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STYLE, DESIGN AND EXPERT INSIGHT FROM INTERZUM 2019

WORLD

DESIGNS FOR THE FUTURE

The latest innovations and trends that will shape the thinking of tomorrow

INTERZUM ANNIVERSARY
This year was the biggest and the best. We look at the people and products behind it



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spaces, that can take on different functions and that are also design objects – whether in the kitchen, living room, bathroom or office.”

It defines the requirements for a contemporary lifestyle as furniture components and fittings that can be used in a wide variety of ways and in which “everything is in harmony and everything complements everything else”.

The storage specialist Vauth-Sagel recognises that living arrangements have to be flexible to meet demand these days. They recognise the ways in which the world is changing: urbanisation is forging ahead at such a pace that, while half of the world’s population is already living in towns and cities, by 2050, that figure will have risen to 75 per cent.

“More people means less space for the individual – and an increasing shortage of living space requires intelligent solutions,” is their philosophy, pointing out that “transitions of living spaces become more fluid: A kitchen is no longer just a place for cooking, but the centre of social life.

“The ‘good room’ for Sunday has had its day - living rooms are available for living around the clock today. Changing living spaces mean room for change - that’s why at Vauth-Sagel, we no longer think in product development only in kitchens or bathroom cabinets, but in living spaces.”

This drive to open up has many dimensions: it affects both the products and the corporate culture, the global life trends and the use of space, and it is also an invitation to all visitors, partners and customers to become more active.

CEO Claus Sagel explained: “Two years ago we embarked on a journey to accompany this transformation and shape it. We have opened ourselves to a new image, to new markets, to new technologies, to our clients. OpenUp is now the next logical step in this path.”

The functional fittings specialist Hettich presented a range of highly flexible multifunctional new products for different living situations. It poses (and answers) the question:



“A cabinet merely a cabinet? A shelf just a shelf? Most definitely not. Every piece of furniture has the potential to fascinate people with luxurious convenience that pampers its users.” Increasing flexibility and multifunctionality in furniture are going hand-in-hand with rising standards for the design of technical solutions. In this context, the miniaturisation of fittings technology and components such as control and lighting elements play a major role.

Kesseböhmer presented a new flap fitting that is significantly different to the previous standard solutions on the market in its dimensions, design and functions and lighting furniture manufacturer Gera’s stand featured luminaires that can be integrated into furniture almost invisibly. German start-up, ambigence, presented a completely new product category which started from a simple principle: instead of seeing the furniture panel and



fittings as two separate components, they are conceived as a single unit. The online design magazine, Freshome, says that combining playrooms with other areas of the home has become a “huge trend”. The most common, of course, is the child’s bedroom, but other areas can be used as well, such as the under-stairs areas traditionally used as offices.

“Having an indoor place for a child to play is a good option for areas in cities where it is less safe for a child to be outside, where the weather is bad for much of the year, or instances in which a child’s outdoor play options are limited due to conditions, such as allergies,” it points out.

“One of the easiest ways to create multifunctional rooms is to put together a kitchen with a dining room area. As open-floor plans become more popular, people aren’t wanting a dining room separated into its own room. They want to be able to cook and socialise.”



HOLISTIC FUNCTIONALITY: 3 STEPS TO FUTURE LIVING

REHAU demonstrated their future apartment concept, one that they said follows a radical approach that reduces the kitchen, living room and bathroom to three highly functional blocks.

Their approach was to view it from a new and holistic perspective that rethinks and leverages the properties of unused surfaces.

The Kitchen: the fulcrum of day to day activities, created to nourish, to cook and store food, it has morphed into an emotional pivoting crossroad between all domestic spaces - the communicative centre of a future apartment.

The living room: a retreat, a personal “safe place” but at the same time, with after-hours work

spilling into the living room, this environment has morphed into an office as well, blurring the confines between the two.

The bathroom: the most sensory-laden, body-centred environment recreated to enhance the holistic soothing effect of the water room - a safe and private space.

rehaus.com

