

No. 7 / interzum forum italy / Milan, June 2024

interzum forum italy 2024: the first edition of the new event for suppliers of the furniture and interior design sector was a great success

- 216 exhibitors from 24 countries
- 4,820 visitors from 52 countries
- 30+ conferences with 60+ speakers from Italy and elsewhere
- Next edition: 4-5 June 2026

The first edition of interzum forum italy was held in Bergamo and featured a large international presence. It was a successful debut for this new two-yearly event dedicated to furniture supply and interior design professionals.

interzum forum italy 2024 figures:

4,820 visitors from 52 countries (20% of whom came from abroad) and 216 exhibitors from 24 countries (36% of which were international) brought the two Bergamo trade fair halls to life. Alongside Italy the visitor number Top Ten was Germany, Poland, Spain, France, Belgium, UK, Serbia, Turkey, Switzerland. The event's location in the heart of the Bergamo and Brianza furniture districts was a strategic choice given the convenient transport links connecting it with Europe.

Thomas Rosolia, Koelnmesse Italia's CEO and the event's organizer stated: "The premiere of the interzum forum italy has exceeded all expectations. We were thrilled by the high number of visitors and also the quality was high and accorded perfectly with the event's target goals. We were extremely pleased by the interest shown by sector companies who welcomed the new trade fair format enthusiastically and many of these took an active part in the event's conference program. Figures for this very first edition of the event have shown that we are on the right track and have successfully taken on board the market's demand for a two-yearly event alternating with interzum cologne. On the strength of event feedback, we are already working on the 2026 edition."

Carlotta Benardelli, Project Manager of interzum forum italy concludes "we are extremely proud of the results obtained in this first edition of the fair. The enthusiasm and commitment of all participants contributed to creating a dynamic and innovative event. Our aim was to offer a new format and I am happy to say that we achieved it with great success. interzum forum italy stood out not only for the quality and variety of exhibitors, but also for the focus on the extremely topical issues covered during the various conferences, including those of sustainability and innovation."



interzum forum italy
6-7 June 2024
www.interzum-forum.com

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The conference:

The roundtable discussion entitled Business Outlook. Global Innovation and Local Production: the Evolving Materials, Technologies and Furniture Market at which Lorenzo Tavazzi, Jörg Buck, Edi Snaidero, Alessandra Tracogna, Piero Paganoni, Roger Reichert and Alfonso Tentori spoke, inaugurated the event's conference programme, one of interzum forum italy's strengths. There were three stages - Trend Talk, Trend Stage and Product Stage - featuring 30 events and 60 speakers from Italy and elsewhere who shared their living space visions and spoke about recent fashions, materials and finishings developments and new production processes with a shared focus on low environmental impact. It was a one-of-a-kind opportunity for an up-to-date view of the furniture, and also the interior design, chains for the hotel, yachting and shipping, camper and car sectors.

interzum forum italy award 2024:

The first edition of the interzum forum italy award, with 7 firms winning prizes in the two categories Innovation and ESG & Sustainability, was also very well received. The awards were handed out at a gala dinner event at the beautiful Hotel San Marco venues in the centre of Bergamo.

interzum forum italy's second edition will be held on 4th and 5th June 2026 in Bergamo.

Koelnmesse - Global Inspiration for Living, Contract and Public Spaces

Koelnmesse is the world's top trade fair organiser for the areas of Living, Contract and Public Spaces.

Alongside imm cologne and interzum, other event formats hosted at the trade fair hub of Cologne such as ORGATEC, spoga+gafa, FSB and aquanale are among the most internationally renowned and established industry gatherings.

These fairs comprehensively represent the interior and design segment, the furniture and interior construction industries' supplying sections, the kitchen world, all topics for the modern working world, garden lifestyle as well as modern work environments, the garden lifestyle, public spaces, sports and leisure facilities, along with saunas, pools and wellness centres.

To complement the events in Cologne, Koelnmesse is constantly strategically expanding its portfolio in key growth markets around the globe. Its foreign trade fairs include ORGATEC TOKYO in Japan and the events in the interzum brand family: interzum guangzhou in China, interzum bogota in Colombia and interzum forum italy in Italy. Koelnmesse recently added a cooperation between imm cologne and an established design trade fair in Colombia to its portfolio. This event will be hosted under the name La Feria De Diseño Medellín powered by imm cologne.

Further information: <https://www.interzum-forum.it/en/the-fair/industry-trade-fairs/>

Also available on the dedicated website: www.interzum-forum.com

Next Events:

La Feria De Diseño Medellín powered by imm cologne - The meeting point for the interior design, architecture and lifestyle scene in Latin America and the Caribbean, Medellín 19.09. - 21.09.2024

ORGATEC - New visions of work, Cologne 22.10. - 25.10.2024

imm cologne - The interior business event, Cologne 12.01. - 16.01.2025

Note for press offices:

Photographic material for interzum forum Italy is available in our image database in the press area at: <https://www.interzum-forum.it/en/press-area/image-database/>

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