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## Fourth round of the Pure Talents Contest: jury introduces shortlisted young designers

- International interiors show imm cologne has been supporting young designers for 14 years
- 21 products from 23 designers and design teams from all over the world shortlisted for the special event at imm cologne
- Jury at the contest for up-and-coming designers to announce the three winners for 2017 at a prize-giving ceremony on 16 January

Back again for the first day of the international interiors show: original designs, intelligent solutions and sustainable products from young designers will be the focus of attention when the jurors announce the winners. In the course of the last 13 years, a total of 395 products from 494 designers from all over the world have been presented to the trade audience at imm cologne as part of the contest exhibitions - presented, above all, to the industry's decision makers, for whom the contestants would love to design. Many of these products have found their way into the collections of well-known manufacturers following the fair.

"The contest gave me a leg-up into the professional network in the furniture scene", comments designer Marco Dessí on the renowned competition for up-and-coming designers. "I got to know colleagues, people from the press and Richard Lampert - who saw my Prater chair there and added it to his range! For me, everything began with this contest." The Pure Talents Contest is unrivalled in the world. Koelnmesse not only offers the shortlisted participants practical help with the organisation of the special event, for which prototypes have to be produced, or at least transported, but also takes on the costs of staging the talent show at imm cologne - something which is unique in the international trade fair world.

"Our aim is to support young designers as best as possible. For us, this support starts as soon as the shortlisting and the seven-days-long exhibition of their prototypes in Hall 3.1 at imm cologne", explains Arne Petersen, Vice President Trade Fair Management at Koelnmesse GmbH. "We invite the talented youngsters to present their designs at the special event - and at no cost to them. The history of the Pure Talents Contest has shown that one or other product finds a producer and goes into serial production. Something which, of course, makes us very happy at Koelnmesse and, overall, underscores the importance of the contest for talented youngsters. Spoilt for choice

Products could be entered from within the following interiors categories: furniture, home accessories, lighting, flooring, wallpapers and textiles, kitchens and kitchen



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accessories, as well as for the Smart Home category. Deciding on a shortlist was no easy task for the jury, who had to choose from among 444 entries. "The designers' contributions were very inspiring, experimental, unconventional and, taken as a whole, incredibly multifaceted", explains jury member Sebastian Herkner. "This is my first time as a member of the jury at the Pure Talents Contest and I have to say that I am overwhelmed by the creativity and the extraordinary designs. It was a real challenge for me and my fellow jurors to choose three winners from the 21 shortlisted entries." Alongside Sebastian Herkner on the jury were Sophie Lovell (Journalist, Berlin), Rianne Makkink (Designer, Studio Makkink & Bey, Rotterdam), Tobias Lutz (Managing Director and Founder of Architonic, Zurich) and Harry Paul van Ierssel (Designer, Studio Harry & Camila, Barcelona).

The jurors' decision will be announced on 16 January at 2:00 p.m. at the prize-giving on "The Stage" (Hall 3.1). All of the shortlisted products can be seen at imm cologne from 16 to 22 January in Hall 3.1 - a real must-attend event for design enthusiasts.

In addition, on 17 January at 4:15 p.m., a round of talks with three participants from the Pure Talents Contest will take place on the subject of "Pure Talents Contest: the route from the contest into business". Sebastian Herkner, Marco Dessí and Harry Thaler will talk about their experiences of the contest and their subsequent career progression.

Editor's note: All of the shortlisted entries in the Pure Talents Contest 2017 can be found here: <http://www.imm-cologne.de/imm/die-messe/events-und-veranstaltungen/Exhibitions-more/Pure-Talents-Contest/index.php>

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**Koelnmesse - Global competence in furniture, interiors and design:**

Koelnmesse is the world's top trade fair organiser for the areas of furnishing, living and lifestyle. At the trade fair hub of Cologne, leading international fair imm cologne as well as the trade fair formats of LivingKitchen, ORGATEC, spoga+gafa,

interzum and Kind + Jugend rank among the internationally renowned and established industry meeting places. These fairs comprehensively represent the upholstered and case furniture segment, the kitchen industry, the office furniture sector and outdoor living as well as the innovations of the furniture supply industry. Over the last few years, Koelnmesse has specifically added international fairs in the most important fast-expanding markets to its portfolio. These include the China International Kitchen and Bathroom Expo (CIKB) in Shanghai, furniPRO Asia in Singapore and Pueri Expo in Sao Paulo.

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**Next dates:**

interzum guangzhou 28.-31.03.2017

interzum, Cologne, 16.-19.05.2017

Pueri Expo, Sao Paulo, 26.-29.05. 2017

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