



**Engineering progress
Enhancing lives**

REHAU Reference

Future Apartment, Interzum Trade Fair, Cologne,
Germany



Beyond the surface of furniture



“Future Apartment” refers to a special show from the REHAU stand at Interzum 2019, with memorable experiences and technical insights beyond the usual kitchen units and standard flats. REHAU presented the latest surface technologies with functionalities that create intelligent and emotional added value. The multidisciplinary design studio Ippolito Fleitz Group created the design concept for the future apartment.

The Future Apartment

“Future Apartment” followed a radical approach that reduced the kitchen, living and bathroom to three sculptural objects. Each one deliberately remained abstract to highlight in a striking and entertaining way the many technical possibilities offered by REHAU materials and technologies. Visitors to the furniture supplier fair Interzum in Cologne found plenty of touch points and communication triggers, stimulating their minds’ imagination and igniting in-depth conversations. Thanks to an innovative customer journey, the staging devised by Ippolito Fleitz Group created an international long-lasting ripple effect emanating beyond REHAU’s trade fair presence.

The three thematic blocks – kitchen, living and bathroom – are abstract and individual, interacting with the observer in their own unique way. The three areas represent a liberation from the usual apartment clichés, because of their distinct styling.

Customer

REHAU, Germany

Year

2019

Reference

Fair interzum, cologne, Germany

REHAU products

RAUKANTEX lite smart programmable edgebands, RAUVISIO crystal surface from glass laminate, RAUVOLET tambour door systems, SmartSense integrated in REHAU surfaces with “invisible” control elements, REHAU window solutions with SmartShading function, SmartShelf technology for smart digital sales displays

Please observe the relevant technical product information, which can be obtained online at www.rehau.com/ti. Subject to technical changes.

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