The kitchen becomes the living room – and vice versa

küchenwohntrends und möbel austria 2023 fokussieren die Auflösung tradierter Raumaufteilungen

The sixth edition of the double trade fair kitchen living trends and furniture austria in Salzburg from 3 to 5 May 2023, which is coveted throughout Europe, will be the first industry highlight in Austria, southern Germany and neighboring countries in the coming year. And "industry" does not just mean the kitchen, as the name of the business event might superficially suggest. Rather, this event takes up a development from the domestic environment and modern attitude to life that has been increasing for years: the merging or dissolving of traditional boundaries in apartments and residential buildings! So it's hardly surprising that the demand is great and the booking level tops previous highs.

The two business platforms in the heart of the German-speaking sales area with a focus on Austria and the south of Germany specifically address the specialist trade, the trade, interior designers, real estate suppliers and project developers, architects and designers. And this at the right time and early in the year - exactly when the ordering season for furniture and interiors starts. That's what the interested exhibitors from the kitchen, living and furnishing sectors, the visiting trade visitors and the multipliers from various associations and institutions - such as BMK or the Cologne Furniture School - know.

For the coming year, the desire for kitchen living trends and möbel austria has now increased even further, because seven months before the start of the event, the majority of the top-selling kitchen furniture, sink, fittings and electrical appliance manufacturers have firmly booked. Among other things, the list of exhibitors in 2023 will include the names AEG Electrolux, Bauformat, Blanco, Bora, BSH with the brands Bosch, Neff and Siemens, Nobilia, Miele, Pronorm, Quooker, the companies Brigitte, Häcker Küchen, HKT, Liebherr, Naber, Nolte Küchen , Rotpunkt kitchens, Schock and Schüller, Systemceram or Würth. The trade fair duo is taking on a growing European scope here.

“The küchenwohntrends offers us the ideal format to show our customers what is special about our products and services. (...) Our upholstered furniture is made with great attention to detail, which is why we feel we are in good hands at küchenwohntrends - a trade fair with a special charm." Axel Faber, Managing Director of Albert Ponsel GmbH & Co. KG, is convinced.

In 2023, all of the companies that were suspended in 2021 due to Corona will return to the modern exhibition grounds in the city of Mozart. Loyal regular exhibitors from the “living and sleeping” product world have also already made firm bookings. The list of exhibitors in 2023 will mention the names Anrei, Christine Kröncke, Elastica, Flexinno, Gaderform, Grassmann, Joka, Lavida, Optimo, Ponsel, Regina, Relax, Sedda, Signet, Stainer Siebdruck & Schriften - and this list will continue to grow.

Anna Kapsamer-Fellner, Managing Director of JOKA Kapsamer GmbH, emphasizes: “With our brands (...) we have been exhibiting at the trade fair since the start and integrate the trade fair date as a fixed component in the cycle of our product developments. This enables us to present our innovations to our existing customers very promptly and efficiently and win new trading partners.”

An important reason for the participation of various companies from the living, sleeping, eating or furnishing segment is the commitment of the organizers to pick up existing and new trends and implement them in a sales-effective manner. For example, the merging of the rooms in an apartment that used to be separated according to the main reason for their use. For a number of years now, the bedroom has been “migrating” into the living room, thanks to the home office and new work, the study at home has now been added, and a sofa is no longer a surprise in modern fitted kitchens. Today's kitchen-cum-living transitions between the areas of use result in an open, cozy domicile without dividing walls.

“The world around us demands a lot from us. It is all the more important to rely on high-quality partnerships in the furniture trade (...). A perfect appearance at the Austrian furniture trade fair möbel austria & küchenwohntrends offers the ideal stage for this,” says Erich Ritt, Sales Manager at Anrei.

As a result, the need in the furniture industry to present all segments together under one roof to interested customers has been growing for many years. And so the former küchenwohntrends with the first part of the word "kitchen" in conjunction with möbel austria has long since become a comprehensive furniture fair. As a result, each edition of the trade fair attracts more new exhibitors: like now Axora, Cold Spring Home, Das Leben, die holzschmiede Massivholzmöbel, Dometic, Leicht Küchen, MCR, Noodles, Palette CAD, Rauchzauner Möbel or Wolfgang Spitzer, who will have their first trade fair appearance in 2023 .

The awarding of the “BMK Innovation Prize 2022/2023” will also have its premiere at küchenwohntrends / möbel austria next year. Since 2006, all kitchen-related manufacturers, importers and suppliers have been invited to convince the specialist trade of their outstanding product developments in the categories of kitchen furniture, kitchen appliances and kitchen accessories. A three-part jury, consisting of specialist dealers, press jury and BMK board, evaluates the submitted innovations.

The award ceremony in Salzburg is an honor for the trade fair and a success for the Trendfairs (Munich), which speaks for the trust that medium-sized kitchen retailers have in the trade fair format. After all, the BMK as an industry association now has over 3,000 specialist kitchen retailers in Germany. The technical school is closely involved in this medium-sized company award