

## ambiente christmasworld

### Digital Academy with new online event series: kick-off on 8 May on *The Future of Hospitality - New ways to inspire guests*

Frankfurt am Main, April 2024. What will the restaurant of the future look like? Do we need more high tech or more high touch? What role will new catering concepts and sustainability play for professional hosts in the future? Industry insiders and design experts Viki Kitzig and Benjamin Calleja will provide answers in the first online event of the new series of events held by Messe Frankfurt's consumer goods fairs. The new bi-monthly series will kick off on 8 May 2024 at 10:00 am.

**ONLINE EVENT**  
**The Future of Hospitality:**  
**New ways to inspire guests**  
8.5.2024, 10.00 to 11.00 a.m. CET

**Benjamin Calleja**  
Founder & Chief Experience Officer,  
Livit Design

**Viki Kitzig**  
COO,  
Kitzig Interior Design GmbH

The new Digital Academy series starts on 8 May. Graphic: Messe Frankfurt

The hospitality of the future is ambivalent - that's how Viki Kitzig sees it. As COO of Kitzig Interior Design GmbH, she and her team realise interior and brand design projects for international clients from the hotel, restaurant and catering industry. Under the title *Ambivalent - From the Magical World to the Reality of Hospitality*, the expert will take participants on a quest for forward-thinking design options for the hotel industry in the business and leisure sector, playing with new and traditional possibilities.

Benjamin Calleja, founder and Chief Experience Officer of Livit Design, will provide insights into a restaurant landscape on the move under the title *Global Trends and*

*Insights into the Future of Hospitality*, from innovative food concepts and sustainability practices to the influence of technology and changing guest preferences. Livit Design is the world's largest studio for restaurant design and guest experience design.

With the Digital Academy, Messe Frankfurt's consumer goods trade fairs offer online events on a joint platform on topics that move the industry. The events can be followed in German and English and provide in-depth industry knowledge, food for thought and hands-on advice from experts. Registration is free of charge under <https://consumergoods.digital.messefrankfurt.com/>.

**Note for journalists:**

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