



**IDEEN VERBINDEN.**

**Karlsruhe –  
Messen und Kongresse**

## The LOFT Brand Will Bring Design Trends Together

### New Housing will receive a larger format

**Karlsruhe, 5 July 2018** – Britta Wirtz, CEO of Karlsruher Messe- und Kongress GmbH (KMK), wants to bring design trends together in a new way and to prioritize concentration on the brands: “We want to continue the very good progress and give more space to our LOFT – The Design Shopping Centre event for young and innovative design.” In this context, EUNIQUE – Fair for Unique Design Objects will no longer continue as an independent brand. Appropriate offers for participation and cooperation will be made to EUNIQUE’s exhibitors and partners that fit LOFT’s concept.

The theme of new dwelling on wheels will likewise be expanded at the same time. The New Housing – Tiny House Festival, which successfully premiered at LOFT this year, will continue next year as a community meeting, where owners and manufacturers of tiny houses, craftspeople and do-it-yourselfers, and other interested individuals can share their ideas about this trend in alternative living. Wirtz says: “The KMK thus provides a unique nationwide platform for this strongly growing and trendy theme, which is both sustainable and driven by design.”

The next LOFT – The Design Shopping Centre and the next New Housing – Tiny House Festival will take place from 24 to 26 May 2019 at Karlsruhe Trade Fair Centre.

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KONGRESSZENTRUM KARLSRUHE  
Karlsruher Messe-  
und Kongress GmbH  
Festplatz 9  
76137 Karlsruhe  
T +49 721 3720-0  
F +49 721 3720-99-2116  
E info@messe-karlsruhe.de

MESSE KARLSRUHE  
Messeallee 1  
76287 Rheinstetten  
T +49 721 3720-5000  
F +49 721 3720-99-5494

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GESCHÄFTSFÜHRERIN  
Britta Wirtz

VORSITZENDE DES AUFSICHTSRATS  
Erste Bürgermeisterin  
Gabriele Luczak-Schwarz

Reg.-Ger. Mannheim  
HRB 100147

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[www.messe-karlsruhe.de](http://www.messe-karlsruhe.de)