



Reframing Rituals



Reimagined Rural



Sascha Kostros
through Ecotropolis



Dressed to Impress

Impress gets the Furniture Journal award for the most imaginative and inviting stand at Sicam 2022.

No one who visited Sicam can have failed to notice the Impress stand. It shone out like a beacon in hall one. Different, daring, open and inviting, it showcased trend topics in themes as well as presenting some of the latest décor designs to come from Sascha Kostros and his talented design team.

Each of the five trends – Ecotropolis, Hybrid Realities, Reimagined Rural, Modern Romantics and Reframing Rituals – was presented inside a framed area in the form of little cameos containing details that provided a flavour from each theme.

Walking around the stand, the eye catches a detail and draws you in to explore and find out more: Ecotropolis, with its quaint hanging lights, fabrics, glasses and warm colour that

embrace self-sufficiency and eco-regeneration; the stark contrast with the cool greys of Reframing Rituals, with its huge fluffy light and bright and airy feel hinting at wellness; beautiful timber and soft, inviting colours that represent indoor-outdoor, nomadic living and escapism in Reimagined Rural; classic design ideas and a craft evolution inside Modern Romantics; and an almost crazy psychedelic renaissance inside the stimulating 'Metaverse' of Hybrid Realities.

Without doubt, Impress gets the Furniture Journal award for the most imaginative and inviting stand at Sicam 2022.

To find out more about the design themes and new décors, visit www.impress.biz/en/ or contact Impress on +49 6021 4060.

