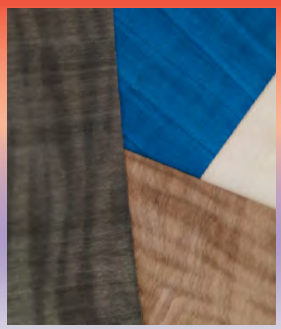
Design
The evaluation focuses on the interplay of form and function, consideration of ergonomic requirements, the aesthetic and emotional impact, and the quality and precision of craftsmanship.

Digitalisation
The evaluation focuses on the meaningful integration of digital components and new technologies, provided they create demonstrable added value in terms of functionality, user-friendliness, or efficiency.

Functionality
The evaluation focuses on ease and safety of use, intuitive operation, and low maintenance requirements. Reliability and practicality are also factored into the evaluation.

Material Quality
The evaluation assesses the suitability of the materials chosen for their intended use, their functional properties, as well as the quality, durability, and environmental sustainability of the materials used.

Strategic Resilience
The evaluation focuses on the solution's contribution to the stability, adaptability, and future-proofing of supply and value chains. Particular consideration is given to regional networks, alternative procurement strategies, collaborations, and innovative organizational structures that sustainably strengthen security of supply, competitiveness, and crisis resilience.



ReFIGURED Collection
Tabu Spa
Italy
www.tabu.it



Microlution™
Spinks
United Kingdom
www.spinks.co.uk



Snö:
Snöphyte & Snöphene
Innofa, The Netherlands
www.innofa.com

Assessment Criteria from A to Z

Sustainability and Circularity
The assessment focuses on resource-efficient manufacturing and the environmental performance of the material or product throughout its entire life cycle. The following factors are taken into account in particular:

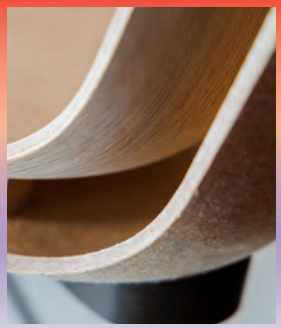
- Information on materials and components
- Origin of materials and transparency of the supply and value chains
- CO_2 emissions and other environmental impacts
- Durability, as well as opportunities for maintenance, repair, reuse, and disposal
- Recyclability and the use of recycled materials
- Existing certifications and legal documentation
- Compliance with social and ethical standards throughout the supply chain and in production



Moreganic Natural Latex
Love Home Fabrics
Belgium
www.lovehomefabrics.com

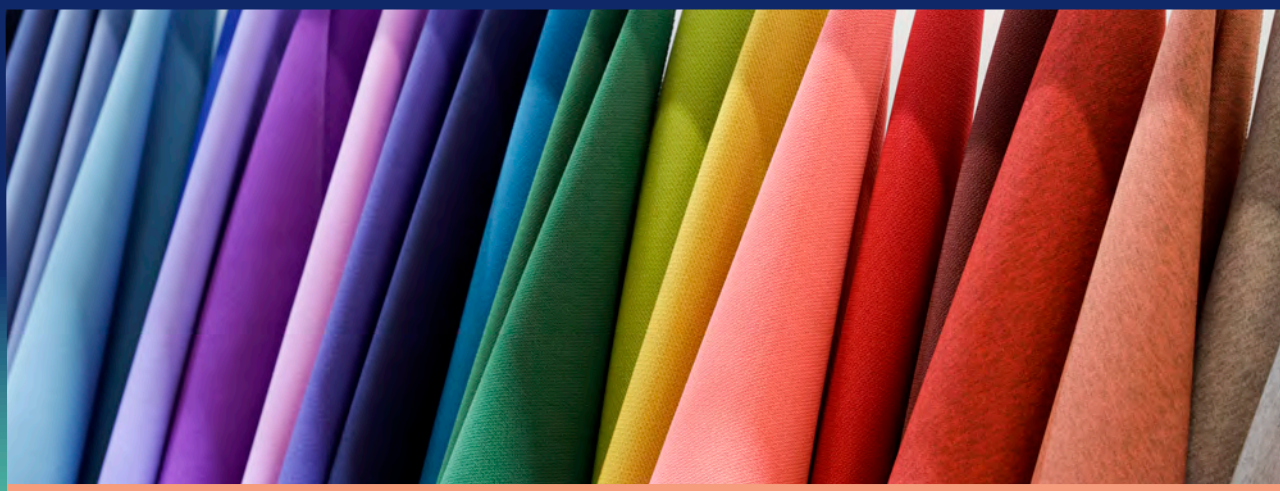


Furniture Linoleum
Forbo Flooring B.V.
The Netherlands
www.forbo-flooring.com



OWI-FiberFlex
OWI GmbH
Germany
www.owi-lohr.de

Dates and Deadlines



November 2026	Start of the registration
9 March 2027	Registration Deadline
up to **25 March 2027**	Delivery of products for judging in Cologne
1–2 April 2027	Self-setup of products for judging
5 April 2027	Jury session
6 April 2027	Self-dismantling for collection/pickup
starting **9 April 2027**	Notification of results
up to **15 May 2027**	Pickup of products
up to **26 April 2027**	Embargo on communication of the award
10 May 2027	Honouring the “Best of the Best” winners of the interzum award 2027
10 May 2027	Online exhibition of all award-winning products
11–14 May 2027	Exhibition of the award-winning products during interzum 2027



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www.beyer-roth-weis.de

Information & Registration for the Contest
www.interzum.com/en/award