

Press release

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What comes after Next?

Quite simple: The future of decor

Although you enter a building with a history when you go through the doors of the Design Post in Cologne – the inside is all about the future of interior design. There, where top-level international furnishing brands present their current trends, Interprint took a step further and showed under the 'NEXT' headline how these trends will further develop.

A deep insight into the future

Welcome to the future of interior design: An atmospheric highlight, which left a lasting impression and could change the way furniture will be presented in the future, was created in the underground garage of the Design Post.

There were not only discussions about how the boundaries between the living areas are becoming blurred and more open, but theory was also put into practice: a walk-in installation that guided the visitors through the 'Residential, Workspace, Hospitality, Retail and Health' areas. An inspiring atmosphere invited the guests to interpret upcoming trends for their individual interior design.

On top: Innovations and collaborations

Whilst the underground garage took the visitors into the future of interior design, the upper floor specifically covered product innovations, collaborations and the individual Interprint decors. The large range of choice and the quality of the materialities, whether it be wood, stone, metal or textile structures, glass or ceramics were impressive.

Oak continues to be the most popular wood type. Its natural, authentic and craft character is primarily reflected by Interprint's bestsellers like *Artisan*, a decor that can be combined with very different materials and strengthens, balances or moderates them. New oak decors like *Amberg* and *Diego* could also convince the trade visitors.

Matching stone decors like *Letizia*, metal looks like *Titan One*, textile structures like *Velvet* or *Primetex*, or a ceramic look like *Tilbury* support the wood decor effect in the overall context.

The metal trend and thermoplastic films were the focus of attention in the product innovation area and convinced with their completely new surface design options. Especially the prototype of a printed metallised film* that turned out to be an absolute visitor attraction and gave an impressive idea of what is possible today.

The digital printing exhibits literally invited the visitors to conceive new design ideas.

Interprint, as the pioneer of digital decor printing, showed the technical potential of this method.

Learning from the Community

Interprint also presented, in a dedicated area, its co-operation with Roomstyler, an online design platform where interior design enthusiasts can design their own photo-realistic rooms. Whether it be professional designers or ambitious end consumers – the Roomstyler community is a representative cross-section of a design-interested audience. The platform allows Interprint to literally watch how users use the individual decors and to thus get an early market feedback.

"*NEXT* clearly shows how Interprint shapes the future of decor and simultaneously the future of interior design on different levels", summarised Salvatore Figliuzzi, Interprint's Marketing & Design Director. "Trade visitors gave us a fantastic feedback on that. That is incredibly important to us and motivates us to continue on our path and consistently push new projects."

(in co-operation with Designer Udo Tünke)*

- A note to the editorial staff -

You still have questions or need more information?

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