

Press Release

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## Discovering future trends – Trendwatchers are turning into Future Thinkers

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**This is the eighth time that students from the Fontys University of Applied Science in the Netherlands are in Frankfurt, presenting the latest trends and styles at Ambiente. Running under a new name, Future Thinkers, but following the same proven concept, they are set to provide glimpses of prevailing trends of the coming season.**

The trend researchers from the Dutch university have been a firm fixture of the Ambiente programme since 2012. This year, however, will be the first time that the students are coming to the trade fair under the name of Future Thinkers. As they now feature more prominently at several trade fairs and events, the trend researchers have decided to adopt a new name to cover all their projects.

Eight students will be giving guided tours of Halls 4.0 and 8.0 this year, providing insights into their research results. They will also be presenting their Trend Book 2019 in Frankfurt, in which they outline the megatrends of today's society and how those trends will show themselves in specific products during the coming season. "It's a great opportunity for our Fontys students to gather more experience of life in the business world. At Ambiente they can hone their communication skills about the latest trends as well as learning how to make a name for themselves as trend researchers. Our Future Thinkers will be given insights into what may be their future working environment," comments Vera Bouwhuis, the organiser of Future Thinkers 2019 at Fontys University.



Future Thinkers presenting the latest trends at Ambiente

Messe Frankfurt Exhibition GmbH  
Ludwig-Erhard-Anlage 1  
60327 Frankfurt am Main  
Germany

The Trend Tours will be held from the Saturday to the Tuesday of the trade fair, at 12:30 hrs and 16:00 hrs in Hall 4.0 and at 14:00 hrs and 16:00 hrs in Hall 8.0. Additional tours may be conducted by the students upon request. Large groups are welcome to register in advance, by email: [futurethinkersils@gmail.com](mailto:futurethinkersils@gmail.com). At their stands, in the foyer of Hall 4.0 and at Galleria 0, the Future Thinkers will also be presenting the trends they have researched.

Fontys University of Applied Sciences has around 40,000 students and is one of the biggest institutes of higher education in the Netherlands. It is one of just a few universities in the world where students can take a Trendwatching module as part of a course in International Lifestyle Studies.

Ambiente 2019 will be held from 8 to 12 February 2019.

**Information for journalists:**

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

**Press information and photographic material:**

[www.ambiente.messefrankfurt.com/journalisten](http://www.ambiente.messefrankfurt.com/journalisten)

**On social media:**

[www.facebook.com/ambientefair](http://www.facebook.com/ambientefair) | [www.twitter.com/ambiente](http://www.twitter.com/ambiente)  
[www.pinterest.com/ambientefair](http://www.pinterest.com/ambientefair) | [www.instagram.com/ambientefair](http://www.instagram.com/ambientefair)  
[www.ambiente-blog.com](http://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 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

Ambiente  
International Frankfurt Trade Fair  
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(60%) and partly by the State of Hesse (40%).

Further details from: [www.messefrankfurt.de](http://www.messefrankfurt.de)

\* Provisional key figures for 2018