

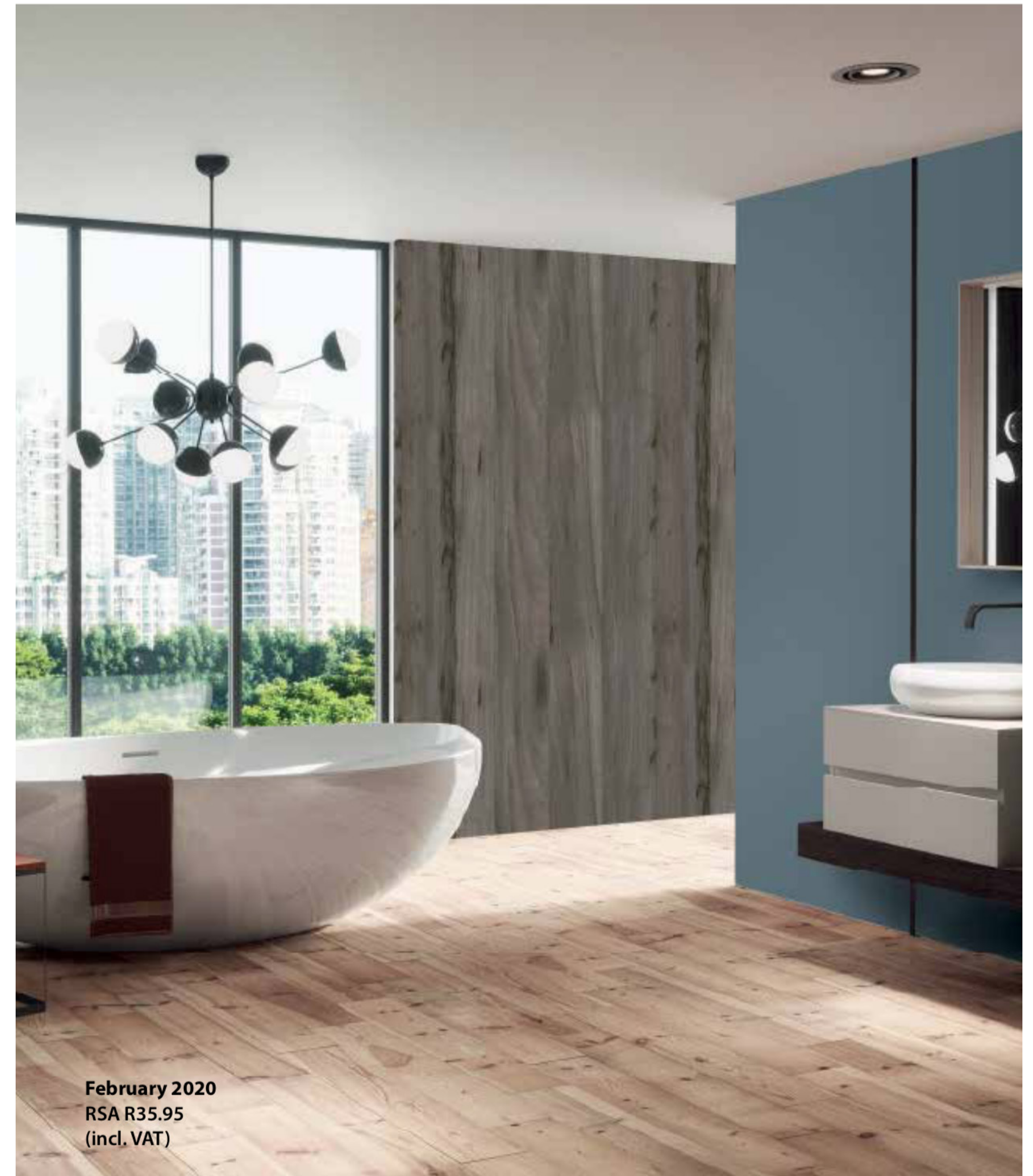
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## Pure Talents Contest 2020: 20 ideas for the lifestyles of tomorrow

Köln, Germany

Design means making things easier (and, where possible, more sustainable, too). This formula could be used to describe the common approach taken by the young creative minds whose designs have been shortlisted for imm cologne's 17th Pure Talents Contest. Intelligent, sustainable, original and also beautiful to look at – these are the 20 best entries to imm cologne's competition for up-and-coming designers. In January, they will be on display in the special exhibition at the Interior Business Event in Cologne.

### The shortlist has been finalised

A total of 20 innovative products from the interiors world of 23 international designers will be on show at imm cologne 2020 as part of the Pure Talents Contest exhibition. With their design solutions, the young designers have addressed climate change or developed multifunctional ideas for changing living circumstances. The prototypes presented in person by the designers range from an open-source vacuum cleaner to a collection of vases made of 100% recycled

acrylic through to multifunctional tables and workstations. The Pure Talents Contest showcases 20 ideas for the lifestyles of tomorrow.

With 862 products submitted from 59 nations, Cologne's competition for the next generation of designers is set to reaffirm its international reputation. A new panel is assembled to judge the Pure Talents Contest every year, and this year's jurors met in Cologne in October to view the products that had been submitted from all around the world. Only 20 have made it through to the exhibition, which attracts designers and manufacturers as well as design enthusiasts every year during the Interior Business Event, imm cologne. In keeping with its high standards for quality and internationality, the Pure Talents Contests 2020 jury demonstrates its usual high calibre with designers Sebastian Herkner (Germany), Philippe Malouin (United Kingdom) and Gesa Hansen (Germany/Denmark) as well as Art Director at Cappellini, Giulio Cappellini (Italy), IDEAT editor Johannes Hünig and head curator of Helsinki Design Museum, Suvi Saloniemä.

The competition, promoted and organised by Koelnmesse for what is now the 17th time, is specifically aimed at designers who are still studying or have recently completed their education. It is one of the world's most prestigious international contests for young design. Entrants once again include many students and recent graduates from distinguished design schools such as Design Academy Eindhoven, École cantonale d'art de Lausanne (ECAL), Bauhaus University Weimar, Lund University and Beijing Central Academy of Fine Arts. Sebastian Herkner draws attention to the well-rounded international mix represented by the entrants and the high quality of the designs put forward by this year's competitors. In addition to dominant themes like sustainability, he was also struck by the recurrent motif of transparency and the lightweight nature of the materials used in many of the products. "Overall," the Offenbach-based designer says, "the selection shows the whole spectrum of product design from the conceptual and sometimes even poetic to classic furniture design, including the design of lighting fixtures and textiles, and all the way through to gallery objects."

While much of what is currently on-trend in home furnishings is again glamorous and elegant, the selected products by the next generation of



Photo credit: Marie Kurstjens, Iva Coskun; Koelnmesse

### Levi by Marie Kurstjens and Iva Coskun

Levi:

The worktable reimagined.

The centrepiece of the design is the joint: The continuous range of adjustments at any angle enables the universal use of very different tabletop sizes and shapes. Levi is mobile, lightweight, intuitive, and can be assembled and disassembled without tools. Folded flat, the X-base is a space-saving design for easy stowing and, flat-packed, keeps storage and transport costs down.



### JoJo by Sofia Souidi

JoJo is a lamp that is wound up by a string and emits a bright, warm light. Within a short period of time, the light becomes dimmer before it goes out. The idea for the project is that the change in light can create a sense of time. The playful interaction of the pulling to turn the light on is reminiscent of a yo-yo, or "Jo-Jo" in German, and gives the lamp its name and its shape.

Photo credit: Sofia Souidi; Koelnmesse

designers are characterised by a relatively low-key appearance, often coupled with the no-less-elegant appeal of subtle seriousness and a refusal to compromise. In creating their pieces, some designers have imagined themselves in different living circumstances and questioned habits and standard responses, seeking out more sustainable alternatives. The exhibition will feature many everyday objects that have been reduced to their bare essentials, making modern life simpler and more manageable. The jury has stressed that many of the shortlisted products are already very advanced. "Maybe it has something to do with the uncertain times we're living in, but even the designs created by the young are less experimental and instead more enduring and serious," says juror Suvi Saloniemä, commenting on the high quality of this year's competition entries, "but in a good way, an elegant way – there are some really beautiful things."

### Always there to promote young designers

The next step for the 23 nominees is to get ready to travel to imm cologne 2020. The shortlist of contestants includes four teams, while one designer has got through to the exhibition stage with two products. This year's finalists come from 13 different nations; alongside a strong field of contestants from Germany and the rest of Europe, Asia is remarkably well represented with six shortlisted designers. imm cologne takes its role in supporting young talent very seriously: "We deliberately focus on the quality of the exhibited designs, rather than on their quantity," explains Matthias Pollmann, Koelnmesse's Vice President Trade Fair Management. "We are thrilled by the success of this concept. Every year, the Pure Talents Contest produces designers who are able to establish themselves in the market and celebrate successes. Our competition doesn't seek to make money from the young designers. Instead, we see

it as an investment in future generations of creative talent and thereby in the vitality of the interiors sector. This sets us apart from many other trade fair locations." Koelnmesse not only covers the shortlisted designers' travel and accommodation expenses, it also bears the cost of transporting and presenting the exhibits.

### Pure Talents Contest: a snapshot of design students' imagination

"It's a strong shortlist that we've found, with products featuring minimalist but very strong design," says Gesa Hansen, who was pleased with the balanced mix of male and female designers. Philippe Malouin sees in the competition a manifestation of the fact that the younger generation of designers is working more cooperatively than his own in order to save both costs and resources. Ultimately, the designs are also a reflection of the challenges facing our society, because young designers question the status quo and can develop ideas for tomorrow's lifestyles during their studies, regardless of production technology conditions.

### SoftShelf by Peter Otto Vosding

SoftShelf is a minimalist shelving system. Upholstered walls with functional stitching details form the frame for shelves, drawers and many other elements. These features make the shelving system a universal product for furnishing the most diverse spaces. It creates an inviting atmosphere while naturally also assuming the function of acoustic elements.



Photo credit: Peter Otto Vosding; Koelnmesse

Photo credit: Peter Otto Vosding; Koelnmesse



PIPE-LINE by Peter Otto Vosding

PIPE-LINE is an extending table whose mechanism serves as the central design feature. Two pipes flow into each other akin to a telescopic rod and function simultaneously as the extending mechanism and frame. The visible screws in the sides and the demonstrative display of all the functional parts make PIPE-LINE a unique extending table. The colouring indicates the table's function and highlights the parts to be moved.

High rents, increasingly small homes and constantly changing living situations are also notable features of a young designer's everyday experience. These circumstances have prompted many of them to develop flexible and individual product solutions that can be used for multiple functions, leading to the creation of multifunctional room dividers, lightweight and ingenious fittings and constructions for products and folding furniture that are easy to assemble and disassemble.

According to the judgement of Giulio Cappellini, "Many of the projects that we have chosen are more or less market-ready, because they are distinctly smart and elegant, with the right balance of material use, technology and focus on customer need. These 20 projects give a complete overview of what's going on in contemporary design right now."

The twenty chosen designs will be on show at imm cologne in the renowned Pure Talents Contest exhibition located in the passage between Halls 2 and 3. For the nominated entrants, the presentation of their creations at imm cologne is the ideal platform from which to launch a successful career in design.

Awards presentation: four prizes for the best products from the Pure Talents Contest 2020. Those designers and

Sustainable product concepts and flexible products for changing needs

A sustainability theme runs through the submissions to the Pure Talents Contest like a common thread. It would appear that the curriculum of all national and international design schools features product development under resource-efficient conditions that are as climate neutral as possible. Renewable natural materials or recycled materials have been used particularly frequently in the chosen designs, but high-tech materials feature as well. Everyday products that make behavioural habits, consumption or energy a sensory experience is another theme that is inspiring young designers. The number of concepts looking for alternatives to common electrical appliances or ways of reusing functional components in upcycling projects is also striking.

Binomio by Giuseppe Arezzi

Binomio is a hybrid piece, a two-sided object consisting of three simple shelves placed at different heights from the floor. It is multifunctional: it can be used as a desk or as a wardrobe, but can also be a table for dining alone, a bench to take off your shoes, a hanger, a bedside table, a bookshelf, an altar or a prie-dieu, as well as a support for any type of object. Binomio is made of solid, lacquered beech wood.

Photo credit: Studio Giunta; Giuseppe Arezzi; Koelnmesse

design teams who have been selected for the shortlist and will therefore take part in the associated exhibition at imm cologne are already winners. They have the opportunity to present themselves to a broad audience in an attractive, high-quality setting and make their first contacts with manufacturers and media representatives. But the three official prizewinners from these top-20 entries will not be chosen until the trade fair. Following an examination of the exhibited prototypes, the jury will make their final selection on the first day of the trade fair and present the victors with their special awards. In addition to this, an Audience Prize will also be awarded for the first time for the Pure Talents Contest 2020, the winner of which will be determined through a people's vote via the social platform Instagram. The names of those taking home prizes will be announced in an awards ceremony at the event forum "The Stage" (Hall 3.1) at 2 p.m. on Monday, 13 January 2020.



Photo credit: Will Cook; Koelnmesse

CLICK by Will Cook

Inspired by his own frustration with being unable to afford high quality designer furniture, Will set out to design a quality product that is accessible to young professionals and students. CLICK is foremost a joinery system. The click-together joint enhances the user experience by eliminating the frustration of furniture assembly, leaving the user to appreciate the function and beauty of the piece.

Fold by Thalea Schmalenberg and Kasper Friis Egelund

Inspired by the simple shape of a paper fan, Fold combines the familiar accessory with a contemporary light solution. By unfolding and placing the paper shade into the aluminium stand, the table lamp enhances this pleasant yet playful interaction between subject and object. Fold contrasts paper and metal, traditional craftsmanship and industrial design, hereby finding an aesthetic balance between feminine and masculine connoted materials.



Photo credit: Thalea Schmalenberg, Kasper Friis Egelund; Koelnmesse



Photo credit: Daan De Wit; Koelnmesse

**Stratum Tempus by Daan De Wit**

Stratum Tempus is a vase collection based on a self-developed, ecological and material-conscious technique. By laser-cutting sheet material such as 100% recycled acrylic or bamboo into concentric, thin layers, conical and organically shaped objects are created with less material and almost no waste. The spiral shape creates a natural elegance. As a result, they have no façade and are changeable when moving, creating a dynamic experience in space.



Photo credit: Qing Deng; Koelnmesse

**Aspirator by Qing Deng**

Using yelling to make a seat for reducing negative emotions: People who suppress emotions are prone to mental illness. The Aspirator venting machine is a psychological vacuum cleaner that helps people vent negative emotions. When people are unhappy, shouting or saying something to the Aspirator will make the airbag inflate. In the end, people can create a seat made from their own negative emotions and relax in it to find solutions to their problems.



Photo credit: Sho Ota; Koelnmesse

**According to the Grain by Sho Ota**  
Wooden seats for appreciating the materiality of wood:

This project highlights the quality of a wood knot, the character of which is often treated as a defect and neutralised in industrial processing. By chiselling down 12mm from a flat surface and chiselling out the knots, its three-dimensionality and texture are enhanced and its unique materiality becomes palpable to the casual viewer. The surface can now reveal more secrets and help the user imagine what this material once looked like in its natural state.



Photo credit: Da Zeng; Koelnmesse

**Uion by Da Zeng**

Explore and create a kind of Oriental style using the universal language of design: The appearance revolves around the shape structure of the letter "U" and suggests the shape of traditional Oriental armchairs, highlighting a sense of rhythm between straight lines and curves. In terms of material technology, the rattan of different thicknesses is made with a hot bending process, and all the unnecessary structural parts of the seat are removed, so that the use of materials is minimised, showcasing a simple and quiet, natural beauty.

**Skilja by Nelita Olsson**

A flexible wall for a flexible home: The household has gone through big changes over time, and as we move into the future, flexibility might become a greater need. Skilja was created to support this future flexibility. Skilja is a modular wall, and with rods, joints and fabric, you can mount it to facilitate the current needs of your home.



Photo credit: Nelita Olsson; Koelnmesse



Photo credit: Anton Mikkonen; Koelnmesse

**Udon Stool by Anton Mikkonen**

The Udon Stool is made of solid ash wood and has unique aesthetics acquired with a 2D CNC machine. The clever use of the router bit enables the distinctive shape of both the seat and the legs. The stool is constructed from a total of five pieces, which are cut out with a CNC machine, resulting in a highly efficient manufacturing process. The stool aims to create a sense of playfulness using traditional materials and modern manufacturing techniques.



Photo credit: Hiroyuki Morita; Koelnmesse

**OMIT by Hiroyuki Morita**

OMIT is a non-electric vacuum cleaner that works by small action. It does not have the same power as a conventional vacuum cleaner but works silently and is handy. It can be used at any time of the day and in any place without electricity. The idea was inspired by my own daily life. Living with flatmates, I usually cannot use the vacuum cleaner on weekdays because of the noise. With OMIT, life can be less noisy and handier by omitting electricity.



Photo credit: Whitney Yvette Lau, Dennis Cheung; Koelnmesse

**Triplex Stool by Whitney Yvette Lau and Dennis Cheung**

Triplex is an experimental item of furniture that pushes the physical limits of a stool, from structure, weight and dimensions to assembly, delivery and after-life. It is unprecedented in the industry. The module is made of flax fibre, one of the strongest natural cellulose materials. Designed with a strategically curved geometry, the less than 3mm thick stool stands elegantly on its arches and embraces the weight it carries.



Photo credit: Wing Yin Ng; Koelnmesse

**CURTAIN by Wing Yin Ng**

A modular space divider design based on the exploration of curves and structures. The shape was inspired by and expresses the energetic flow of sea waves, which is natural and boundless. This is done by connecting the arches in different directions to create a wavy frame that looks like a curtain. The structure allows unlimited extension lengths and changes of direction. CURTAIN, the distorted frame makes it possible to look at space from a different perspective.

Photo credit: Wing Yin Ng; Koelnmesse



Photo credit: Filip Lenarcik; Koelnmesse

**Flow Chair by Filip Lenarcik**

Flow Chair reinvents well-known flat-pack furniture. It consists of four main elements and eight joints. Assembly is fast and intuitive. It can also be reassembled multiple times without sacrificing strength. Flow shows that flat-pack furniture doesn't need to be frustrating and of low quality. It can also offer a timeless look, honest materials and durability. Details, such as brass joints, are made by hand, which gives the chair a unique character.



Photo credit: Sofie Leenen; Koelnmesse

**Braided weave by Sofie Leenen**

Handmade, braided, woven carpet that can transform into a basket: This project started as an investigation of the similarities between textile weaving and basket braiding. The constructions of the techniques differ greatly, and each technique has its own characteristics of complexity and identity. The carpet has a flat surface with a circular contour. A rope is pulled through the loops at the ends. When the rope is pulled, the contour of the circle comes together as a 3-dimensional shape.



Photo credit: Tim Krahmer; Koelnmesse

**Tenok by Tim Krahmer**

An open source vacuum cleaner that you can build yourself: More than half of all vacuum cleaners are functional when they are thrown away. A waste? Absolutely – but also an opportunity to make something useful again from what appears to be rubbish! By means of a 3D-printed adapter, Tenok can be equipped with used vacuum cleaner parts from nearly all manufacturers. The detailed online construction manual is designed to encourage even people without technical expertise to make one.



Photo credit: Moa Lundfeldt, Gustav Rossander; Koelnmesse

**Efterlyst by Moa Lundfeldt and Gustav Rossander**

Efterlyst is a stationery area light that can function as a mobile light source for improving quality of life for people that are temporarily off the grid. The lamp continues to illuminate during a power outage due to its integrated battery. The charging station and lamp are designed as a unit, encouraging the user to connect the two again after usage to ensure that the battery is always charged. **dw**