



## Exhibition News

designs in this field. Also expected to be prominently displayed at the show are the Turkish pavilion, which will cover 300 sq m in Hall 5, and the Italian pavilion, which will cover 7,000 sq m.

Over 500 companies and 30,000 buyers from all over China participate in Furniture World China yearly, and exhibition categories are spread over a wide range of categories, including office, home, public, outdoor, recreation and rosewood furniture, as well as furniture hardware and machinery.

The number of exhibitors is expected to reach 580 this year, 320 of which have participated in the previous exhibitions. Noteworthy names in the upcoming show include companies such as Huari Furniture, Royal, Sinocrane and Tiantan Furniture. Special programmes include a seminar on government procurement that will introduce to its participants Chinese purchasing regulations and rules. The seminar will be open to all exhibitors this year.

Italian Design On Tour – India Tour  
New Delhi; Mumbai; Ahmadabad;  
Bangalore; Pune  
India  
November 2007 – January 2008



### Versatility On The Move

The Italy to India initiative (iTOI), a segment under Italian Design on Tour (iDoT), is a cultural project that aims to promote the best and most up-to-date Italian design in India. The upcoming Indian tour is scheduled for November 2007 through January 2008. Named 'Hospitality, The Versatility of Italian Design', the cultural project will travel across the country, stopping in the

five leading Indian cities: New Delhi, Mumbai, Ahmadabad and Bangalore, before finishing in January in Pune for the opening of the Ishanya Design Centre. The tour will remain open at Ishanya for three months.



Over 50 of the best examples of Italian design – with a particular focus on home and hospitality – will be showcased in this travelling commercial-cultural project. These pieces will be selected by a jury of around 50 Indian design professionals, distributors, retailers, designers, architects and buyers, and will share a common trait as Italian-made products. The exhibition will be accompanied by numerous cultural side events, including seminars on products and on furnishing in general.

IMM Cologne  
Cologne Exhibition Centre  
Cologne, Germany  
January 14 – 20, 2008



### Blooming Design

The next edition of the IMM Cologne will see the participation of around 1,400 exhibitors and over 150 international designers and manufacturers. Over 60 percent of the exhibitors come from

abroad. In order to underline the fair's strength as a business-centric one, there will be a marked differentiation in the exhibitor structure. Individual product segments will be further developed to form sub-categories under IMM. There will be an 'IMM Pure', 'IMM Prime', 'IMM Comfort', 'IMM sleep', 'IMM Sittable', 'IMM Smart' and 'IMM Basic'. Also, 'IMM Solid' will be added to serve solid wood suppliers.

Besides highlighting the business aspect of the fair, design remains a key factor at IMM Cologne. The show will continue to offer professional advice on trends and colours in the form of its Trendbook. This book is result of extensive trend research contributed by Christiane Sauer, Eero Kiviosto, Stephen Burks, Fabio Novembre as well as Sophie Lovell.



Aside from lifestyle worlds and a showcase of a broad range of living room and bedroom furniture, mattresses, textiles, carpets, lighting and accessories, the event also features Compasso d'oro. This is an industrial design awards presented by the ADI Society for Italian industrial design. This internationally-renowned design prize is the highest recognition bestowed upon a product, design, research result or achievement in Italy.

"With Compasso d'oro – 50 years of Italian Design, we are bringing the Modern Classics of Italian Design to Cologne", said Wolfgang Kranz, Executive Director of Koelnmesse GmbH, the show's organiser. Entitled 'Do you know the country where lemon trees