

Press Release

COLOGNE (Germany) / NEUSS (Germany), JANUARY 2019

Conversations on the bed edge D'art Design Gruppe creates space for communication

This year the imm cologne will take place from 14 to 20 January. For Rummel Matratzen, the D'art Design Gruppe has once again taken over the design of the exhibition stand (Hall 9.1, Stand B030). With dark colours and greened ceilings, Dart creates a feel-good atmosphere and directs the focus on the product with a sample-library.

Every year, the imm cologne presents the latest home trends. Once again this year, Rummel will be there. The mattress manufacturer from Neustadt an der Aisch (Germany) is already an integral part of the annual fair and presents itself to the public with a completely new stand design.

The focus of the Rummel brand world at imm 2019 is on the communicative aspect. More than a third of the 250 square metre stand is planned for communication and interaction with visitors. Large bar tables, reminiscent of workbenches, offer ample opportunity to learn everything about the products. The appropriate backdrop for this is provided by a stand-wide product sample-library, which offers an insight into the materials used by Rummel.

Because what is created at Rummel Matratzen is still largely "Made in Bavaria" in 2019, the production of the mattresses is firmly in Rummel's hands. To illustrate this, Dart brings as many elements as possible from the manufactory to the Cologne exhibition halls. Visitors can thus experience the handcrafted character and the high demand for individuality and quality in production.

The products are placed in the front third of the stand. Mattresses and slatted frames are placed on small platforms.

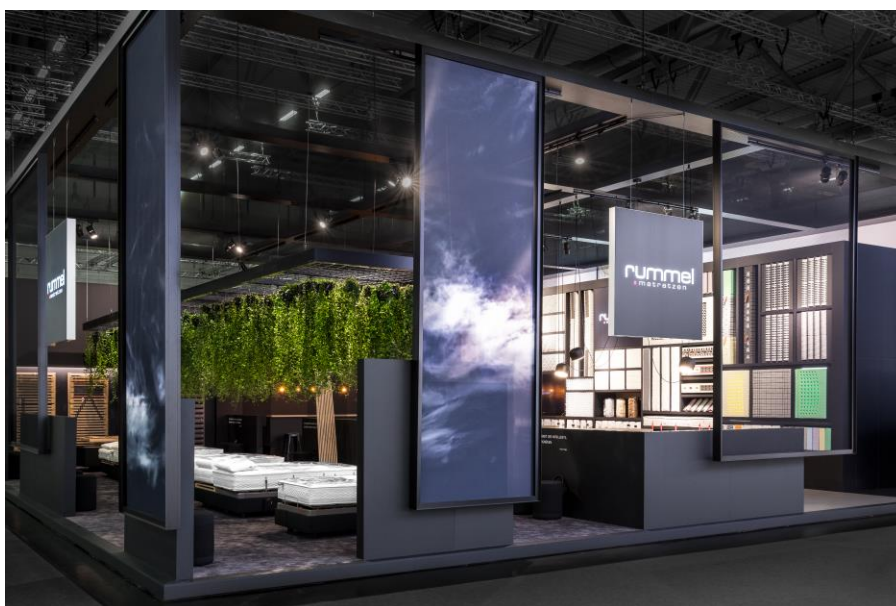
When lying down, the visitor's gaze is drawn to the green ceiling. Gardens of hanging plants create a relaxing atmosphere so that guests of Rummel Matratzen can fully concentrate on the products.

The D'art Design Gruppe has created a long-lasting presence. The sustainability aspect of Rummel and the desire for more space for communication with the customer was realized by Dart for everyone to experience.

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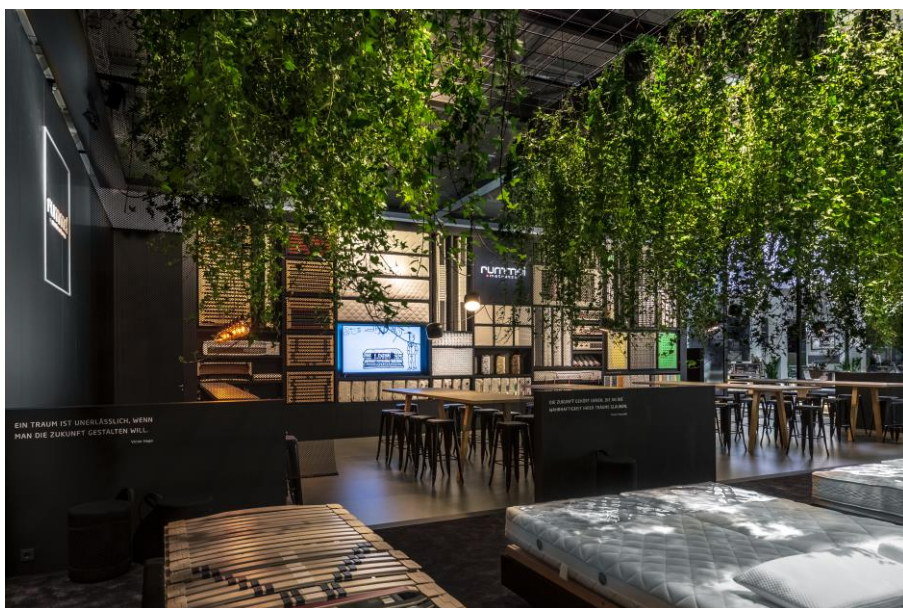
IMG_ 1: With dark colors Dart brings the night, for Rummel Matratzen, in the Cologne exhibition halls.



IMG_ 2: Fabric panels with cloud sceneries, surround the stand and create a feeling of nocturnal peace.



IMG_ 3: A large product sample library in conjunction with tables similar to workbenches, illustrates the crafts character of Rummel.



IMG_ 4: Hanging gardens create relaxation and direct the focus to the product.

Facts and figures

Project:	Rummel, imm cologne 2019
Customer:	Rummel Matratzen GmbH & Co. KG
Design/ Construction:	D'art Design Gruppe GmbH
Location:	Cologne
Size:	250 m ²
Photography:	Max Hörchens Objekt- und Architekturvisualisierung

Image material

We will be happy to provide you with high resolution image material for the purpose of topic-related reporting. Please send your enquiry to: pr@d-art-design.de.

About the D'art Design Gruppe

D'art Design Gruppe is one of the leading spatial communication agencies in Germany and has been an expert for multi-sensual brand experience for over 25 years. The holder of numerous international design awards, D'art Design Gruppe designs brand and experience spaces for customers such as 3M, adidas, Amtico, Britax, C.H. Beck, Deutsche Telekom, Electrolux, Gabor, Gräfe und Unzer, Grundig, Henkel, innogy, Kanzan, Lloyd, MFI, Norske Skog, Panasonic, Parador, Philips, Reebok, RWE, Schüco, Turck, Würth and Zaha Hadid.

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