

# *International Furniture Fairs 2006*



**Milano Salone  
Maison & Objet Paris  
Imm Cologne**

Salon du Meuble de Paris  
Heimtextil – Frankfurt  
Planète Meuble – Paris  
Stockholm Furniture Fair  
Ambiente - Frankfurt

# *International Furniture Fairs*

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**I&R System**

I&R System provides up-to-date market research and forecasts using information collated from tradeshow and exhibitions related to the interiors business staged all over the world as well as visits to numerous retail showrooms and specialist stores.  
[www.iandr.jp](http://www.iandr.jp)

## ***International Furniture Fairs 2006***

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# CONTENTS

## **003** Trends and Design Direction 2006

### International Furniture Fairs Reports 2006

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#### **004** **Salon du Meuble de Paris** —— Increasing demand for classic furniture leads to new approach

---

#### **016** **Heimtextil** —— Proposing a new relationship between interiors and home textiles

---

#### **038** **imm Cologne** —— Emphasis on striking deals on striking interior designs

---

#### **064** **Planète Meuble** —— Incomparable variety of styles from top makers

---

#### **074** **Maison & Objet Paris** —— Top class home deco tradeshow and a great source of information

---

#### **102** **Stockholm Furniture Fair** —— Scandinavia's premier design event

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#### **118** **Ambiente** —— World's largest dry goods tradeshow a good source of trends

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#### **132** **Salone Internazionale del Mobile** —— Huge trade fair goes way beyond furniture

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# CONTENTS

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## Trends and Design Direction 2006

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The concept underpinning the majority of presentations this year was "Combinations of Disparate Things," as designers the world over racked their brains in search of innovative ways to express themselves through amalgamations, fusions and synergies.

Another widespread direction was for a return to roots and attempts to discover new things by studying the past; uncovering various memories and affection for things buried in history, which were harmoniously mixed together and interpreted through inventive design.

This trend was driven by a desire to rediscover the past and understand changes that occurred during certain periods, so designers took the environments of by gone eras as a basis for expressions of a future with hope for happiness, harmony and prosperity. Some creators took a more cynical view of the past, but the overall trend was for recalling various "Movements from History" and reassessing the feelings and appearances of times gone by.

Another key trend could be neatly summed up as "New Sensitivity," a drive for a more eco-conscious society. This direction was composed of forward-

thinking proposals that took into account rapid advances in communication, namely increased mobility and the internet. Many designers took a frank look at the risks currently faced by planet earth, and most of those who made tackle pressing issues began by developing enduring products, which were equated to a search for new lifestyles that allow for the coexistence of people with their environment and nature. Also, many designers attempted to deal with and hopes and fears for the future through their work.

It seemed clear that an age when it is imperative to consider how to help people live better lives and sincerely reconsider how we can maintain a happy, harmonious existence in this increasingly fragmented world.

The retrospective mood that prevailed this season is reflected in trends outlined below:

- ◆ Consumer market is fractured, this is the age of polarization
- ◆ In order to understand this fractured market each and every trend will become more important
- ◆ Internet is stretching the eyes of the network, various information resources seek possible information supply is necessary

- ◆ The coexistence and synergy of the individual
- ◆ The importance of rules
- ◆ The certainty of accessibility of information

Key themes and concepts to emerge in 2006

- ◆ A return of the importance of being normal is linked to an affirmation of sense of self
- ◆ The emphasis on protection and release from control and fear and anxiety; the need for a sense of relief and trust.
- ◆ The realization of virtual space; the establishment of digital society and search for the means of communication of future generations.
- ◆ A respect for a sense of balance between reality and unreality
- ◆ Opposition to a dependence on objects, in favor of experiences

A diligent examination of the attitudes brought about by the circumstances of a particular allows for a better comprehension of these trends. This is a constant challenge, but given the fact that we live in an increasingly complicated world, continually seeking ways to achieve a simple life is the only option.

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# INTRODUCTION

# Salon du meuble de Paris

## Increasing demand for classic furniture leads to new approach

Every year, this Paris tradeshow kicks off the international interiors calendar. Originally geared up for the French domestic market, it has undergone a process of internationalization due to a drop in demand in the home market. This development is also related to Paris' status as the spiritual home of fashion, as the world of interiors aligns itself more closely with the prêt-à-porter business.

The producers of this event select makers who have a strong awareness of the trends, and the exhibitions staged at the entrance

and along key corridors proved highly stimulating. In contrast, there were plenty of more staid designs on show as the event has undergone an extensive revamp in recent years to accommodate the growing demand for classic furniture in overseas markets.

Inside the event space, attractive visuals hung from rotating discs on the ceiling, which made it seem like visitors were entering a very different city – a move that was typical of the experimental approach of this show, which is quite unlike that of any

other fair.

Despite the organizer's admirable efforts, the number of exhibitors took a sharp drop this season, and although visitor numbers were also slightly down on last year, no doubt many in the industry will continue to support the event's brave approach. The curation of many events by young designers was a very positive step, and no doubt there are many more fun experiences to be had at this show in the future.

### (Exhibition Details)

Frequency: Yearly  
Dates: 5th – 9th January 2006  
Opening hours: 9:00 – 19:00  
Venue: Paris Expo – Porte de Versailles  
URL: <http://www.salondumeuble.com>

Exhibitors: 1,200 (600 French, 600 from overseas [representing 45 countries])  
Exhibitor categories: General furniture, living/dining rooms, kitchens, bathrooms, beds, storage, chests, chairs, sofas, interiors, lighting  
Visitors: 45,000 from 100 countries, including 1,150 media representatives  
Venue space: 180,000m<sup>2</sup>

Hall1: General furniture, interior accessories, sofas, chairs, bedrooms, kitchens,  
Hall2: Classic furniture and chairs  
Hall3: General furniture, interior accessories, storage, "Aprofal" exhibition  
Hall4: VilleAge (antiques) "Paris Selection Deco" exhibition  
Hall5: Metropole (contemporary furniture), VIA exhibition, Design Lab, bathrooms, kitchens, lighting, garden furniture, interior fittings, "Tabi" exhibition.  
Hall7.1: Sofas, modern armchairs  
Hall7.2: Sofas, general furniture, interior accessories, storage, chairs

### (International Inquiries)

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TEL: +33 (0)1 40 76 45 00  
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E-mail: [salondumeuble@cosp.fr](mailto:salondumeuble@cosp.fr)

**SALON  
FORMATIONS  
INTERNATIONALES**

**au 8 JAN. 2006**

**HALL 8**  

**RUM  
P**


**AN. 2006**


**L 6**  


**SALON  
DU MEUBLE  
DE PARIS 2006**


**5 au 9 JAN. 2006**


**Grand Marché /  
Wide Market  
Hall 1** 


**Classique / Classic  
Halls 2.2, 2.3, 3** 

**Village  
Hall 2.2** 

**Moderne / Modern  
Halls 3, 7.1, 7.2** 

**Approfal 2006  
Hall 3** 

**Métropole  
Hall 7.2** 

**Tapis 2006  
Hall 7.1** 



**Bienvenue  
Welcome**



PARIS EXPO

**Salon du Meuble  
Halls  
1/2./2.3/3/7.1/7.2**

**Approfal  
Hall 3**

**Tapis  
Hall 7.1**



**Salon  
du meuble  
de Paris**

www.salonmeuble.com

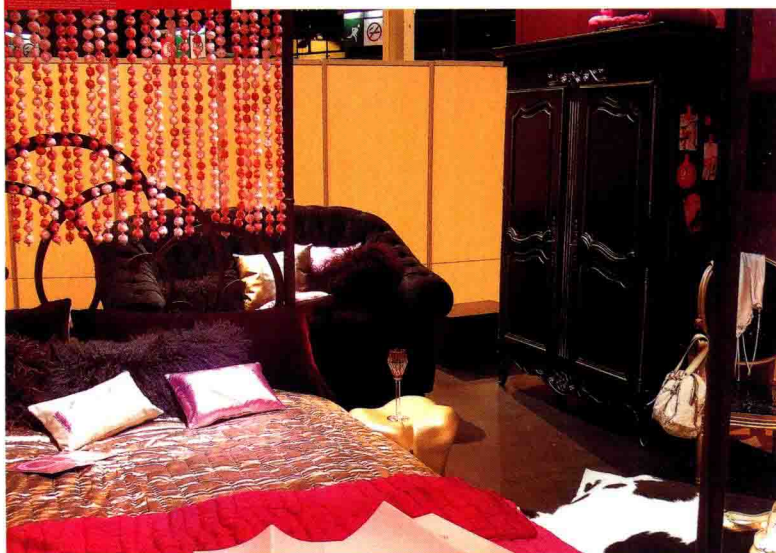
## ►►► The Trend Circuit

### Designs for a Day in the Life

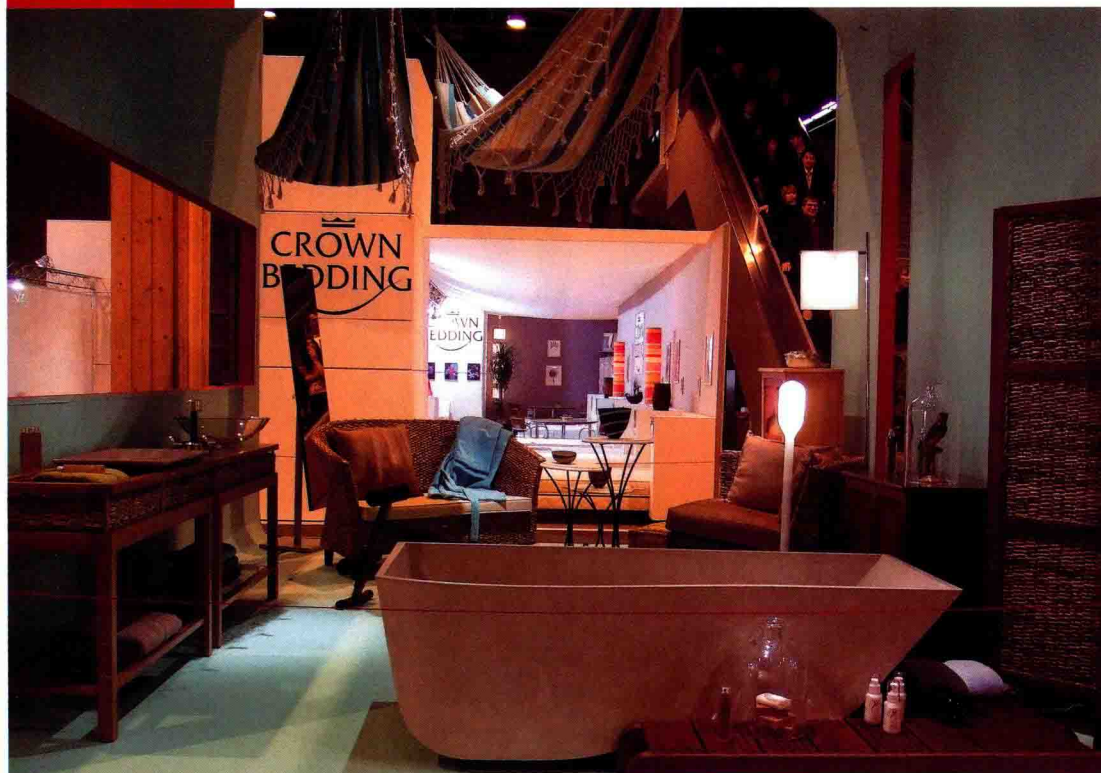
The Trend Circuit's latest offering consisted of designs that matched the flow of time of one day and its living spaces. For instance, the concept of 12 noon was for everyone to be gathered together for a meal, while 3 p.m. featured an Oriental-style set with which one could hold a tea ceremony. For the evening they proposed

gardening and dinnertime-themed scenes incorporating earthy woods. 9 p.m. saw the whole family relaxing in the living room in front of an audio-video theatre. All this was meant to bring to mind just how we can enjoy our lives as they change based on the time of day.

Parcours des Tendances  
DOMOVISION  
Les 24h de la vie d'une maison  
**5H**  
"Retour de fête :  
ne réveillons pas mes parents"



Parcours des Tendances  
DOMOVISION  
Les 24h de la vie d'une maison  
**7H30**  
"Avant tout respirons"



Parcours des Tendances  
DOMOVISION  
Les 24h de la vie d'une maison  
**18H**  
"Tu n'as pas oublié  
d'arroser le mur ?"



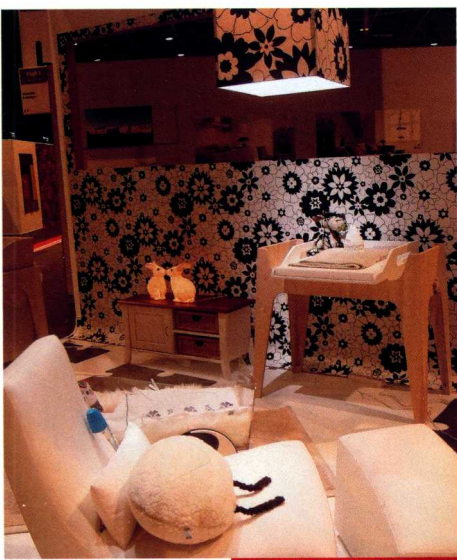
Parcours des Tendances  
DOMOVISION  
Les 24h de la vie d'une maison  
**19H**  
"Papa, laisse jouer les enfants  
tous seuls et prend un verre  
avec nos amis"



Parcours des Tendances  
DOMOVISION  
Les 24h de la vie d'une maison  
**15H**  
"Astérix ou Madame Bovary"

## + SALON DU MEUBLE DE PARIS

This exhibition was split into 10 arrangements covering different points in the day. The styling of the various sets implies the bright start of a day ushered in by the morning sun and rounded off by an enjoyable evening after 9.



Parcours des Tendances  
DOMOVISION  
Les 24h de la vie d'une maison  
**6H**  
"C'est à ton tour de donner  
le bib..."

Parcours des Tendances  
DOMOVISION  
Les 24h de la vie d'une maison  
**8H**  
"Où as-tu rangé ma  
canne à pêche ?"



Parcours des Tendances  
DOMOVISION  
Les 24h de la vie d'une maison  
**12H**  
"Pousse les futons  
et tire la table"



Parcours des Tendances  
DOMOVISION  
Les 24h de la vie d'une maison  
**16H30**  
"Finalement on sera dix  
pour le goûter"



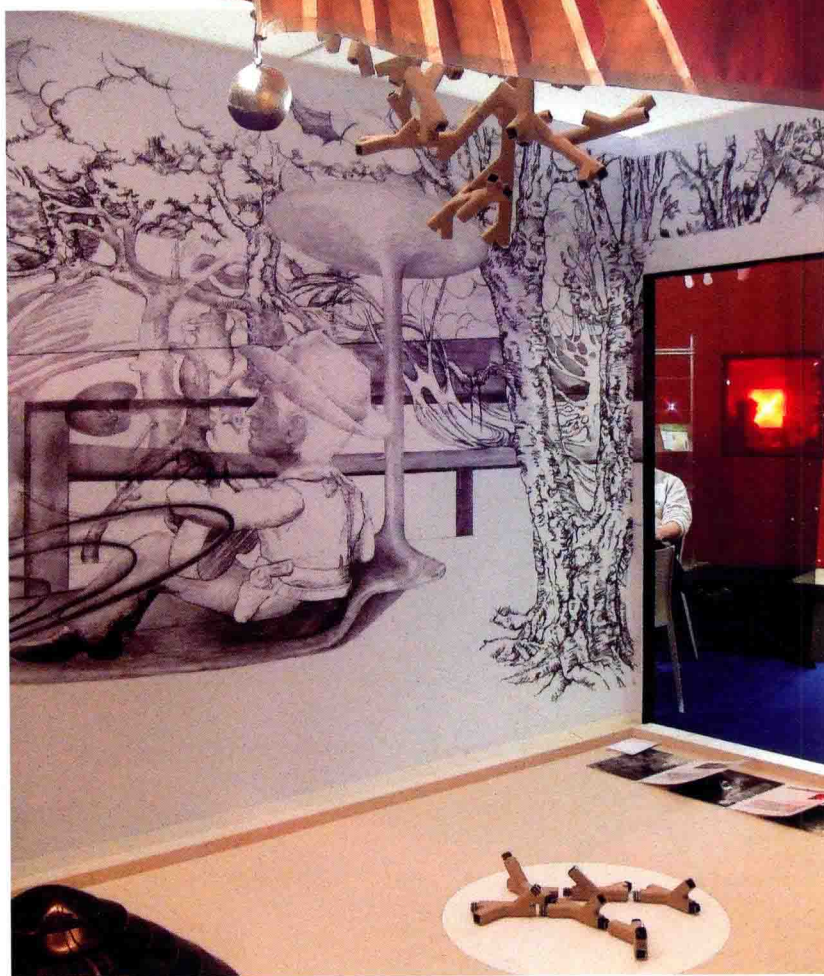
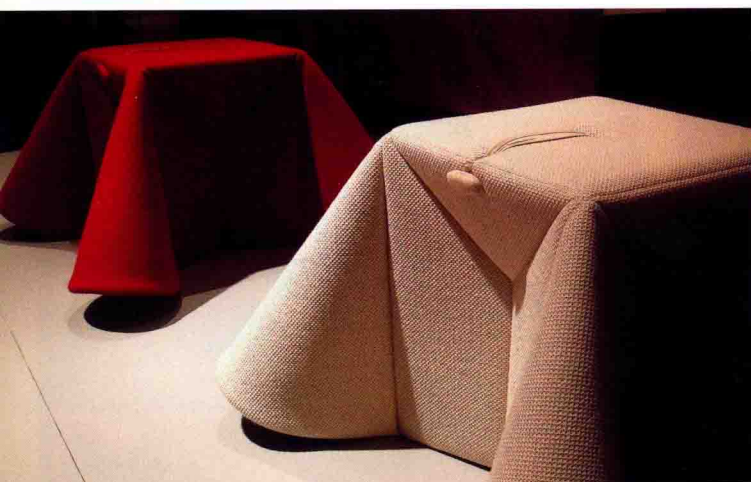
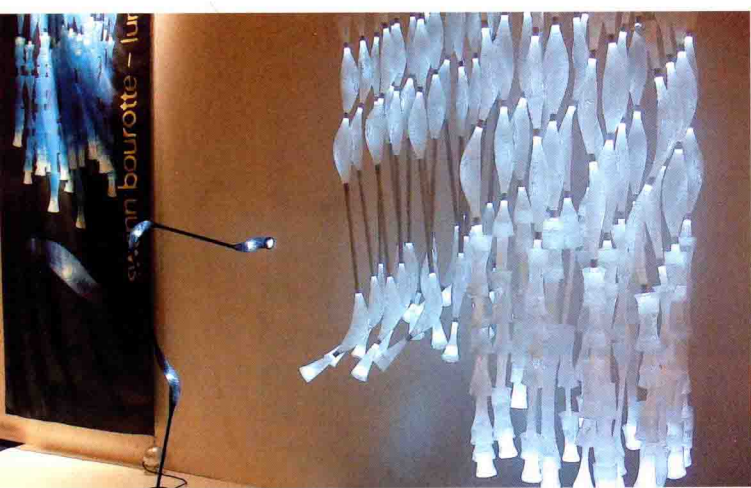
Parcours des Tendances  
DOMOVISION  
Les 24h de la vie d'une maison  
**21H**  
"Regarde j'ai trouvé le  
nouveau site du Grand Palais"



## Exhibition of Designer Support from La Belle France

Sponsored by the French government, VIA is an organization active in providing backing for designers of creative goods. VIA supports the future of design-centric home wares by supporting the production of creations such as furniture, tableware, lighting, décor, rugs and interior textiles. Not entirely limited to their native France, VIA also offers support to creators in

neighboring countries and the world at large. The works appearing here were also on display in their Paris gallery.



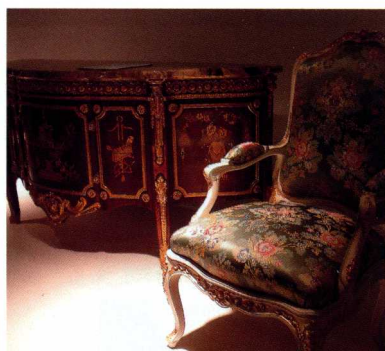


## ►► Classic LAB

### 5.5 Designer's Trial and Error Furniture Revival

Classic LAB thrives on experimental endeavors and a policy of progress while maintaining a retrospective stance. This year, the young creators on the team took up the theme of furniture revival. France's 5.5 Designer provided furniture dumped in junkyards and secondhand shops by

consumer culture, and the project was to attempt to bring the items back to life. English designer Karen Ryan explained that it is essential to breathe new life into these furnishings and their beautiful designs so that when they are completed they will not only be functional, but works of art as well.

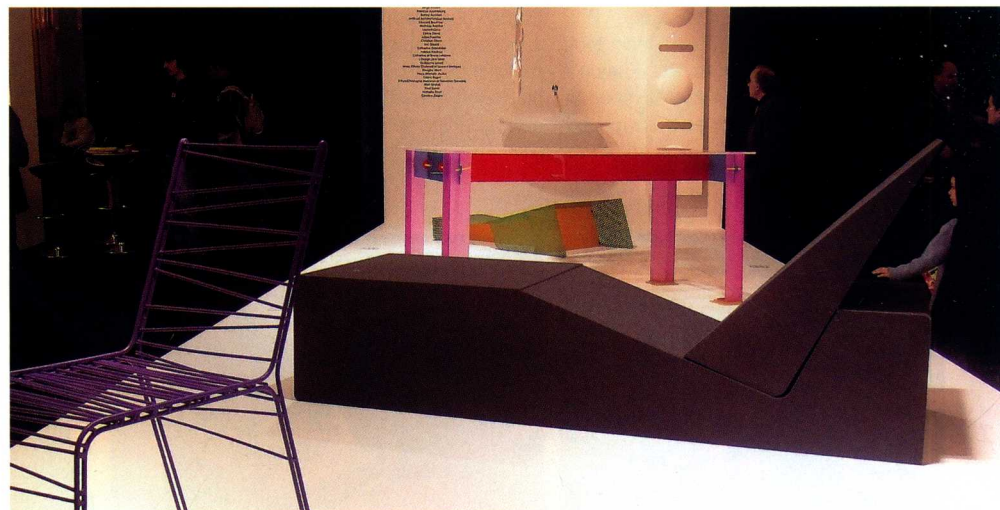


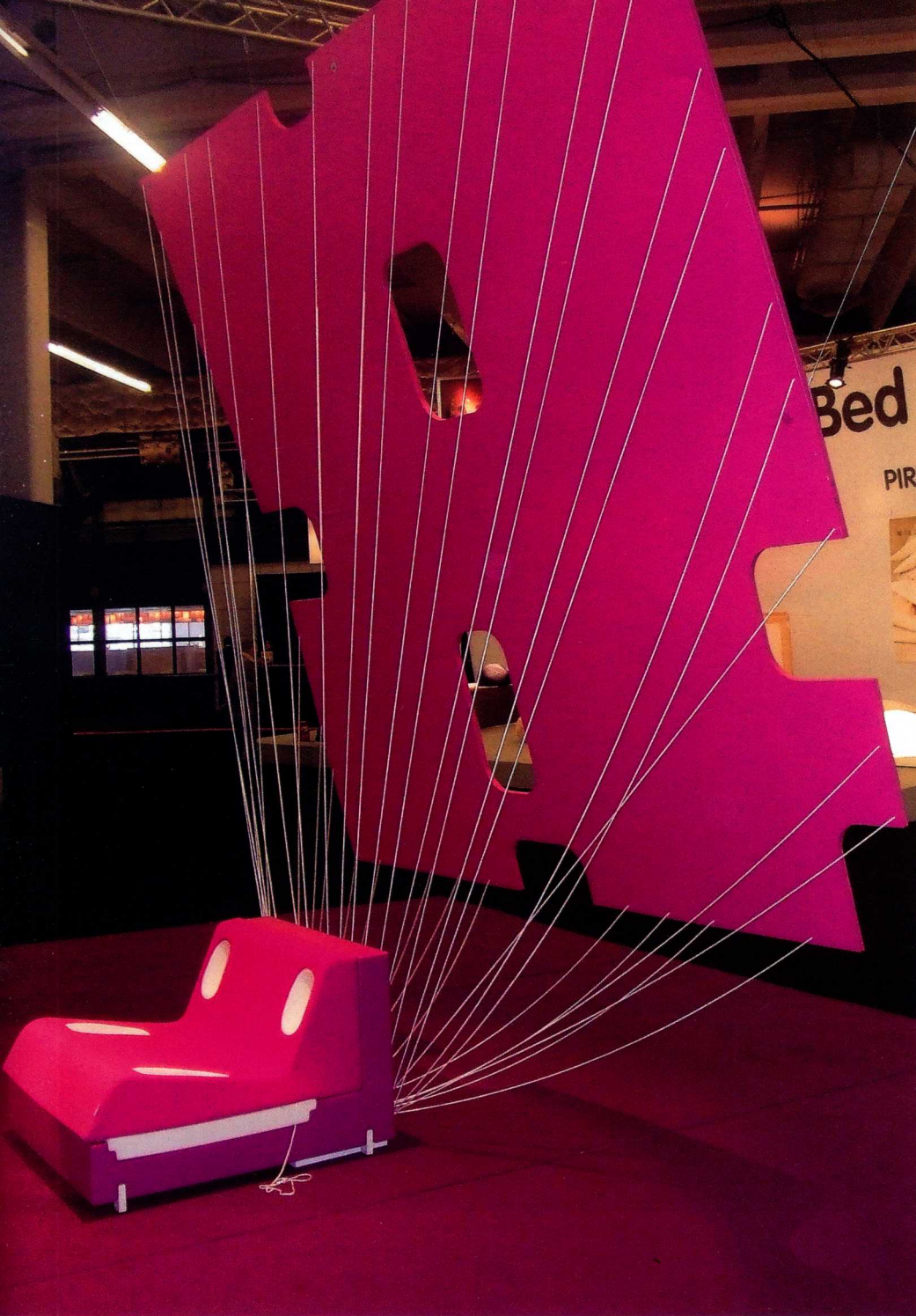


## ►► Recherches Design LAB

### Collective Supports Talented Young French Designers

France's Recherches Design Lab program is known for the financing it provides towards the cultivation of young designers nationwide. As the number of young designers continues to increase, an added effect is that it has become increasingly difficult to uncover genuine new design talent. Despite this, Recherches Design Lab is famous for being able to gather large numbers of the most talented designers. Their lineup this year featured works made with recycled materials or industrial waste left over from the production process, as well as designs utilizing core materials and linings that normally do not appear as a surface. While of course the designs of the pieces themselves were excellent, it was the event's double punch of unorthodox materials and innovation, along with the anticipation of great potential that were most popular with viewers.





## ►► I LOVE METROPOLE

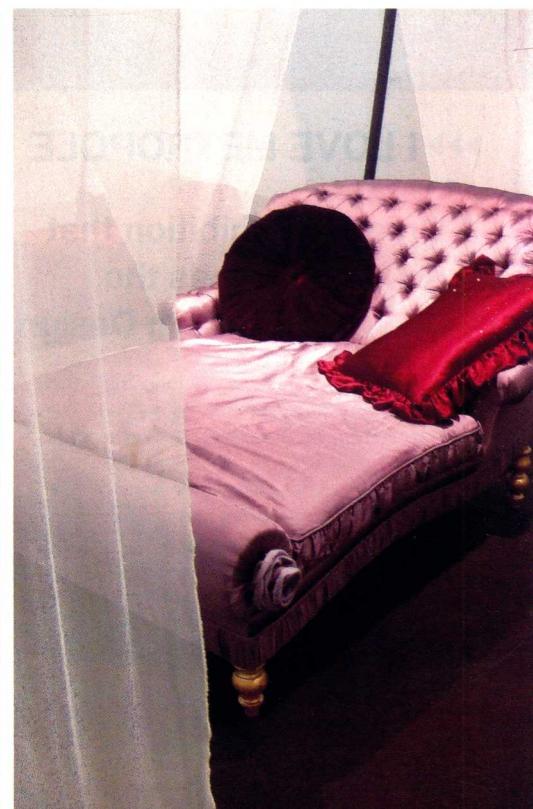
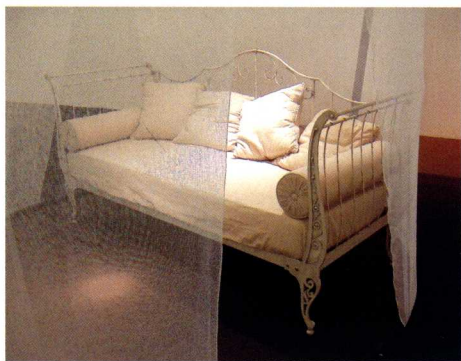
### A Creative Exhibition that Truly Understands the Seasons of Modern Design

METROPOLE is well known among the various sections of the Salon du Meuble de Paris Trade Show for its thorough presentations of the zeitgeist of modern design. The event has been established as one where guests can view the seasons of design through celebrated designers and creators, as well as young talent curated from around the world. The creativity on display at the METROPOLE section always features works and approaches that are fresh and stimulating.



## The Magnificence of Traditional Techniques as seen in Italian Classics

IDCS (Italian Design Classic Selection) showcases furnishings done in the classic styles of Italy. This project, which started as a way to introduce the exquisite traditional skills employed by Italian craftsmen to the rest of the world, has become an impressive exhibit of Italian furniture, perhaps the best high-class Western-style furniture available today.





## ▶▶ INTERNI EVENT by Jaime Hayon

### Spanish Creator's Fantastical Vision

Jaime Hayon is one of the foremost upcoming creators in Spain. While he is well known in Japan for his Medicom toys and other figures, as a creator he is also involved in many other projects. This exhibition features a world of Hayon's

imagination depicted as Italian pottery produced in small workshops. Beginning with a single ceramic piece, the presentation of his fantastical and highly distinctive world vision encompassed the entire space.

