

Köln furnishing fair 2008

New tendencies despite lack of innovation

There were far between the really big news at the 58th Imm Cologne furnishing fair in Köln. Even though, friends and co-workers in the furniture industry tell Artlinco about new tendencies and good fair experiences.

Lightness and technology

Safak Suner, CEO at Hamel-Furniture, points out black and especially white as to two big colours this year. The lightness and pureness in the white colour is also seen in the furniture design.

"The furniture's were more elegant this year and there were many transparent designs. Lots of things you were able to see through either because they were made of see trough material or because they were made with hole patterns or of wire. Furthermore there was a tendency toward more naturalness consisting of organic shapes and more wood"

Says Søren X. Frahm, creative director at Artlinco.

Innovation in the basement

According to Safak Suner the most ground-breaking and innovative designs were in the basement at [d3] design talents, that is the young new designers.

"They were thinking innovative in terms of which kind of material they were using and how they used it, and they were thinking differently in relation to function. I also think that they had integrated more electronics in their furniture's and interior."

Says Safak Suner, who nevertheless can not pin point a single thing, which made the biggest impression.

A stronger Profile

One of the tendencies that Søren X. Frahm highlights is

an increased attention towards the company profile amongst the exhibitors.

"More and more is making an effort in relation to their stand. This year the stands have been more stylish and tidier, and the exhibitors have made an effort to have a homogeneous assortment and a stronger profile" Says Søren X. Frahm.

Oestergaard Furniture where one of the Danish exhibitors, which had a (Artlinco) designed stand at the fair.

"We had a really positive reaction to our stand. And the sales representative have expressed, that it has worked really well"

Tells Jes Byskov, salesman from Oestergaard.

Marts 2008

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opportunity to reality

Artlinco has designed the stand so that it corresponds the profile Oestergaard presents through their web, brochures and furniture's.

Development is good

Fredericia Furniture is a good example of the fine output you get if you focus on development, even though the industry is financially strained at the moment. Fredericia Furniture re-thought their Stingray chair, so that it now also is moulded in laminate. That idea gave Fredericia Furniture the 'Interior Innovation Award' at the Köln fair.

"The customer's want to have furniture's which are innovative. And they want them to be more than furniture. On our stand we experiences, that people were really happy about us having something new to offer. It gave a 'wow' effect, where people told us "oh is good that you have something new". They are tired of looking at the same." Says Rasmus Paggard, export director at Fredericia Furniture.

This shows, that it is not necessarily the most economical cost-effective to focus on secure, old and known designs, but that it pays off to invest in development.

"We had a fantastic fair. It's the first fair where we distinctly wrote orders, plus got in touch with a lot of projects. Says a pleased Rasmus Paggard.

