

Handmade is India's strength

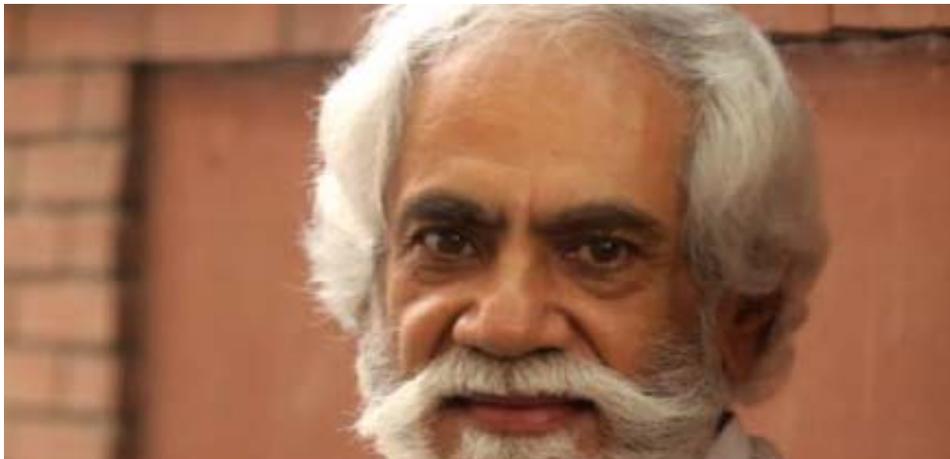
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The Ambiente 2019 partner country will captivate visitors with its countless facets, traditions, creative visions and talents, as well as with fascinating presentations. Running under the heading “The Future is Handmade”, India’s contribution will put a fourfold focus on handmade textiles, design and craftsmanship.

Attention will be focused, in particular, on the eighth partner country at Ambiente 2019 – a country which combines incomparable diversity with a tradition of craftsmanship. The designer Ayush Kasliwal will be giving a special presentation under the heading *Hand Make* at Galleria 1, demonstrating the importance of craftsmanship for India today and what it can offer the world. The two-part presentation will be in discreet colours, and the products will be beautifully highlighted in the style of a design gallery. Meanwhile his designer colleague Sandeep Sangaru will be inviting visitors to a picnic under a canopy of stars in Hall 4.1. Sandeep Sangaru, an interdisciplinary designer, educator and entrepreneur, has designed the Starry Night Café in this hall specially for Ambiente. Working with artisans and women from north-east India, he turns bamboo into a viable material for everyday use.

Stepwell and Kārwan

Sunil Sethi, CEO of the Sunil Sethi Design Alliance and President of the Fashion Design Council of India, is the curator of the two special presentations *Stepwell* and *Kārwan*.



Sunil Sethi, curator of the two special presentations *Stepwell* and *Kārwan* at Ambiente

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old sustainable technology and simple design, reflecting the country's traditional craftsmanship. This is the basic concept of the presentation in the foyer of Hall 9.0, showing India's typical products and production methods in an interactive environment. The foyer of Hall 10.1 will feature the special presentation *Kārwan* with its mix of contemporary and historic objects. They will be showcased in a light and airy atmosphere, reminiscent of the first global traders who travelled around the world, transporting their merchandise in caravans of camels and presenting them in market tents. The presentation will be a trip back in time, illustrating India's own special aesthetics. "The four special presentations will put the focus on the technical skills and craftsmanship of India, this year's partner country. The designers combine living traditions with innovative modernity and artisan mass production of the highest standard," says Nicolette Naumann, Vice President of Ambiente.



In his work Roshad Shroff combines the DNA of his native India with a contemporary design language.

Indian inspiration for *Talents*

Location and origin are also major elements for some of the Talents. Indian artists represented include Roshad Shroff, who will be in the *Talents* area right next to Pravinshi Solanki and Solid Bench, the two winners of the ILA Interior Lifestyle Awards, and also Viti Mittal, the winner of the Elle Decor Awards for Young Talents. As well as running the *Talents* area, the partner country presentation and the Starry Night Café in Hall 4.1, Ambiente will continue its tradition of holding a special themed day on the Monday of the trade fair. This day will conclude in style, with a reception geared towards the partner country.

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

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

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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