

# BALADA & CO.

## BALADA & CO. Presenting Debut Collection at imm cologne 2016

Munich/Germany, January 2016. The young design company BALADA & CO. has been selected by exhibition organizer Kölnmesse to premiere its debut collection at this year's imm cologne. The premiere will be featured in the Pure Editions segment „Startups“, shown in Hall 2.2.

BALADA & CO. embodies aesthetics that create the perfect ambiance through clear, sleek shapes and colors. Supreme quality in innovative materials underscore this young design label's demanding standards. With passion and great attention to detail, BALADA & CO. creates lamps in collaboration with local businesses and workshops, fostering the very best of design Made in Germany.

Sleek, clear, and discreet - yet with tremendous attention to detail: thus is the creed of the Munich label BALADA & CO. The lamp maker unites classy, fresh design with timeless aesthetics to earn its place in any residence. The young company was founded in 2015 by Munich native Christian von Petersdorff, who also oversees all design work. In 2016, BALADA & CO. is launching its first lamp collection, consisting of four models. Each one is customizable with personalized colors and innovative materials, such as FENIX NTM® Nanotech Matt Material. The prototypes are currently being transitioned into series production and the preparations are being made for sales kick-off. There is also a comprehensive furniture collection to follow.

For years now, imm cologne has been providing young professionals with a venue to present products. The newly christened Startups segment provides young independent designers and design studios with an occasion to introduce their products to a broad audience and establish contact with manufacturers, journalists, and retailers. „We look forward to the opportunity to present our first collection to an international audience. Taking part in PURE STARTUPS at imm cologne 2016 is the first big public act for BALADA & CO. and represents an incredible prospect,“ says BALADA & CO. Founder Christian von Petersdorff.

**You'll find BALADA & CO. on 18 - 24 January 2016 in Hall 2.2,  
Stand O44 in the Pure Editions segment.**

Further information can be found at [balada.de](http://balada.de)

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