

Incredible India: The Voice India coach Kanika Kapoor visits Ambiente as a star guest

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What could be a better place for discovering the latest trends than the biggest consumer goods event in the world? Kanika Kapoor, singer, Bollywood star and member of the Voice India jury, gained a personal picture of the width and depth of products on offer at the world's leading consumer goods trade fair in Frankfurt.

Kapoor was particularly interested in handmade pouffes and cushions from the Indian company The Rug Republic, with their exciting colours and patterns. A perfect match for any style. At the stand of the Indian company Manglam Arts, the Bollywood star discovered products with an exclusive design language that has succeeded in preserving Indian craftsmanship in its purest form. But Kapoor was equally enthusiastic about the innovative and classic products made by the two manufacturers Guaxs and Scholtissek. "It was an incredible experience here at Ambiente. It's almost like coming back home away from home when all these beautiful artists and the whole Indian culture coming together in a different country. At the fair everything is beautifully put together. I was most happy to see real arts and crafts here. This is what we as Indians want to represent to the world. I am very proud to showcase our country at Ambiente", said Kapoor.



Kanika Kapoor visiting the partner country presentation (fltr: Raj Manek, Executive Director and Board Member Messe Frankfurt Asia Holding, Detlef Braun Member of the Executive Board of Messe Frankfurt, Kanika Kapoor, Ayush Kasliwal)

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Another element which greatly impressed her was the presentation of India as the partner country. Running under the heading *Hand Make*, the designer Ayush Kasliwal is demonstrating the importance of traditional craftsmanship for India today as well as its contribution to the wider world. Kapoor was also thrilled by the special exhibition called *Stepwell* in the foyer of Hall 9.0. The show, which is curated by Sunil Sethi and set in an interactive environment, focuses on India's typical products and production methods. It is essentially based on the idea of a northern Indian "stepwell" with its impressively sustainable, centuries-old technology and simple design.

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

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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 (60%) and partly by the State of Hesse (40%).

Further details from: www.messefrankfurt.de

* Provisional key figures for 2018

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