

contracts signed and an excellent mood. An excellent start to the 2011 furniture year for our national furniture industry and a huge success for Koelnmesse."

The unique combination of furnishing and kitchen worlds convinced both trade visitors and the general public. The excellent reception the event met with from visitors during the entire week of the fair ensured smiling faces from the manufacturers' side.

About 140,000 professional buyers and consumers from 128 countries flocked to the exhibition halls of the imm cologne/LivingKitchen – 38 per cent more than attended last

year's event. There were significant increases among non-German trade visitors, notably from the Netherlands, France, Italy and Switzerland, as well as Eastern Europe in general and Russia in particular.

In addition, more buyers were registered from important export markets like Asia, the Near East and North America. All in all, the trade fair drew increased numbers of visitors from almost all countries. "This result is convincing proof that the diverse activities and high level of commitment we put into attracting national and international visitors were successful and have definitely paid off," says Gerald Böse. ■

INTERZUM AWARD WINNERS ANNOUNCED

With submissions from a total of 19 countries, the design prize is more international than ever before, proving that this award now enjoys the highest recognition worldwide and acts as a reliable biennial way marker for extraordinary innovations.

This year a total of 208 products from 124 companies in 19 different countries were submitted – a new record (2009: 115 firms from 15 countries). The figures show that the "interzum award: intelligent material & design" has established itself internationally as a powerful communication and marketing tool. The products chosen for the industry award not only stand out against the broad range on offer at the trade fair, but this label for high-quality design also helps companies to draw attention to themselves in their long-term positioning against their competitors.

As always, this year's international jury was of the highest calibre, including architect and designer Prof. Masayo Aye from Japan/Germany, designer Martin Bergmann from Austria, interior designer Prof. Danny Venlet of Belgium, publisher Sergey Shustov of Russia and red dot design award initiator Dr Peter Zec from Germany. Together, they had to select the best products from all those submitted, which had been divided into three categories. The result: 8 awarded "best of the best" and 35 awarded "high product quality" status.

The winners are:

Best of the best (alphabetically):

ARPA INDUSTRIALE – Naturalia

Bekaert Textiles – Smart Wrap

Beleaf – Beleaf veneers

Duropol – Duropol Design Surface Illusion for HPL

Julius Blum – "Boxsystem"

Resopal – RE-Y-Stone® (in collaboration with DEKODUR)

Unilin – UNICLIC

WO Interior – WO linoleum edging

