

Press Release

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## Cubes, cones and precious objects: What we can expect from newcomers at Ambiente 2019

Markus Hieke  
Tel. +49 69 75 756643  
markus.hieke@messefrankfurt.com  
www.messefrankfurt.com  
www.ambiente.messefrankfurt.com

**When hunting for innovative consumer goods, manufacturers and retailers have an important fixture right at the beginning of the trade fair year. Ambiente is both a meeting place and a stage for protagonists in Dining, Living and Giving. Ambiente's persuasive concept means that, as in previous years, it will be a major platform for high-quality exhibitors, including numerous newcomers.**

With a complementary programme featuring contributions from this year's partner country, specialist talks and special presentations such as the Point of Experience, the world's leading trade fair explores today's major topics: sustainability, artisan crafts and innovative solutions for the future of the retail trade. Just as the retail trade is experiencing a transformation right now, Ambiente is responding to a new style of consumer behaviour, bringing together, for instance, its classic core business such as interior design ideas and accessories with additional business from the areas of authentic, designer-made and handcrafted jewellery in Hall 8.0.

Both visitors and manufacturers find Ambiente's attractiveness highly persuasive – a trade fair that provides carefully selected highlights today, giving a face to tomorrow's world of consumer goods. As usual, Ambiente 2019 will be welcoming a large number of new exhibitors again. Here's a quick glimpse:



Timeless, classic, yet always new: *Kubus Flowerpot* and *Kubus Vase Nolia* from by Lassen

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

### Living

Visitors to the Living area of Ambiente can look forward to an

unmistakeable newcomer, by Lassen (Hall 8.0, Stand D45). Mogens (1901-1987) and Flemming Lassen (1902-1984) weren't just brothers, but also fellow architects who both liked Bauhaus principles. As well as displaying the best of their collection, the company will also be showcasing its two new plant pots, *Kubus Flowerpot* and *Kubus Vase Nolia*. Both items are based on the same characteristic design as all their products, with a touch of modernist architecture: a cubic shape with distinctive contours. With these products, the Danish company is celebrating the beginning of spring and the move from indoors to outdoors. "Mogens loved his garden," explains Søren Lassen, grandchild of the founder and himself the designer of the pots. "For him it was important to create products that could be used both inside and outside."

Louise Varre, businesswoman and founder of Eldvarm (Hall 8.0, Stand D76) has long known that the magic of an open fire begins well before a match touches the kindling. Her Swedish label specialises in high-quality fireplace accessories. They are manufactured by handpicked European companies, and they look good not only by the light of the fire, but also in daylight. Eldvarm are displaying their *Emma* collection in Frankfurt, a series of baskets to hold firewood and wind lights. There's also a companion set with a shovel, brush, log tongs and a poker. The eggshell white edition is new and has brass-coloured details as well as appliqués made from light tanned leather.



New at Ambiente: Tom Dixon, here with the *SWIRL* candleholder from his SS 19 collection

## Dining

Marbled cubes, chequered cones and miniature stairs with bright swirls of colour: The designer Tom Dixon (Hall 4.0, B14) starts the year in rather an eccentric manner. Based in London, his label of the same name is presenting *Swirl* at Ambiente – a range of tabletop products that are by no means unambiguous in their intended use. Whether it's a bookend, vase or candelabra, these geometric shapes are attention getters and give the impression of being randomly thrown together and stacked up. In reality, however, the textures of the items give an indication of the underlying material: finely ground waste from marble production and synthetic resin mixed with liquid pigments.

The lifestyle label Joop! Living (Hall 4.1, C81) adds a touch of fashion to the dining table at Ambiente. It features a dinner service, glasses and a

range of cutlery, all created by the company's own team of designers. The manufacturers describe their series as subtle, yet confident – an impression created by the quality inherent in fine bone china, embellished glass and matt chrome. Each item in the dinner service is discreetly marked with an unmistakable Joop! cornflower. In addition, this Ambiente début of the German label is further enhanced by tabletop textiles such as napkins and table runners, as well as evocative candelabras and wind lights.

### **Giving**

Marna (Hall 11.0, A40), a traditional Japanese company founded in 1872, has chosen the slogan: "To bring a smile to your life, to our community, to the world is our greatest passion." Originally this company produced hand-made household brushes of all kinds, but it now specialises in witty, colourful utensils for the kitchen, bathroom and other parts of the home. One highlight at its stand will be the Red Dot Award winner *Shupatto* – a shopping bag that unfolds like an accordion. To stow it away, you simply pull the sides and then roll it up into an amazingly compact object.



Floral showpieces: Ras from Spain creates beautiful precious objects for everyday use

The Spanish company Ras (Hall 11.0, D62) can look back to a long tradition of creating specially crafted designer jewellery. Founded in 1947, this team of designers and jewellery makers focuses on the cosmopolitan woman. To use Ras's own words, "Our collections are mainly based on the nature and the architecture, each piece is created under the premise of the brand and with a romantic and very charismatic air that does not go unnoticed." Each delicate product is made from brass with a silver or gold finish to give an elegant look.

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:**

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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](http://www.messefrankfurt.de)

\* Provisional key figures for 2018