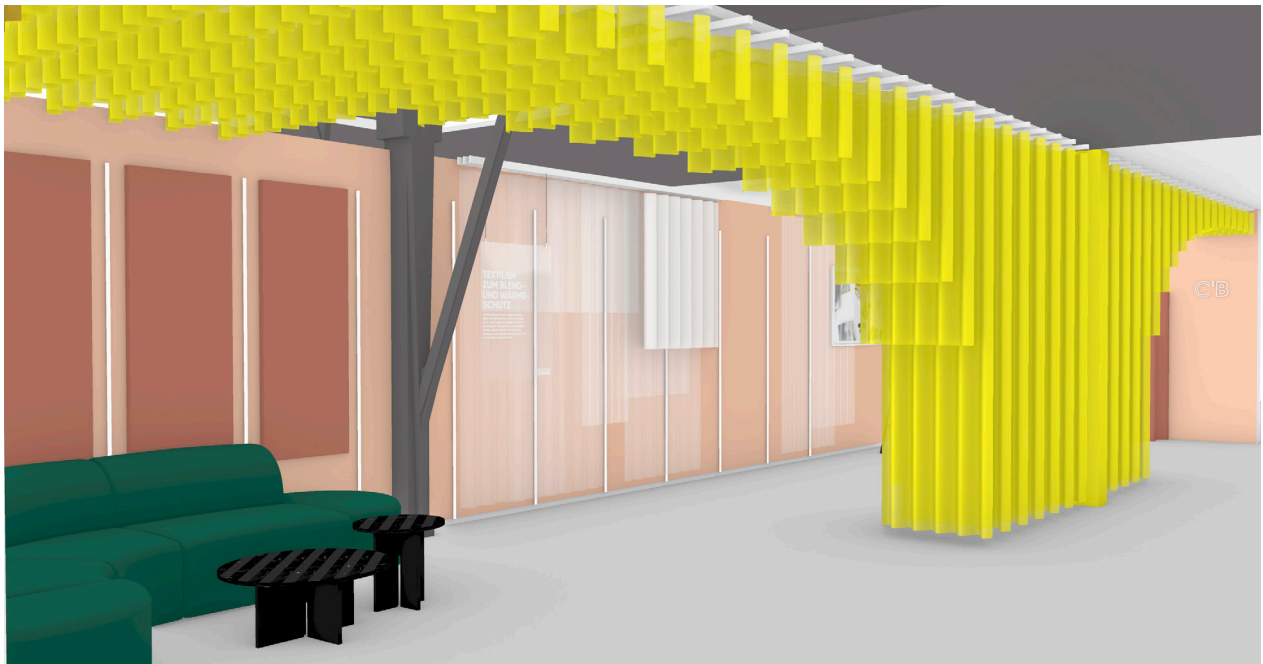


## IMM 2024: CRÉATION BAUMANN WITH NEW PRESENTATION OF BESAU-MARGUERRE AT THE DESIGN POST KÖLN

Création Baumann will be presenting itself in a new, more prominent exhibition space at the Design Post Köln on the occasion of imm cologne from 14-18 January 2024. Designed by Studio Besau-Marguerre, the exhibition concept showcases the textile product world of the Swiss textile specialist in an inspiring and informative way. In addition to the product portfolio, the new collection for the private home, DREAM!, and the innovative ACOUSTIC STRIPES will be on display. With the new presentation, Création Baumann is investing in a year-round presence in the Rhine-Ruhr area, where trade and private customers can experience the product diversity of Création Baumann on site.



### Expressive exhibition concept by Studio Besau-Marguerre

With the new presentation, Création Baumann can now be found in an even more prominent position within the Design Post. The concept developed by Hamburg design studio Besau-Marguerre puts Création Baumann's characteristically innovative interior design solutions in an exciting new light and lends the installation a unique signature with its strong colour scheme.

"For the Création Baumann exhibition space, we wanted to generate an eye-catching appearance that doesn't convey a classic showroom feeling. We show curtains as an architectural, space-defining element that picks up on the iconic architecture of the Designpost and thus subtly refers to the textile expertise of the Création Baumann brand," says Eva Marguerre.

Visitors can walk through the entire installation from one side to the other, revealing the textile pioneer's core competences in various areas. Studio Besau-Marguerre emphasise the versatility and aesthetic expertise of Création Baumann by bringing together textiles and acoustic solutions from a wide variety of collections to create a special spatial experience. One highlight is a free hanging of overlapping fabrics in shades of red, which visualises the design expertise and depth of Création Baumann's fabric collections. On the right-hand side, the focus is on sustainability, which has always been a core concern of the innovative traditional company. An expressive colour palette lends freshness to the presentation area and creates a stimulating atmosphere. ACOUSTIC STRIPES in fir green and curtain fabrics in rich yellow are juxtaposed with terracotta-coloured acoustic panels against a powdery shade of peach.

## **Permanent exhibition space in the Rhine-Ruhr region**

Création Baumann is investing in its presence in the Rhine-Ruhr region with the conscious decision to create a new, more prominent exhibition space in the Design Post Cologne. Here, interested trade and private customers have the opportunity to take a comprehensive look at the diverse design possibilities of Création Baumann's interior solutions and discover the broad product portfolio ranging from high-quality textiles for the home to technologically sophisticated acoustic solutions.

"We are delighted to be opening our new exhibition space in the Design Post with this very special concept from Studio Besau-Marguerre. We believe in the location in the Rhine-Ruhr area and are consciously investing in a permanent presence where we can present the breadth of the Création Baumann collection following our brand relaunch," says Philippe Baumann, Managing Director of Création Baumann.

## **The new private collection DREAM!**

Création Baumann is presenting the new private collection 2024 DREAM! for the first time during imm. The multifaceted textile collection for the private home constantly oscillates between vision and reality and puts the positive power of dreaming centre stage. With its interplay of transparency, overlays and lustre, the new collection opens up a wide range of design options for any home interior.

In addition to the ACOUSTIC DIVIDER VARIO acoustic curtain, the latest acoustic solution from the Swiss company plays a key role in the design of the presentation area. The innovative ACOUSTIC STRIPES louvre curtain complements Création Baumann's acoustic range with a flexible option for zoning work and private spaces in no time at all.

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**CRÉATION BAUMANN AT THE DESIGN POST KÖLN DURING IMM COLOGNE 2024**

14 – 18 JANUARY 2024  
DESIGN POST KÖLN  
DEUTZ-MÜLHEIMER STR. 22A, COLOGNE

**PRESS VIEW:**

14 JANUARY 2024  
13-19H

With: CEO Philippe Baumann and designer Sibylle Aeberhard as well as Eva Marguerre and Marcel Besau from Studio Besau-Marguerre

Registrations under: [creation-baumann@brand-kiosk.com](mailto:creation-baumann@brand-kiosk.com)

**COLLECTION PRESENTATION DREAM!**

14 JANUARY 2024  
15-16.30 H

With: Head designer Sybille Aeberhard

**PRESS CONTACT DACH**

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## **ABOUT CRÉATION BAUMANN**

The forward-looking Swiss family business Création Baumann designs, produces and sells innovative textile solutions for interior design. These are used as creative and functional long-lasting elements of interior design and meet the requirements of functionality and design as well as the protection of people and the environment. The brand's portfolio includes acoustic solutions, furnishing textiles such as curtain and upholstery fabrics, functional textiles and systems for interior shading.

A global leader in acoustic solutions for interior design, the brand has been driven by a pioneering spirit for more than 130 years, which continues to provide textile innovations. Challenges in architecture and interior design, a deep passion for design and interior decoration as well as a high level of technological competence are central to the development of innovative textile solutions by Création Baumann. The textile collections are characterized by timeless, clear design on the one hand and strong character and decorative designs on the other. In order to do justice to the protection of people and the environment, sustainability is a central component of the Création Baumann brand. With a significant share of production processes in Langenthal, the promotion of recycling processes at all stages and the uncompromising quality standard for the longevity of the high-quality textiles, Création Baumann reduces the environmental impact of the production of its textiles to a minimum.

[creationbaumann.com](https://creationbaumann.com)

## **ABOUT STUDIO BESAU-MARGUERRE**

Thinking big while paying attention to detail is at the heart of Studio Besau-Marguerre's design work. Founded in 2011 by partners Marcel Besau and Eva Marguerre, the studio's interdisciplinary approach to design has resulted in products and graphic works, exhibition designs and large-scale interior design projects such as the interior design of Hamburg's Elbphilharmonie concert hall. Their roots in the Hanseatic city are also evident in the current foyer redesign of the Museum für Kunst und Gewerbe, which once again demonstrates their flair and courage for unusual and bold colours. The designer duo is known for experimental forms and unusual materials and focuses on holistic brand consulting and interlocking concept realisation. Studio Besau-Marguerre has received numerous awards for its work for renowned companies such as Vitra, Artek, Thonet, Schönbuch, e15, Fürstenberg and burgbad.

[besau-marguerre.de](https://besau-marguerre.de)

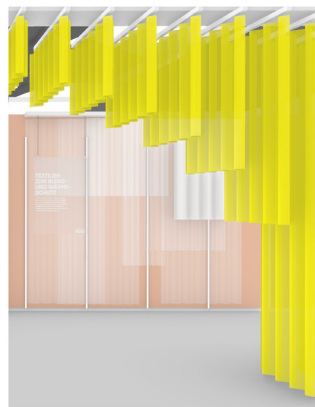
# SELECTION OF IMAGE MATERIALS

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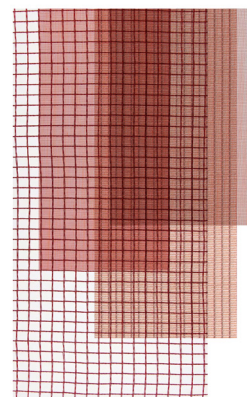
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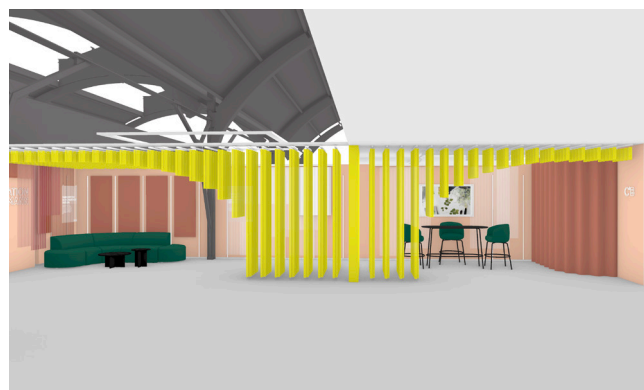
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