

## PRIZE-WINNING HOUSE NUMBER

**raumplus** and its excellent brand work have been honored with a second German Brand Award following the first in 2017. This year the expert jury focused on the overall exhibition concept for the IMM 2019. The Bremen-based company used the new location in Hall 11.3. to create an entire realistic floorplan behind a wooden façade that showed its comprehensive competence. And proving that it is truly a master of interior design.



They create space within a space while also ensuring that everything fits precisely. **raumplus** is a master of interior design – from sliding door and room divider systems through built-in and walk-in closets; and modern storage and stand-alone items. In January the company showed at the Cologne interiors exhibition how its product portfolio can be used to structure and furnish an entire house in a contemporary style, taking »The Living Interior« as its motto.

A home with a hallway, living area, bedroom and guest room, kitchen, and patio was created at the new location in Hall 11.3., with trade visitors invited to step in and take a look. These welcome guests were able to experience all the **raumplus** systems »live« in the realistic environment concealed behind the stylized wooden façade.



The model highlights among the new products for 2019 included the »Sliding TV Door«, a sliding door with integrated smart TV screen; the first **raumplus** bed in four widths and with various headboards; and angled shelves that give the Uno and Legno interior systems a light and airy look. Also on show at the exhibition was the new Apperia interior system, whose shelves and carcasses are hung on the back wall, making side walls superfluous.





The booth itself attracted a lot of attention thanks to its modern purist contrast of light wood for the façade and furniture fronts paired with black frames, guiding rails, and detailing. The company's attention to detail was also illustrated by the mini wooden houses that were sought-after giveaways. These small, palm-sized objects were very popular and designed to symbolize **raumplus** as the perfect choice for interior design throughout the home.



The jury responsible for selecting the winners of the German Brand Institute's Awards, given for outstanding brand management and in their fourth year, also agreed. The prize-giving ceremony was held on 6 June in Berlin and **raumplus** is proud to once again not only be an award winner but also among the ranks of prestigious brands »Made in Germany«.

Should you publish this article we would be grateful if you could name **raumplus** as the manufacturer:

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