

Scouting for outstanding design

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At the forthcoming Ambiente you will have an opportunity to join design experts Hansjerg Maier-Aichen and Mark Braun on a short trip into the world of innovative contemporary design. As well as focusing on the latest trends, their Designer Tours will also highlight critical issues which are currently under discussion among designers.

Which materials will be popular? What are the criteria for a successful design? And how important is sustainability in the development of new products? These and other questions will be addressed by the two university professors Hansjerg Maier-Aichen and Mark Braun as part of their Designer Tours around Ambiente. On 9 and 10 February participants will be taken to selected exhibitors in the areas of Dining, Living and Giving. Representatives of the various companies will be answering questions posed by the design experts and tour participants as well as providing insights into ongoing projects.



Design expert Hansjerg Maier-Aichen talking to exhibitors at Ambiente

Mark Braun, designer and lecturer in product and industrial design at the Saar College of Fine Arts in Saarbrücken, will be leading the guided tour around the Dining halls. The central issue will be identity in design and the factors that drive it. Braun will explore the distinctive features of sociocultural identity in the global market. His tour will include exhibitors whose identity stands out among the crowd, as well as those who make innovative use of original materials or rediscover ancient craftsmanship techniques. One port of call will be the Starry Night Café, created for Ambiente by the Indian designer Sandeep Sangaru. Working with both

Messe Frankfurt Exhibition GmbH
 Ludwig-Erhard-Anlage 1
 60327 Frankfurt am Main
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artisans and women from north-east India, Sangaru turns bamboo into a viable material for everyday use.

Hansjerg Maier-Aichen, a lecturer in product design, will be taking participants around the Living and Giving areas of Ambiente – tours which, at his own request, he is taking for the last time this year. His interest will focus in particular on examples of outstanding design with regard to environmental criteria, sustainability and quality. Maier-Aichen will also draw attention to factors contributing to the authenticity and innovative character of the products and will discuss whether excellent product design is enough to gain a competitive edge. He will take a critical look at the oversupply of broadly similar products and the resulting neglect of long-term product planning.

As well as visiting several hand-picked Living and Giving exhibitors and *Talents* in Hall 8.0, the tour will also include the partner country presentation curated by Ayush Kasliwal.

The tours are aimed at media representatives and will be given on the Saturday and Sunday of Ambiente. All six tours will be held in English and will take about 90 minutes. Participants are requested to meet at the Press Centre reception desk in the Torhaus building, level 4.

Designer Tours:

Saturday, 9 February 2019

11:00 – 12:30 hrs (Hansjerg Maier-Aichen → Living & Giving)

11:30 – 13:00 hrs (Mark Braun → Dining)

Sunday, 10 February 2019

11:00 – 12:30 hrs (Mark Braun → Dining)

11:30 – 13:00 hrs (Hansjerg Maier-Aichen → Living & Giving)

14:30 – 16:00 hrs (Mark Braun → Dining)

15:00 – 16:30 hrs (Hansjerg Maier-Aichen → Living & Giving)

Information for journalists:

Discover inspirational ideas, trends, styles and personalities in the [Ambiente Blog](#).

Press information and photographic material:

www.ambiente.messefrankfurt.com/journalisten

On social media:

www.facebook.com/ambientefair | www.twitter.com/ambiente

www.instagram.com/ambientefair | www.ambiente-blog.com

Hashtag: #ambiente19

Ambiente – a leading international trade fair

Ambiente is the leading international trade fair and the world's number one in products associated with dining, cooking, household items, furnishings and ornaments, interior design, gifts, jewellery and fashion accessories. It is "The Show" for the entire industry. The breadth and

Ambiente
International Frankfurt Trade Fair
Frankfurt am Main, 8 to 12 February 2019

width of Ambiente make its unrivalled product range unique throughout the world. Ambiente 2018 featured 4,376 exhibitors and attracted 133,582 trade visitors from 168 countries, presenting classic and innovative products over five days. This most important global consumer goods exhibition offers a wide range of events, programmes for newcomers, trend presentations and award ceremonies, all at the same time.

Background information about Messe Frankfurt

Messe Frankfurt is the world's biggest trade fair, convention and event organiser with its own premises. It employs a workforce of 2,500* at 30 sites and generates an annual revenue of around EUR 715* million. Thanks to far-reaching ties with the relevant sectors and an international sales network, the Group provides effective support for its customers and their business interests. By offering a wide range of services, both on site and online, Messe Frankfurt gives its global customers a consistently high level of flexible support in planning, organising and running their events. This wide range of services includes renting exhibition premises, trade fair construction and marketing, human resources and food services. The Group has its head office in Frankfurt am Main and is owned partly by the City of Frankfurt (60%) and partly by the State of Hesse (40%).

Further details from: www.messefrankfurt.de

* Provisional key figures for 2018