

# Der Content-Service der imm cologne zu Design und Wohnkultur

The imm cologne's content  
service for design and interior  
lifestyle



15<sub>en</sub>  
Trends and Design 2011 (Special Edition)  
A Sneak Preview: imm cologne 2011



In January, the imm cologne will be opening the new furniture season again with a comprehensive range of new products from all areas of interior design. Brand-name manufacturers and designers from all over the world will be presenting their collections and ideas for furniture, lighting and carpets. Year after year, the Cologne fair manages to show not just a limited selection but the full diversity of the interior design worlds – from basic dining rooms to upmarket bedrooms and innovative designer sofas all the way to extravagant experiments with form. Platforms like Pure Village, Pure Textile or D<sup>3</sup> give even the most unusual ideas an opportunity to find their audience alongside premium brands and bestsellers. The first of the new products reveal a passion for innovation.

A look at current developments in furniture making shows a distinct shift towards three essential aspects: good design, top quality and an ample supply of functions. The latter are equated with usability and comfort – sofa arm and back rests that can be adjusted as required, for instance, user-friendly opening mechanisms for cabinets, silently opening drawers or even adjustable mattresses powered by electric motors. And another trend is emerging, both in the established comfort segment and amongst avant-gardists: the combination of severe lines and soft comfort, the reconciling of puristically austere and organic aesthetics, of modern lifestyle and the will to create sustainable design.

Texts and selection: Frank A. Reinhardt



# A Sneak Preview: imm cologne 2011

## Softly padded severity: New ideas from all corners of the (furniture) world



Photo: Bretz; S-Tate (IMM11\_TD0201\_03)

### Squashy in form and function

The volume-embracing lines of the S-Tate sofa collection by Bretz are defined by S-shaped double decorative seams in a contrasting colour. The individual components can be combined to produce various sofa and corner ensembles and create a dynamic flow of space thanks to the different seat depths. Whilst the gentle slant of the arm and back rests and squashy upholstery give S-Tate a decidedly snug look, the accentuated ends of the arm rests create an interesting contrast: just like the decorative seams, their colour can be chosen independently of the rest of the sofa. The creative tension is further heightened by the contrast between their triangular shape and the otherwise curvaceous lines of the seating ensemble. But S-Tate has plenty to offer when it comes to comfort as well: a combination of no-sag and bonnell springs in the seats and elastic belting in the back are designed to ensure long-lasting comfort.

[www.bretz.de](http://www.bretz.de)



Photo: ClassiCon; Munich (IMM11\_TD02121\_02)

### Modern classic

The armchair and sofa of the Munich collection by design powerhouse ClassiCon seem to greet visitors with open arms. Their wide-open arm rests invite you to settle down and make yourself comfortable. The combination of sofa, armchair and table was designed for the Brandhorst Museum in Munich by Berlin architects Sauerbruch Hutton back in 2009 and forms a classic suite that is now ready for presentation to the general public at the imm cologne 2011. With its protruding wooden underframes, the furniture almost looks as if it could move of its own accord. Its modern lines form an appealing contrast with the classic design of the carcass which – especially when covered in dark leather and combined with dark walnut – radiates a natural elegance. On the other hand, decked out in loud, cheerful colours, the sofa and armchair are an excellent fit with younger interiors.

[www.classicon.com](http://www.classicon.com)



Photo: Zeitraum; Mellow (IMM11\_TD0205\_03)



Photo: Enrique Illáñez Schönenberger (IMM11\_TD0206\_01)

## Bed-Room

A slender silhouette, fine lines and soft upholstery materials are the characteristic features of Mellow, a bed by furniture manufacturer Zeitraum. Whilst the way the design emphasises the horizontal plane is reminiscent of Scandinavian classics, the upholstered elements, velvety surfaces and filigree silhouette alleviate the severity and give the bed a decidedly fresh look. Materials like American cherry, walnut or knotty oak make the gracefully shaped frame seem both understated and robust and, seen from the side, there is something very natural about the oblique angle at which the legs and headboard are attached to the frame. The bend leather lacing in the back rest is another sophisticated touch: it adds a sense of elegance and makes the bed look good from any angle – ideal if you want to position it in the middle of the room. The headboard owes its softness and stability to a combination of down and wedges of cold cure moulded foam. With matching cushions covered in fabric or soft aniline leather, it's perfect for enjoying a good book in an upright position before dropping off. [www.zeitraum-moebel.de](http://www.zeitraum-moebel.de)

## My hut is my castle

Is it a little hut, a den or perhaps a little shed? Whatever you decide to call it, Enrique Illáñez Schönenberger of ECAL University of Art & Design Lausanne has designed a snug little self-assembly shelter by the name of Brigitte. Small wooden tiles are stapled together to form the roof which, in allusion to a traditional Swiss technique, is draped over a metal framework to form an arch. The side walls are also clad in wooden tiles, turning the structure into a smart miniature bower. Besides providing the perfect place to linger, the add-on bench inside adds extra stability to the original structure. Whether it's used in the garden, on the patio or at a holiday home: with Brigitte, the young designer has succeeded in creating a cosy, transportable shelter that creates its own unique atmosphere in any setting.



Photo: Hanna Ernsting; Moody (IMM11\_TD0207\_02)

### Sinking into dreamland

Dropping onto the couch, sinking into it, losing yourself in thought and abandoning yourself to your dreams – Moody, a sofa by Hanna Ernsting, is an almost irresistible invitation to forget the world around you. Everyone can create his own individual sofa world. Thanks to the out-sized dimensions of the cover (20 m<sup>2</sup> and up to 4 metres high) and its partial detachment from the frame, the possibilities for shaping the sitting or lounging surface are almost endless. Every sofa resident can thus give expression to his own emotions and choose whether he wants to be amenable or withdrawn. The focus is on the individual, on his need for cosiness, security and intimacy. This gives rise to a new form of communication: the user reveals something about his habits to the person who comes after him.



Photo: Koinor; Josh (IMM11\_TD0208\_01)

### Relaxed solitaire

With its Josh recliner, Koinor has come up with a modern combination of contemporary club chair and relaxing lounger. The two-winged seed of the maple tree served as a model for the shape of the seat and back cushions and the way they interact with one another. The same gently curved lines were transferred to the matching stool. Together the stool and chair seem like a single aesthetic unit – an impression reinforced by the opposite-facing legs. A large metal plate serves both pieces as a base, vividly reflecting the underside of the furniture. The clear geometric structure of the steel base contrasts with the calm curves of the chair, the volume of which seems to hover above it. But it's not just the shape that turns Josh into a haven of calm. Thanks to a graduated adjustment mechanism, the back can be reclined completely and raised again in stages. The chair thus ensures maximum relaxation without bearing the slightest resemblance to conventional recliners.

[www.koinor.com](http://www.koinor.com)



Photo: Rolf Benz; Onda (IMM11\_TD0211\_01)

### Games without frontiers

Onda is gently rounded, straightforwardly elongated, loungey, sturdy, splashed with colour, discreetly reserved; a bench with lots of cushions, a multi-seat piece of family furniture and an intimate, deep-seated nest for snuggling up – all rolled into one. The new sectional system from Rolf Benz is a real treasure trove of configuration options. The various models with an organic design vocabulary can simply be strung together to create a wide variety of very different sofa formations. Thanks to its gently flowing shapes and the unregimented, simple arrangement, Onda looks like an organically evolved loungescape and

adapts optimally to any interior. In small rooms, the modules can also be used on their own as dainty stand-alone sofas. But the choices Rolf Benz offers its customers aren't restricted to the configuration: two seat heights are available to ensure optimal sitting comfort. There are even options for the hardness of the seat and backrest: consumers can choose between the comfort levels "Classic" and "Lounge". The modern oval tube feet are available with a matt or polished chrome finish or, for those who prefer wood, in walnut or oak with a choice of three different stains.

[www.rolf-benz.com](http://www.rolf-benz.com)



(IMM11\_TD0211\_03)



Photo: Ligne Roset; Lou (IMM11\_TD0213\_01)



(IMM11\_TD0213\_02)

### Light or luxuriant?

Lou, the new sofa from Ligne Roset, is meant to demonstrate luxuriance and lightness – simultaneously. With its high back and arm rests, the seat shell gives the sofa a conspicuous presence. It surrounds the body and envelops the user, giving him a pleasant sense of security. The slender shape of the back and rests add a slightly more filigree touch to this luxuriance. The necessary lightness is provided by the flexible, single-piece frame, which is available in a choice of mirror-finish chrome or black, semi-gloss varnish. The lines of the underframe are clear and simple but nevertheless dynamic and are echoed in the arm rests and back. The two parts thus form a single entity despite their contrasting volumes. Lou's light luxuriance was developed by Paris designer Patrick Jouin.

[www.ligne-roset.de](http://www.ligne-roset.de)



Photo: Doctor Design; Juhla (IMM11\_TD0203\_01)



Photo: Walter Knoll; T-Ray (IMM11\_TD0204\_04)

### Vivacious party light

When the Finns party, the place can really rock – although Juhla (Finnish for party) might actually be a little too delicate for that – in fact, it is more likely to trigger thoughts of distinguished company and candlelight. Even so, the alternative programme doesn't seem out of the question. But one thing is certain: the ceiling lamp from Finnish manufacturer Doctor Design makes you think of a festive, multilayered ball gown that caresses the wearer's legs as she dances the waltz. And just like any self-respecting ball gown, the fabric can be removed, washed and ironed. On top of that, Juhla is available as a suspension or ceiling lamp and in two sizes. It is made of fireproof material and emits a gentle but powerful light that bathes the room in a pleasant atmosphere. According to the manufacturer, the various covering fabrics for the lamp not only affect the brightness of the light, they can even be used to influence the acoustics as well.

[www.doctordesign.fi](http://www.doctordesign.fi)

### Hard on the outside, soft on the inside

The new T-Ray armchair from Walter Knoll is characterised by geometric shapes. The square side panels with an inward-sloping surface and diagonal fold create powerful lines and give the compellingly clear, almost cube-shaped armchair an expressive but nevertheless cosy look: clear contours on the outside, opulent upholstery on the inside. The sofa and armchair feature firmly padded seat and back cushions consisting of a cold-cure foam sandwich construction with a padded covering. Swathed in white leather, the seating combination looks particularly dignified, almost reserved. The design originates from Hamburg architect Hadi Teherani, who is famous for his clear structures and expressive aesthetic vocabulary.

[www.walterknoll.de](http://www.walterknoll.de)



Photo: Walter Frommholz; Vanilla (IMM11\_TD0209\_03)

### Anything but square

The design and quality of this new sofa collection by Walter Frommholz bridge the gap between traditional and modern tastes. The upholstered furniture manufacturer stands for sturdy hardwood, top-quality upholstery, meticulous workmanship and timeless design – attributes that certainly apply to Vanilla as well. Covers in soft leather, iridescent fabrics or typical cottage-style checks in conjunction with a timeless design mean Vanilla can adapt to virtually any interior ambience. The sofa collection owes its compelling appearance to clear, straight structures combined with softly rounded armrests. But Vanilla has hidden values too: sliding seats, height-adjustable armrest cushions and a flexibly deployable headrest ensure a pleasant stay – regardless of whether its users want to sit, lounge or snuggle up.

[www.frommholz.de](http://www.frommholz.de)



Photo: Anne Lorenz; Home Traveller (IMM11\_TD0210\_01)

### Bags of room

It will always remain a mystery to men how women can store so many things in their handbags. In their mind's eye, they picture them disappearing headfirst into their capacious holdalls. Thanks to Home Traveller, created by young designer Anne Lorenz, this vision could soon become reality. The combination of chest and bag serves as mobile storage space for the home. The XXL handbag for domestic use looks like an outsized accessory and gives the user plenty of scope for individual design. Standing on a little base, it provides a suitable place for storing all kinds of things in virtually any room in the home. A handbag for the house – or maybe even for men.

[www.annelorenz.com](http://www.annelorenz.com)



Photo: Brühl; Easy Pieces (IMM11\_TD0202\_01)

### Rediscovering simplicity

Clear lines and right angles juxtaposed with soft, round arm rests – the classic, compelling wooden frame provides a sturdy basis for the cubic severity of the upholstery, but also for playful colour combinations. The very first time you see Brühl's new sofa, you immediately realise it is a play with contrasts. That even goes for the surface: the removable covers create a mosaic of bright and muted colours. They in turn form a stark contrast with the solid oak frame; available either with a natural finish or treated with light or dark wood oil, it symbolises the green principles the sofa is based on.

[www.bruehl.com](http://www.bruehl.com)



(IMM11\_TD0202\_02)



(IMM11\_TD0202\_03)



Photo: Walter Knoll; Cuioio Lounge (IMM11\_TD0214\_02)

### Modern archetype

Is it a standard chair or a lounge chair? Walter Knoll's new Cuioio Lounge model dispenses with upholstery entirely. Designed by Eeos, it consists of a filigree metal frame holding a seat shell, the soft curves of which are the only hint of comfort. Loosely placed on this almost spartan piece of furniture, the sheepskin is shown off to full advantage: a universal manifestation of warmth, softness and comfort. What more could you possibly need? The minimal design, understated materials and precise lines complement one another to create an elegant piece of furniture with a simplicity and timelessness that add up to a convincing statement of sustainable design. The footstool and comfort cushion for the back add the perfect finishing touches to the filigree lounge chair, which is available in two sizes. Relaxed minimalism for an individual lifestyle.

[www.walterknoll.de](http://www.walterknoll.de)



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## The imm cologne's content service for design and interior lifestyle

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