

tRACK – the new level: Limits only exist in your mind

Impressions and review of imm 2020

A pyramid solution for the corner, a suspended canopy or bookshelves covering an entire wall. Free-standing and expansive to divide a room, deep and solid as a sideboard or upholstered as a bench seat. For living rooms or bedrooms, bathrooms or hallways, lofts or offices, small and large kitchens. As changeable as a chameleon, this furniture offers endless possibilities. Yet “tRACK” is always unmistakable and authoritative in its architecture. Individuality and modularity reached a new level at imm Cologne 2020.

In the “Pure Atmospheres” section, where high-end brands created individual worlds of experience and presented their state-of-the-art premium products in the field of interior design, “tRACK” once again celebrated its architectural expertise. The exhibition stand had a dark and secretive effect, with only the gleaming gold of the T-connectors elegantly standing out to set the scene.

The product displayed its virtually never-ending potential for creative design at imm 2020. Rather than providing opulent decoration, its elaborate style and reduced use of colour allows it to focus on defining spaces and put its own unmistakable stamp on rooms. The presentation expressly targeted interior designers and high-end furnishing specialists.

Individual online configuration

Two premieres were presented at imm. The centrepiece of the “Volume K” sales channel, developed especially for “tRACK” and run by Jörg Schäfer, is the new online configurator at www.t-rack.news. The configurator offers limitless opportunities for playing with grid dimensions and architectural spaces, as well as with materials, colours and clever features. It has been expanded to include an initial collection of drawer modules, double door and gallery elements in four modern colour schemes, which can be flexibly fitted into the grid in a variety of ways as floating units.

Visible metal, clear structures and a deep understanding of the connection between architecture and design play the lead roles with “tRACK”. The striking T-connector has a powerful stylistic effect. Various designs for the metal surfaces bring the full scale of the expertise of “Volume K by Kesseböhmer” to light: rods in mat nickel, black or alpine white microstructure and connectors in gloss chrome, black, nickel, copper sunset or gold can be combined to create a contrasting or matching colour effect.

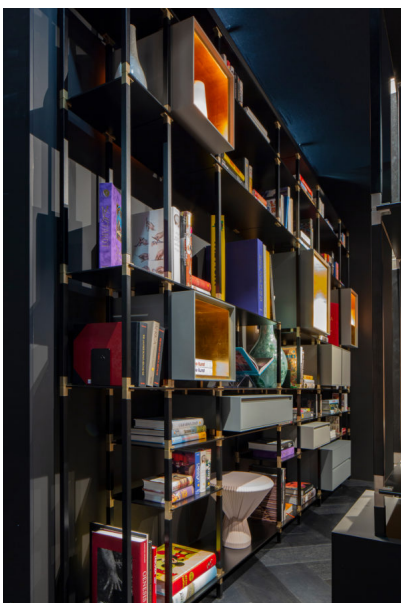


Photo: Volume K by Kesseböhmer



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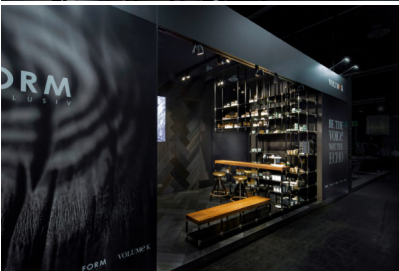


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