

FITUEYES Presents 'IN BETWEEN' at IFA 2026: Where Technology Recedes and Life Takes Shape

Discover how technology quietly recedes, allowing flexible living and spatial poetry to take shape.

BERLIN, BERLIN, GERMANY, August 14, 2026 /EINPresswire.com/ -- This September, [FITUEYES](#) will return to Berlin for its third consecutive appearance at IFA, taking place from September 4 to 8, 2026. More than an annual product showcase, IFA has become an ongoing conversation with visitors, partners, and design enthusiasts about the evolving relationship between technology and contemporary living.

At Hall 22, Booth 105, FITUEYES invites visitors into an exhibition space guided by one simple idea:

Three Years of Listening, One Evolving Story

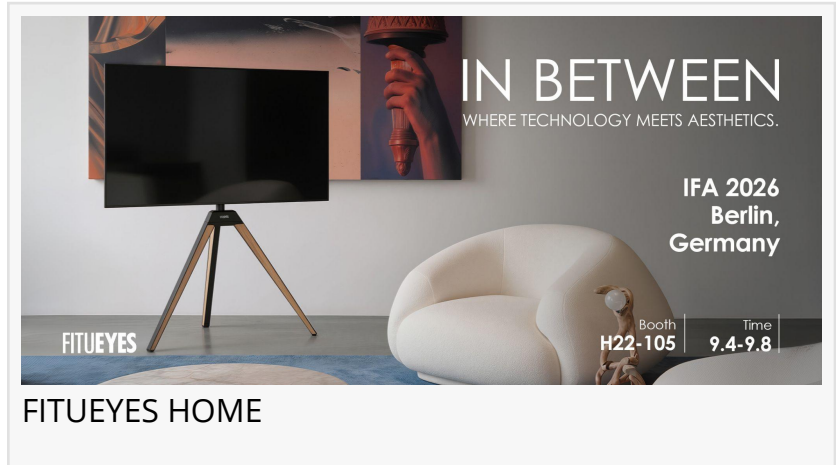
Across its previous appearances in Berlin, FITUEYES' most valuable insights have come from honest conversations on the exhibition floor.

Visitors have shared how [movable TV stands](#) helped open up rigid room layouts. Others have encouraged the brand to rethink how audiovisual equipment can integrate into the home without creating visual heaviness or disrupting the atmosphere of the interior.

These genuine exchanges have reinforced one important idea: furniture is never chosen for function alone. It must respond to the way spaces, routines, and viewing habits continue to evolve. Audiovisual furniture is therefore no longer simply a structure that supports equipment; it is becoming a form of lifestyle infrastructure, connecting technology, architecture, movement, and emotional experience.

Space Becomes the Brand: Designed to Blend In, Made to Stand Out

At IFA 2026, the space itself will become an expression of the [FITUEYES brand language](#). Moving beyond conventional rows of isolated products, the booth will be shaped through proportion, material, rhythm, and negative space. Rather than presenting furniture as separate objects,



FITUEYES will place each design within a complete audiovisual living environment.

The exhibition will feature three distinct scenarios, each exploring a different facet of contemporary life:

The Home Theater: Sculptural metal structures and warm wood finishes bring screens, furniture, and audiovisual equipment into a cohesive interior composition. Technology remains central to the viewing experience without dominating the visual atmosphere of the room.

The Music Corner: Record player stands and audiovisual storage bring clarity and order to listening equipment, creating a quieter environment where sound becomes part of the natural rhythm of everyday life, centered around the slower, more intimate experience of listening.

The Projection Living Space: As one of FITUEYES' key design debuts for 2026, the new projector cabinet integrates projection equipment, storage, and furniture into one refined and restrained system. When in use, an immersive viewing experience unfolds naturally; when closed, the cabinet helps the room retain a clean, calm, and composed appearance. More than a technical enclosure, this design gives projection equipment a natural place within the home, enabling a fluid transition between daily living and entertainment without permanently defining the room around a single function.

Beyond the Room: Entering "The Fourth Space"

FITUEYES refers to this fluid territory as "The Fourth Space"—a flexible layer of living shaped by experience rather than walls. Within this space, audiovisual furniture acts as a bridge between devices and interiors, function and atmosphere, stability and change.

This also marks the next stage of FITUEYES' evolution: moving beyond individual products toward a complete approach in which TV stands, record player stands, projector cabinets, audiovisual storage, and mobile furniture systems work together as part of one unified spatial language.

A Continuing Conversation in Berlin

FITUEYES' third appearance at IFA marks the next stage of an ongoing dialogue. Each return to Berlin offers fresh insight into how people want to live with technology: with greater flexibility, clearer spatial order, quieter cable management, and furniture that adapts without imposing one fixed way of living.

Experience the Space "IN BETWEEN" with FITUEYES

Event: IFA Berlin 2026

Dates: September 4–8, 2026

Location: Messe Berlin, Messedamm 22, 14055 Berlin, Germany

Booth: Hall 22, Booth 105

Visitors unable to attend the exhibition can follow FITUEYES on Instagram, Facebook, and LinkedIn for new product introductions, exhibition highlights, and design stories from Berlin.

About FITUEYES

Founded in 2016, FITUEYES is a premium audiovisual furniture and lifestyle brand exploring the relationship between people, objects, and space.

Inspired by architecture and art, the brand combines structural integrity, spatial flexibility, and a restrained aesthetic language to move audiovisual furniture beyond equipment support and into the visual and emotional experience of the home.

FITUEYES designs TV stands, record player stands, projector cabinets, audiovisual storage, and flexible furniture systems for contemporary living environments.

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