

Pure Architects imm cologne 2020





Next Fair:
13.01. - 19.01.2020

Accessible pattern fans of the creative industry

Pure Architects

In January 2018, the new trade fair format Pure Architects started in Cologne for the first time. With this segment, imm cologne is offering exhibitors of innovative room concepts the opportunity to present their new products and innovations in the environment of the lifestyle-oriented Pure segment every two years.

A special focus in this segment was on the themes of the bathroom and the smart home. Exhibitors from the bathroom segment were offered the unique opportunity to present their creative ideas for modern bathrooms in the context of an international interiors show. The new format started successfully with premium brands like burghbad, Geberit, Emco, Vola, Hi-Macs, Tece, Dallmer or Antoniolupi. Intensive communications measures in advance of Pure Architects were also able to successfully direct media interest to the theme of bathrooms. In the 2020 edition, Pure Architects will therefore be a meeting point for the sanitation brands that wish to present themselves to a trend and design-conscious public.

The visitors of imm cologne 2018 could also discover architecture-dedicated assortments for floors and wall elements, as well as architecture-dedicated light solutions, for example, from Gira, in hall 4.2.

With the interactive „let's be smart“ installation, imm cologne is not only turning its attention to the important future issue of the „Smart Home“, but also for the fourth time showing live how new technologies are having an impact on the design of living spaces, and how interior design is responding.

Pure Architects will also once again in 2020 be a creative toolbox for architects, bathroom and light planners, interior designers and buyers: countless samples of carpets, fabrics, flooring materials, wallpapers and paints will be there to be discovered. So, a lot of material and inspiration for the creative work of planners. Pure Architects is the accessible pattern fan for the creative industry.

ORNAMENTA

Pure Architects
Hall 4.2

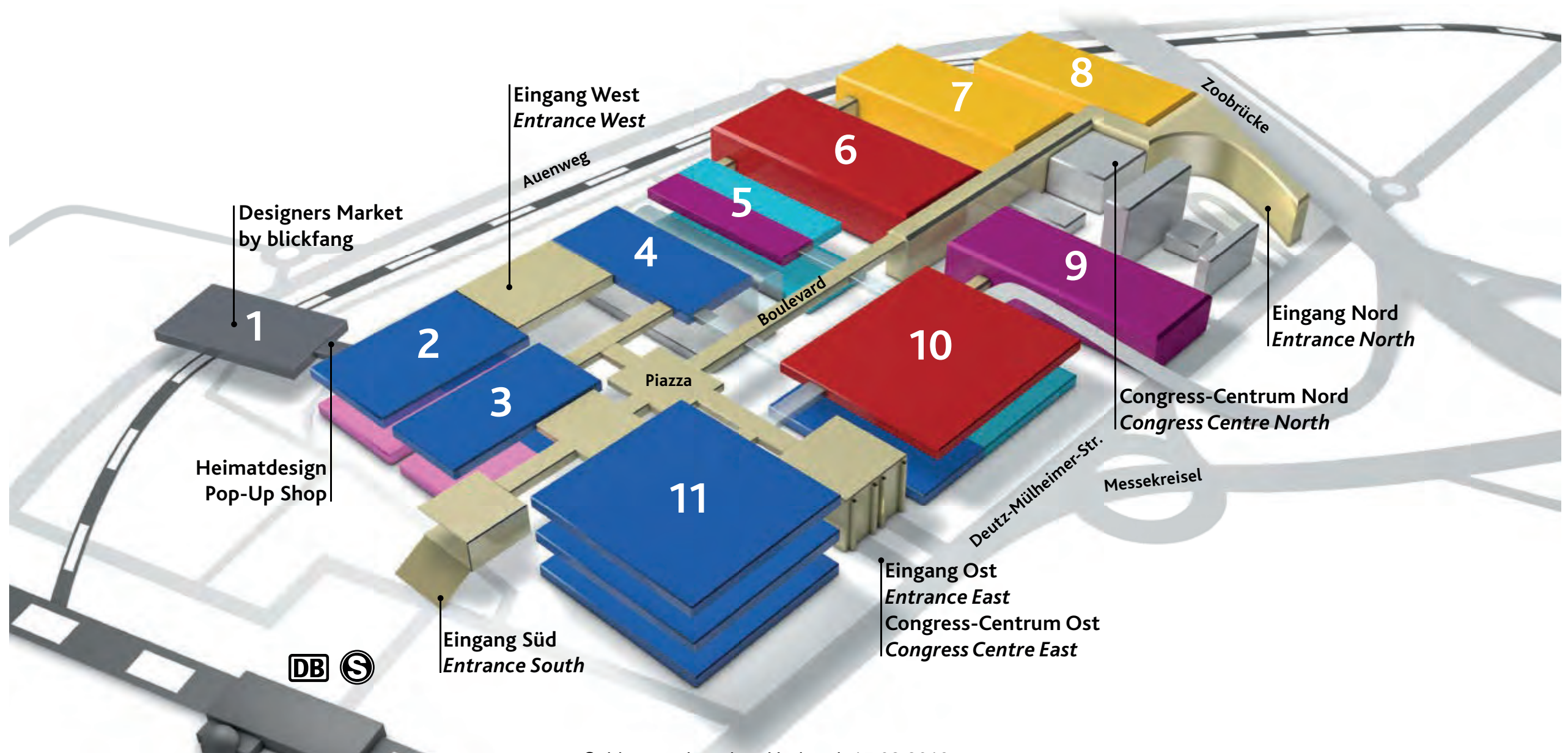
Successful premiere for imm cologne 2018

„Light“ and the „bathroom“ were, in addition to the „smart home“, the focus topics of imm cologne 2018, and particular emphasis was placed on them in Pure Architects. As a 360-degree trade show, imm cologne thus addressed three important future issues that are becoming increasingly important in connection with interior design. Architects, interior decorators, interior designers and purchasing decision makers at Pure Architects can gain an overview of current product, colour, material and trend developments revolving around the building.

Exhibitor:
Ornamenta

Pure Architects
Hall 4.2

Pure Architects 2020 - Hall 4.2



Subject to alteration, Updated: 15.02.2019


Pure Architects
Hall 4.2

Innovative Room Concepts

The interaction between products and materials in the areas of bathrooms, flooring, walls, ceiling and lighting creates intelligent room solutions and integrated living environments.

Together with imm cologne, Pure Architects provides a comprehensive and innovatively staged overview of the entire furnishing world.

Exhibitor:
41zero42

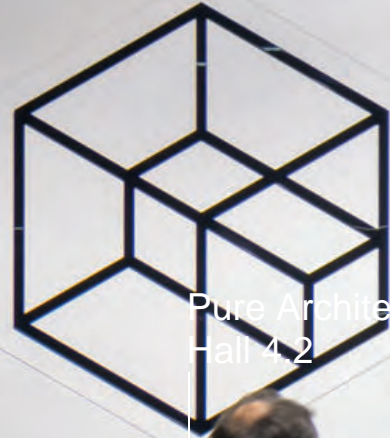
The image shows a modern exhibition space with walls covered in large-scale, abstract, multi-colored paint splatters in shades of blue, red, and white. In the foreground, a woman in a dark jacket and glasses is looking at the wall art. Another person in a dark dress and high boots is walking past, blurred. To the right, a large, dark, curved bathtub is visible. The floor is light-colored and reflective. The overall atmosphere is contemporary and artistic.

Pure Architects
Hall 4.2

Focus on the bathroom

Relaxing wellness hours or fitness cult, country house style or urban chic, parquet or tiles in wood look, hanging lamps over the real wood washstand, decorative sheepskin or trendy cement tiles: the bathroom is being increasingly perceived and used as living space. Koelnmesse also sees the increasing demands of clients for their new bathroom reflected in the increasing number of individual exhibitors from the bathroom product segment. The new offering of the specific presentation platform of Pure Architects at imm cologne is currently being noted with great interest in the sanitation segment.

Exhibitor:
Cedit



UNIQUE
WOOD
DESIGN

Pure Architects
Hall 4.2

Focus on the bathroom



Exhibitor:
Wood Design

Steel can w
anything.

Pure Architects
Hall 4.2

Focus on the bathroom

BetteLux Oval Couture
Freistehende Badewanne
BetteLux Oval Couture
Free-standing bath
1850 x 850 x 450; 1340 mm

Exhibitor:
Bette

Exhibitor:
Antonio Lupi

Pure Architects
Hall 4.2

„We don't evaluate trade fair success through direct sales during the days of the trade fair, but instead based on the quantity and especially the quality of the contacts we are able to acquire. We found many architects and experts.“

Andrea Lupi, Antonio Lupi

Testimonials Pure Architects - imm cologne 2018

„Pure Architects, which takes place every two years at the IMM in Cologne, was this year of special significance to us. We were very pleased to present our 50th anniversary stand at this location for the first time, and thus to be able to start our year-long celebration of our company anniversary. We felt very much at home at the IMM. Everything worked perfectly.“

Birthe Tofting, Vola

“We are very satisfied with the response to our first appearance at the imm. In addition to the sales agents, we also had many visits from the press, which provided us with some great public relations. In terms of our focus, we wanted to address our customers from the architecture & interior design segment. This went very well for us. Also very interesting for us were the end consumer days on the weekend. Here we were able to have many interesting discussions. A target group that is hardly found at our classic trade fairs.“

Sven Reningshoff, Bette GmbH & Co. KG

“In the context of Pure Architects we were able to intensify our contacts with the target groups of interior designers, architects and the trades. With regard to frequency at the trade fair stand and media contacts, the trade fair was very good for us.“

Dietmar Stephan, emco Bad GmbH & Co. KG

„After our experiences of participation in previous imm cologne events, we weren't sure whether we would be able to achieve a new performance level with the new concept. Nonetheless, we did entertain hopes of increased attention due to the presence of many representatives of the industry and increased efficiency. Two weeks after the trade fair, we can say that we exceeded our goals by far. We are very happy to have been at the premiere of Pure Architects.“

Following the successful premiere in 2018, there will surely be even more premium brands from the sanitation industry, so that visitors will then have a comprehensive overview of current developments in the bathroom. We are very much looking forward to this competition.“

Sabine Meissner, burbad AG



Pure Architects
Hall 4.2

Focus on Wall and Floor

Holistic interiors concepts often begin with the design of the flooring, walls, ceiling and windows. Pure Architects offers an inspiring diversity of ranges for all the elements installed in a room, from parquet flooring, natural stone, tiles and ceramics to paints, wallpapers, wall panels and curtains. The transition to the ceiling, the type of lining and lighting that are used, and the ceiling's acoustic characteristics also play a role in planning interior design.

Exhibitor:
Little Green



Pure Architects
Hall 4.2

Focus on Wall and Floor

Exhibitor:
ICI

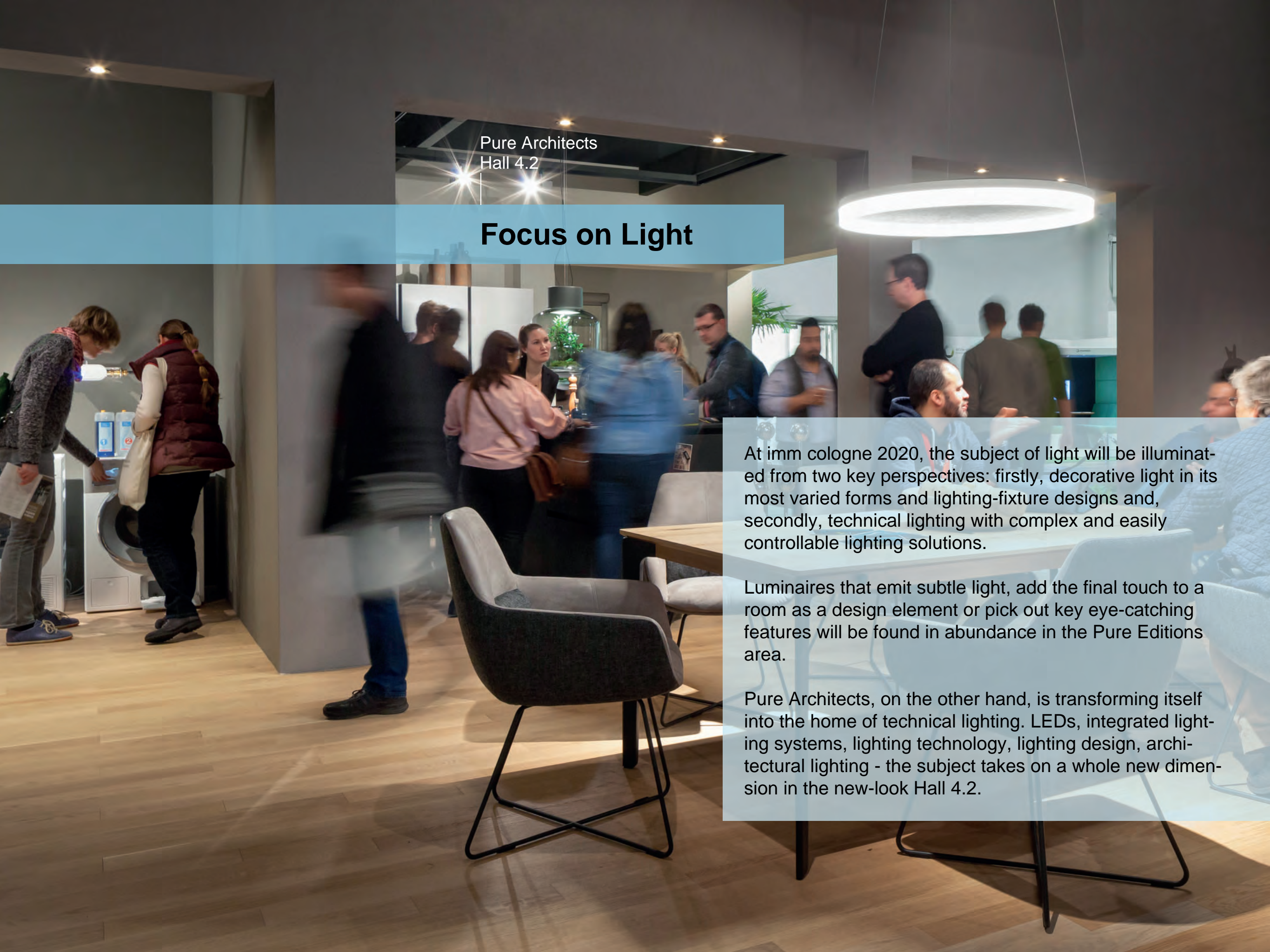
IRA

Pure Architects
Hall 4.2

GIRA

Focus on building technology

What does a functioning smart home look like today? What does it offer in terms of security, convenience, cost savings and added value? What fields of application does it have? How easy are the applications to use, what are the prerequisites, and above all: how visible is the technology? Answers to questions like these can be found in the Pure Architects offering segment at imm cologne 2020. The building automation segment will increase in importance in connection with the „Smart Home“ theme.

The image is a collage of three photographs. The top photo shows a modern interior with a dark ceiling and recessed lighting. The middle photo shows a group of people in a modern interior, with a large, glowing circular pendant light hanging from the ceiling. The bottom photo shows a modern interior with a wooden floor, a white wall, and a modern chair. The text 'Pure Architects Hall 4.2' is overlaid on the top photo.


Pure Architects
Hall 4.2

Focus on Light

At imm cologne 2020, the subject of light will be illuminated from two key perspectives: firstly, decorative light in its most varied forms and lighting-fixture designs and, secondly, technical lighting with complex and easily controllable lighting solutions.

Luminaires that emit subtle light, add the final touch to a room as a design element or pick out key eye-catching features will be found in abundance in the Pure Editions area.

Pure Architects, on the other hand, is transforming itself into the home of technical lighting. LEDs, integrated lighting systems, lighting technology, lighting design, architectural lighting - the subject takes on a whole new dimension in the new-look Hall 4.2.



Pure Architects
Hall 4.2

Focus on Light

Exhibitor:
Segula

Pure Architects
Hall 4.2

Smart Home: let`s be smart



With the interactive Smart Home installation, imm cologne is not only turning its attention to an important future issue, but showing live how new technologies are having an impact on the design of living spaces - and how interior design is responding.



Smart Home: let's be smart



Pure Architects
Hall 4.2

Accessing the Target Group: Targeting Decision-Makers

#Journalists

#Bathroom Designer

#Architects

#Designer

#Blogger

#Consumers

#Interior Decorator

#Interior Designer

#Buyers

Pure Architects
Hall 4.2

Architects` Lounge



Exhibition concept:
Dick Spierenburg (Creative Director); Koelnmesse GmbH



Dick Spierenburg

„Pure Architects was very successful with imm cologne 2018, and we look forward to an even more intensive successor event for imm cologne 2020. The response of the exhibitors and visitors has encouraged us to go a step further with the format. For 2020 we plan to further intensify the addressing of visitor target groups. We want to offer architects, planners and decision makers added value for their work.“

Dick Spierenburg
Creative Director



Pure Architects
Hall 4.2

Benefits

Pure Architects

- The focus on technical lighting is of special interest to architects
- Bathroom designs by high-profile exhibitors are one of the highlights at Pure Architects
- Pure Textile: textile houses present their new launches
- Synergy: the exhibitors share an idea and appear on an equal footing, creating added value for interior designers, decorators and architects



Pure Architects
Hall 4.2

Features

Pure Architects

- High quality environment in the premium Pure segment
- Top event: Trend Avenue (bathrooms, walls + floors)
- Walk-in smart home exhibition
- Cooperations (Frame, Stylepark)
- Diverse range of products and sectors
- Architects' Lounge (target group acquisition)
- New launches and trends tours for architects
- Coordinated stand design
- The design stand package
- Alternative: plan your own stand

Pure Architects
Hall 4.2

Product Range

Bathroom

Spa concepts
Bathroom Furniture
Fittings
Bathtubs
Steam Room
Shower Toilet
Sauna
Showers
Washtands
Bathroom lighting

Wall

Wallpapers
Wall Panels
Textile wall coverings
Decoration
Picture/
Picture frames

Smart Home

Intelligent building
technology
Intercoms
Home
Entertainment
Audio systems
Connected Home
Security

Flooring

Tiles
Wooden floors
Laminate floors
Parquet floors
Natural stone
Carpeting

Technisches Licht

Lighting concepts
Lighting controls
Light switches
Architectural
Lighting Systems



Pure Architects
Hall 4.2

Participation fees exhibition stand (freely plannable)

Pure Architects

for bookings before 31.01.2019	190,00 EUR/qm
for bookings before 30.04.2019	200,00 EUR/qm
for bookings after 01.05.2019	210,00 EUR/qm

plus pro-rated energy costs	11,50 EUR/qm
plus AUMA fee	0,60 EUR/qm
plus deposit for service charges (3.4, Special Conditions of Participation")	
plus Marketing-Package (7.2, Special Conditions of Participation)	
	1.550,00 Euro

plus VAT

Marketing-Package:

- free lead tracking, unlimited number of tickets without charge
- Inclusion in Koelnmesse media such as exhibitor search (online), catalogue, visitor guide for the trade fair and app

Koelnmesse's "General Conditions of Participation" and "Special Conditions of Participation" apply.

Construction plans must be submitted in advance.
(Submission Deadline : 15.10.2019)

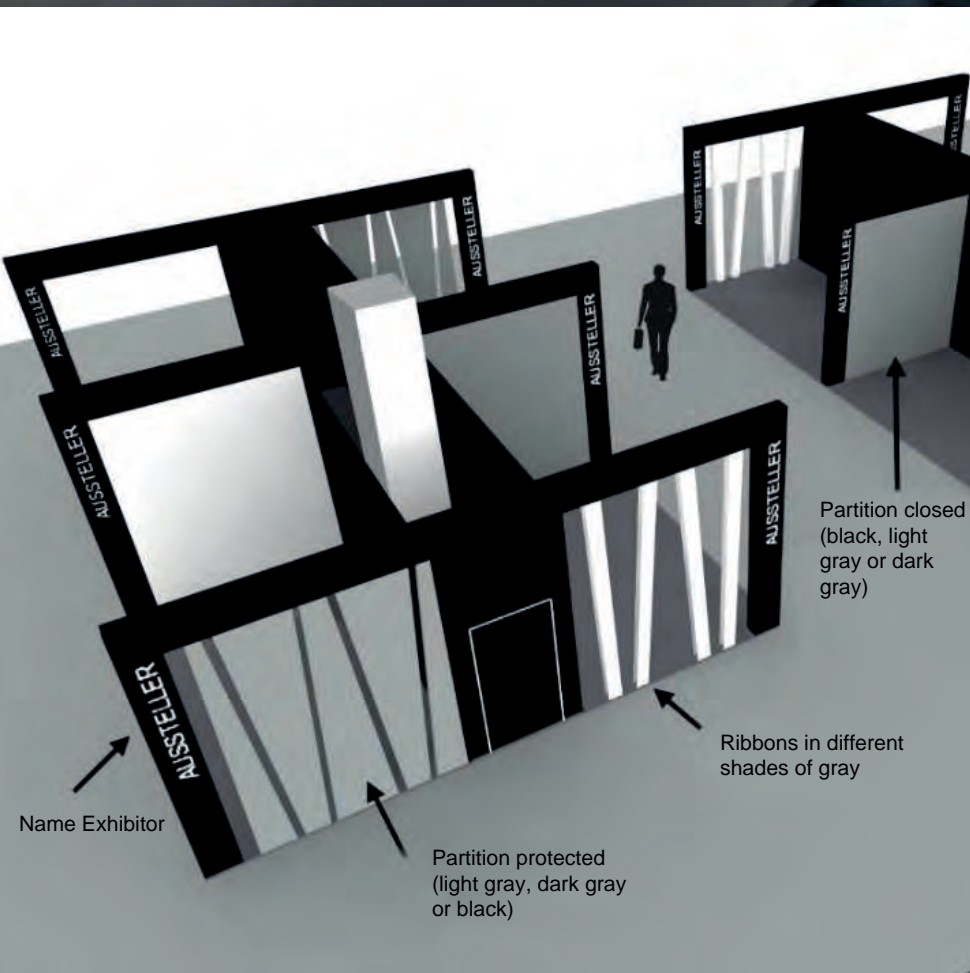
*The current terms and conditions of Koelnmesse GmbH apply.
Subject to alteration, Updated: 02.01.2019



Pure Architects
Hall 4.2

Service-oriented design stand package
for compact brand presentations

Pure Architects



In addition to the possibility of booking areas for individual stands in hall 4.2, it is also possible to book a so-called design stand. The new design stand package of Koelnmesse includes a compact trade fair stand including construction and all the required services. This means that expenses for trade fair participation remain reasonable. The room modules have an area of 18.75 square metres and can also be booked multiply and be joined to form one stand.

Extensive service and marketing services are included in the price (per room module).

Stand area: 18,75 square metres

Price (incl. stand construction, marketing package and much more):


10.250,00 Euro* (for registration until 30. 04. 2019)

11.000,00 Euro* (for registration as of 01. 05. 2019)

Expansion unit (18.75 square metres):

9.500,00 Euro*

*Koelnmesse's "General Conditions of Participation" and "Special Conditions of Participation" apply. Subject to alteration, Updated: 15.02.2019



Pure Architects
Hall 4.2

Successful Communication

Exhibitors are also sought after as contacts by the media outside of the imm cologne trade fair. imm cologne's communications department also initiates numerous measures before and after the international event. Here is a brief summary of the most important output and measures:

- Over 5,600 online posts
- 3 billion page impressions
- 120,000 views of videos on Facebook
- 100,000 Facebook followers
- 40,000 Instagram followers
- 2,000 Twitter followers
- 2,000 LinkedIn contacts
- Facebook events for trade and private visitors: a means of addressing participants and interested parties in a targeted way (push notification).

Exhibitor:
burgbad

News-Blog

news.imm-cologne.de

Newsletter (for clients, visitors and journalists)

Facebook
Twitter
YouTube
Instagram
LinkedIn

Pure Architects
Hall 4.2

Social Media-Activities: Content wanted!

Send us your (product) stories and/or add us to your press distribution list: **press@imm-content.com**



Pure Architects
Hall 4.2

Exhibitors Pure Architects 2018 (Extract)

Gang Aisle

VALLONE

GEBERIT

GEBERIT

KERAMAG

Focus on the bathroom:

Antonio Lupi, Vola, Dallmer, Emco, TECE, Burgbad, Bette, Geberit, Vallone, Klafs, Kermi, Frescolori, Laufen AG, Spa Ambiente, Comad, Green Home Design, Unique Wood Design, Bayyurt, Whirlpool & Living

Focus on Wall and Floor:

Florim, LondonArt, Glamora, ARTE, Linvisibile, 41zero42, Neolith, Warema, Artstone, Rasch Tapetenfabrik, Masureel, Best Wool Carpet, Anna von Mangoldt, Inkiostro Bianco, LG Hausys, Tecnografica, Ornamenta, Stones like Stones, Via, Grama Blend, The little Green, FoldArt, German Rugs, Organoid, Freund, Project Floors, Moduleo, Coem, Schäfer Tapeten, Mille Deco

Focus on building technology/Light: Jung, Gira, Next Home Collection, Gi Gambarelli, Segula, SiglLicht, Hera

Participants Smart Home: Nolte, Grohe, Tesla, Rehau, Smartblock, Clage, Biffar

NEOLITH PROJECT FLOORS TECE close to you vola

warema

antoniolupi

ARTE



burgbad

GEBERIT

Hera

HI-MACS
LG Hausys

JUNG

Pure Architects
Hall 4.2

Pure Architects 2020 (Floor Plan)



Subject to alteration, Updated: 15.02.2019

Pure Architects
Hall 4.2

Contact

Pure Architects



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Next Fair:
13.01. - 19.01.2020

Discover **interior** ideas

imm cologne

Where are tomorrow's interior design trends shown first? Where can you meet star designers without setting up a photo session? Where can you get a chance for close encounters with new furniture and visions, and meet face-to-face with people in the industry? And also find the networks to order the furniture that will boost your business?

More than 1,200 key players, trendsetters and creative newcomers from 50 countries will present the trends for the coming year at imm cologne, the international interiors show in Cologne from 13 to 19 January 2020. No other trade fair provides such a comprehensive, concise and clearly structured overview of the international world of interior design. For one week, the trade fair halls in the urban heart of Cologne are transformed into the largest display of furniture in the world. They also become the biggest showroom for the latest in interior design, for experimental living concepts and trend-setting technologies, for major brand concepts and ideas by young designers.

www.imm-cologne.com

imm cologne is both a reflection of our living environments and a source of inspiration for the design scene. The showcases staged at imm cologne and the content behind them are seen as a market trend barometer in the media and among furniture makers, and not without reason. This is where business meets business, designers meet manufacturers and the profession finds inspiration.

Home lifestyles and product ranges will be on show in all their diversity across eleven halls: from elegant lifestyle brands and on-trend design labels in the classic design segments Pure and Pure Editions, to intelligent interiors solutions for young, trend-aware homes in the Smart segment. The highlights for new perspectives on living and refreshing product concepts include "Das Haus – Interiors on Stage", an installation simulating a residential house, and Pure Talents, the platform for young design. A real source of inspiration for holistic furnishing concepts.

imm cologne brings the world of interior design together.

Exhibitor:
Ligne Roset



Pure
Hall 11, 10.1, 3.1, 3.2, 2.2

Every stand is another world

Pure

Pure is the format for design quality. Whether as a complete brand concept with atmospheric and compact lifestyle displays in the classic Hall 11 and from 2019 known as Pure Atmospheres, in neighbouring Hall 10.1 or as a select presentation of brand highlights in the Pure Editions Halls 2.2, 3.1 and 3.2 with their gallery-like design: in the Pure segment, the world of interiors shows its most fascinating side.

Pure – imm cologne's longest-established design format


Companies exhibiting in the Pure segment 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 this segment 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 format 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.

Exhibitor:
Deutsches Tapeten
Institut



Pure Architects
Hall 4.2

Welcome at Pure Architects imm cologne 2020

The next Pure Architects takes place in the context of imm cologne 2020: can you imagine being there again?

„Definitely!!!!!!“
Daniela Darimont, VOLA GmbH

Exhibitor:
Vola





Imprint/Credits

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Lord Mayor of the City of Cologne
Place of business and (legal) domicile:
Cologne - Amtsgericht Köln,
HRB 952

Photos: Koelnmesse GmbH

Text: far.consulting



Exhibitor:
Glamora

