



## Blum attends the Interior Design Show (IDS)

In October 2021, after months of hesitation, Informa Canada announced their Interior Design Show flagship event would take place in person from April 7-10, with the theme being New Futures.

The theme and branding for 2022 was indicative not only of the vision for a strong global show reflective of future design trends, but also as a catalyst to open new bright futures to the design industry in Canada and beyond.

Blum Canada was eager and ready to participate! It felt great to be at our first “in-person” show after such a long time.

In line with the theme of New Futures, exhibitors demonstrated how to make your home a place that is beautiful, functional, and therefore, one that improves the quality of living.

Blum’s core ideas for a better quality of living were showcased with creative solutions for every living area and ideas on good ergonomics, storage space maximization, top-quality motion, and design.

Visitors, designers, and cabinet makers showed a great interest towards furniture that allows for multifunctional storage like the SPACE STEP, allowing little ones to feel like “giants” and independently reaching new heights or our Living Room coffee table that easily concealed the mess with two easy slides.



Despite the uncertainty of what the show could look like, we were determined to be present to support the industry and to be in touch with our customers.

There were fewer exhibitors this year, however, the traffic of the show appeared to be similar to past years. And this was no surprise to us. Over the past years, we have seen demand for our products grow at an unprecedented rate and it was evident that every visitor was either embarking on home renovations or building new homes and were looking to see what new and innovative products were being offered.

The additional trade day proved to be very beneficial for exhibitors and as always, the speakers on the main stage were educational and attracted big crowds throughout the day. IDS Toronto had engaged a Guest Curator to assemble the trade conference program for the first time. Industry veteran, Tory Healy, created diverse programming with many sparking conversations.

In conclusion, the show was an important return to normality and Blum is happy to have, once again, supported the show and the industry. We look forward to continuing these conversations with our customers visiting us again at our new showroom in Mississauga.