

news +++ Ambiente
26 to 30 January 2024

ambiente

Ambiente exhibitors offer solutions for the international contract business

Frankfurt am Main, January 2024. Ambiente will once again be the global meeting place for contract business from 26 to 30 January 2024. From hospitality to office, trade buyers can look forward to many renowned specialised exhibitors - these are marked with the Special Interest Contract Business. The contract business guide on display at the exhibition centre as well as the online exhibitor search provide additional orientation and point the way to suitable business partners.



Perfect orientation: The special interest contract business highlights suppliers specialising in contract business - both at the trade fair booth and in the online exhibitor search. Supply and demand are thus brought together in a targeted manner. Photo: Messe Frankfurt/Jean-Luc Valentin.

Offices become co-working spaces, hotels become a second home: at Ambiente, contract outfitters will find a wide range of solutions for new requirements, smart furnishing concepts and high-quality design for public spaces via the special interest contract business. From customising and the individualisation of series products to high quality for large order quantities: Specialised exhibitors present their answers to the growing demand.

Special contract and hospitality highlights will be presented by the exhibitors in the Interiors & Decoration (Hall 3.0) and Interior Design (Hall 3.1) segments of Living, as well as in the Office Design & Solutions (Hall 3.1) segment of Working. In the attractive interior design environment, visitors will have the opportunity to discover the synergies between Living and Working. The fusion of home and office can be experienced here. Hey-Sign, Qeeboo Milano and XLBoom will be among the exhibitors. They will be presenting their innovations, which upgrade offices, corporate offices, co-working spaces, restaurants and hotels and give them their own distinctive touch.

Qeeboo Milano S.r.l. (Hall 3.1 D36) stands out with particularly eye-catching interior design home accessories and lighting. With a touch of pop, the creations are intended to emphasise the style of each individual, bring originality to the surroundings and provide surprises, according to the manufacturer. Designer Stefano Giovannoni, for example, has created a coat stand that is reminiscent of the columnar saguaro plant from the Sonoran Desert. Available in various colours, it is made from recyclable polyethylene and has a powder-coated metal base. The colourful Qeeboo Rabbitt chair also attracts attention in public spaces, both indoors and outdoors.



Designed by Stefano Giovannoni for Qeeboo Milano: The column-shaped Saguaro plant transforms into a 195 cm high clothes rack and the colourful Qeeboo Rabbitt chair brings more joy and lightness to public spaces. Photo: Qeeboo Milano

The Antwerp-based company **XLBoom (Hall 3.1 D92)** also offers high-quality designs. For founders Ann De Cock and Geert-Jan Van Cauwelaert, a passion for craftsmanship takes centre stage. Their product range includes stylish bar sets and accessories, wine and champagne coolers for the hospitality and HoReCa sector.



XLBoom primarily presents high-quality bar sets and accessories, wine and champagne coolers for the hospitality and HoReCa sector. Photo: XLBoom

Hey-Sign (Hall 3.1 D02) will be presenting room dividers, ceiling objects and seating furniture for the contract business at the upcoming Ambiente in the new Office Design & Solutions segment introduced in 2023 - with a special focus on the innovative "Welle" series. The series consists of room dividers, wall and ceiling elements and is characterised by its flexibility and adaptability. The use of natural wool felt not only contributes to the aesthetics, but also offers acoustic benefits.



Acoustic elements made of wool felt from Hey-Sign make working more pleasant and also create attractive visual accents. Photo: Hey-Sign

"With the new trade fair concept, in which working environments and the contract business are also integrated, we see Ambiente as an excellent opportunity to provide customers and partners who are present in both the home & lifestyle sector and the commercial contract furnishing sector with comprehensive information about our entire range. We are looking forward to presenting our latest innovations in person at the trade fair and having exciting conversations about the wide range of possible applications for our products," says Katharina Günther, Managing Director of Hey-Sign.

In addition to Hey-Sign, exhibitors at Office Design Solutions include Country Living, Koenig + Neurath and Vario Büroeinrichtung as well as new companies such as Bungarten, Cornilleau SAS, Evavaara Design, Kühnle'waiko Büromöbel, Mute-Labs, Mauser Einrichtungssysteme, Wd3 and Woodtec. "This doubles the range compared to last year and makes it even more interesting for contract suppliers from all over the world," emphasises Yvonne Engelmann, Director Ambiente Living, Giving and Working. Visitors can look forward to sustainable office furniture, flexible furnishing concepts, high-quality designs and new concepts for interiors, home offices and (co-)working spaces, meetings and conferences. In the Future of Work special area, trade buyers will also experience a curated selection of modern workspaces that meet the need for more flexibility and mobility - curated by the architectural firm MTTR Architekten + Stadtplaner from Berlin. "Future of Work is not about individual product innovations, but rather about curated individual solutions that together inspire new concepts and form a unique overall world. In

this way, we specifically promote new collaborations and partnerships and encourage networking," adds Engelmann.

Special Interests bring supply and demand together

In addition to contract business, the HoReCa/Hospitality special interest at Ambiente identifies specialised suppliers of innovative catering and hotel concepts. At Christmasworld, which takes place at the same time, the special interest concept decorations highlights professional suppliers of large-scale, outdoor and shop window decorations - for example for shopping centres, city centres, hotels or retail outlets.

Ambiente will continue to take place at the same time as Christmasworld and Creativeworld at the Frankfurt exhibition centre:

Ambiente/Christmasworld:	26 to 30 January 2024
Creativeworld:	27 to 30 January 2024

Note for journalists:

Discover inspirations, trends, styles and personalities on www.ambiente-blog.com/ and further expert knowledge on Conzoom Solutions.

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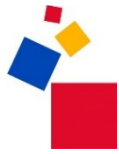
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