

trendfairs Press Information

Participants of the “Start-up Space” have been decided

Founders and inventors exclusively at the Munich trade fair “küchenwohntrends 2020” – an interesting journey of discovery for trade visitors

Munich, 20 February 2020 – Compact, focused and goal-oriented, küchenwohntrends Munich, as a trade fair for kitchens and living, meets the needs of trade visitors in a personal working atmosphere. At this year's event from 5 to 6 May 2020, trade visitors can expect not only premium brands and market leaders, but above all an interesting journey of discovery towards new products and companies that are not yet on the industry radar or are virtually unknown, but are developing astonishingly dynamically.

Several of these newcomers deal with the topic of “kitchens”. From “stone” to “steel” as well as “ceramics” and “wood”, each of these interesting companies delivers a fantastic story with first-class concepts and marketable products. Some exhibitors will also be devoting themselves to the topic of “outdoors” – an absolute trend in the kitchen sector with great potential.

And not only new “kitchen” product worlds will be found at küchenwohntrends but also “living”, “upholstered furniture”, “seating” and “tables”, some of which are exhibiting for the first time at a trade fair in Germany.

This is the reason why organiser trendfairs (Munich) has additionally launched the special “Start-up Space” area to promote these interesting developments.

The call went out for founders and inventors of a creative product or an intelligent service to participate – and by the time applications closed, there were far more interested parties than the deliberately limited “space” allowed.

After the registration deadline on 17 February, the fair organiser and curator of the “Start-up Space”, trendfairs GmbH, selected eleven young, smart companies from the large number of interested parties. The special area is reserved for emerging “creative minds” with their extraordinary ideas for our industry.

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The glass lights from the start-up *Martine Claire -Leuchtendesign-* are a collection of individual and handmade unique pieces. “*Kitchenworld.net*” is the knowledge and information platform for consumers on the subject of kitchens from the Berlin company of the same name. The resource-conserving bench made by the Nuremberg newcomer *Besitzbar* has already been honoured with the German Design Award 2020.

With perfectly coordinated aluminium parts and solid wood slats, *JSTec* has developed the flexible, modular “Zenzoz” building block system for room dividers, outdoor kitchens or lounge furniture. Using 100% recycled glass, *Magna Glaskeramik* produces full-surface, individually backlit kitchen splashbacks and presents samples in the Start-up Space. “Because meat ain’t no frippery!” is the motto of the start-up *Otto Wilde Grillers*, which has come up with high-quality top-heat grills (O.F.B.) for connoisseurs.

Smartycon will be travelling to the fair with “Furnytopia” – an open, central platform for all exhibition goods at the POS of the interior design sector. The young manufacturer *Polear* has specialised in the extraordinary design of lighting using glass edge lighting. *Erich Knops & Alex Sigmund GbR* was only just founded last year. They will present “kueche.design”, their automated, smartphone-supported lead generator for the kitchen trade, at the Küchenwohntrends trade fair.

Cabinetmaker and creative mind Samuel Karl will demonstrate how disused musical instruments can be turned into unique designer furniture with his start-up *Ausgespielt*. The drinking fountain manufacturer *Aquaculta* has, as the company name suggests, taken up the cause of the innovative staging of water drinking – this too is certainly a very exciting contribution to the start-up space.

The special thing about all participating founders and inventors is: all their products are already marketable and can therefore be bought or used.

Speaking of excitement: This will continue until the start of the trade fair – because then the founders will not only be in the public spotlight of küchenwohntrends, but will also be competing for the “Space Award 2020”. An independent jury of journalists, designers and university lecturers will decide on the best presentation and the most convincing product.

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The start-ups and all other exhibitors and brands can now be found in the recently published list of exhibitors at kuechenwohntrends.en/exhibitor.

You can also register as a trade visitor for küchenwohntrends in Munich online at [kuechenwohntrends.com/visitor registration](http://kuechenwohntrends.com/visitor-registration).

As a two-day business event, küchenwohntrends offers the ideal platform for new ideas and good business in the B2B sector.

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