



The imm Cologne to make its North American debut at Dwell on Design L.A. 2016:

with a multi-year partnership that designates America's largest design event as its North American home

December 11, 2015 – Los Angeles, CA Dwell on Design, America's largest design event, and imm Cologne, the international furnishing and interiors show, have announced the beginning of a multi-year partnership, to commence at Dwell on Design Los Angeles 2016. A first for both brands, the partnership expands the shows' reach and establishes a cross-platform global presence. The imm Cologne at Dwell on Design L.A. will combine the international brand presence and in-depth exploration of the world market for which the imm Cologne is known, with the innovative exhibitions and content tracks that have made Dwell on Design a favorite among North American architecture and design communities.

Eric Garcetti, Mayor of Los Angeles, said:

"Los Angeles is the creative crossroads of the world -- a vibrant and diverse city that is home to top creators and a natural selection for Dwell on Design, the largest design showcase in the nation. Art and design in Los Angeles isn't just marking history -- it's making history. We are nurturing artists and architects, entrepreneurs and innovators, designers and darers and are proud to welcome so many of these talented individuals to our City for this marquee event."

Considered the global meeting place and trendsetting event for all forms of the design trade, [imm Cologne](#), owned and produced by [Koelnmesse](#), is held each January in Cologne, Germany. By bringing more than 50 international brands and the unique "[Das Haus](#)" installation to North America, imm Cologne will support Dwell on Design's continued effort to explore the design industry's most relevant topics through an international lens.

Another key component of the collaboration between imm Cologne's presence at Dwell on Design Los Angeles will be onstage programming, which will be co-curated by imm Cologne creative director Dick Spierenburg and *Dwell* editor-in-chief Amanda Dameron. Presented content will complement Spierenburg's "Pure" programming at the imm Cologne in Germany, highlighting emerging designers, product and material explorations, and other facets of the business of design.

Arne Petersen, Koelnmesse Vice President of Trade Fair Management, said:

"As one of the most lively and by far most progressive trade fairs for furnishing and designing, imm Cologne in future wants to not only increase its international importance as the traditional order trade fair, but also profile itself to an even greater extent in the fields of product development and trends in interior design. I am therefore pleased at the cooperation with Dwell on Design in Los Angeles, the best design show in America. Together with Dwell we want to bring together the best architects, designers and products under one roof in and for the American market. From my perspective, Los Angeles is the ideal location to present new and innovative products to a dynamic and growing sales market. With this cooperation we will strengthen our global position in the interior and design segments."

Since its birth in 2012, "[Das Haus](#)" has been a thought-provoking, distinctive element for imm Cologne in Germany. The concept, a living installation created annually by a renowned designer, is the simulation of an ideal residence—on-trend in its furnishings and socially aspirational in its design. The hope is that through the designer's imagination, "[Das Haus](#)" will offer inspiration that transcends culture and geography. Dwell on Design Los Angeles 2016 will host "[Das Haus](#)" in its first appearance in North America. Respected designer Sebastian Herkner has been selected to bring "[Das Haus](#)" full circle in its fifth year. "Those who expect a conventional, familiar experience will surely be disappointed," says Spierenburg, who in his designation of Herkner has identified the young designer's ability to walk the line between skilled craftsmanship and high-tech innovation. Get a sneak preview of imm Cologne's "[Das Haus – Interiors on Stage](#)" 2016 in the [imm Press Packet](#).



Dana Teague, Informa Global Exhibitions Vice President, said:

“This new collaboration with imm Cologne illustrates Informa’s commitment to grow the international footprint of Dwell on Design, which was acquired by Informa earlier this year. We are honored to add imm’s incredible design and interiors lifestyle approach to Dwell on Design in Los Angeles.”

After 10 years of revolutionary exhibitions, Dwell on Design Los Angeles has become the largest design trade show in the U.S., touting more than 30,000 attendees and 350 exhibitors in 2015. Through a myriad of content explorations curated by the editors of *Dwell*, modern home tours, innovative show floor exhibitions, and face-to-face networking opportunities – Dwell on Design provides a one-of-a kind experience for design professionals and enthusiasts alike. This key partnership with the imm Cologne is just one example of the expansion opportunities [Informa](#) has planned for the Dwell on Design brand in years to come.

Michela O’Connor Abrams, Dwell President and CEO, said:

“The largest design event in America is chosen by imm Cologne as its global partner because no other event in this country is dedicated to the design discourse like Dwell on Design. And, the design culture that Dwell has helped to cultivate in cities across the U.S. is embodied in all that imm Cologne stands for. It signifies a growth of the design-centric audience in North America such that an expansion of the presentation and conversation taking place in Germany was in order. I am thrilled that the imm Cologne has designated Dwell on Design L.A. and the city of Los Angeles as the platform for their international growth.”

Online registration for Dwell on Design Los Angeles will open in February 2016. For more information about Dwell on Design, visit www.dwellondesign.com. To find out more about imm Cologne, visit www.imm-cologne.com.

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NOTES TO THE EDITOR

About imm Cologne

imm cologne is the world’s leading platform for new ideas, for innovations and trends and for young, creative, new design. This is where business momentum for the entire industry is generated and trending topics for the coming months take shape. Innovation and trends will be presented not just at the exhibitors’ stands but also showcased at a series of exciting and inspiring events. But the trade fair is not restricted to the trade fair grounds! Across the whole metropolis of Cologne, in shops, galleries and exciting, pop-up and off-the-beaten-track locations, special events and spectacular formats will provide plenty to talk about. For one week, the entire city will become the furnishing capital of Europe!



About Dwell on Design Los Angeles

June 24-26, 2016 / Los Angeles Convention Center

With three full days of dynamic exhibitions, unparalleled educational opportunities, cutting-edge technologies, 40 onstage programs, 75+ speakers, and more than 2,000 innovative modern furnishings and products, Dwell on Design Los Angeles is America's largest design event. In addition to featuring over 350 exhibitors, Dwell on Design LA 2016 encourages an ongoing design dialogue. Learn more by visiting la.dwellondesign.com.

About DWELL Life, Inc.

Dwell Life owns the world-class design brand "dwell" and is publisher of *Dwell* magazine and Dwell digital platforms, including dwell.com and Dwell Store. Dwell-branded offerings also include modern home tours and Dwell on Design events in Los Angeles and New York City. Dwell-branded properties have received countless industry awards, and Dwell Life is widely regarded as a leader in modern design, serving an affluent audience that is idea-driven, sensitive to social and physical surroundings, and always "At Home in the Modern World." www.dwell.com.

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