

Ambiente Trends 2019

Anja Körner
 Tel. +49 69 75 75-66 43
anja.koerner@messefrankfurt.com
www.messefrankfurt.com
www.ambiente.messefrankfurt.com

What will be new, and what will stay the same? The international consumer goods fair Ambiente will be showing the new styles for the coming year from 8 to 12 February 2019. Exquisitely presented trend worlds, expert guided tours and a digital brochure will provide retailers and industry with comprehensive insight into future trends.

The design studio Stilbüro bora.herke.palmisano has researched the styles that will reflect the feel of the times for 2019, and will be showcasing those styles for Ambiente. To forecast such trends, they've been sifting through global developments in design, art and architecture, and also fashion and lifestyle. "Every trend is based on a social development. It's an attitude to life which expresses itself in new, rediscovered and modified shapes, patterns and also functions. It takes the form of valuable stimuli for buyers, though also for manufacturers, who can specifically prepare for the year ahead at Ambiente," says Nicolette Naumann, Vice President of Ambiente. For 2019 the design studio has selected three thematic trends: *Tasteful Residence*, *Quiet Surroundings* and *Joy-Filled Ambience*. These trend worlds will be highlighted through the presentation of products from Ambiente exhibitors.



Conducting global research for Ambiente: Annetta Palmisano, Claudia Herke and Cem Bora.

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

The trade fair will also feature some exclusive guided tours and talks by the design studio, offering in-depth glimpses into Ambiente trends. At 11:30 and 14:30 hrs each day, on the Ambiente Academy stage in Hall 9.1, Annetta Palmisano will be demonstrating the dominant styles of

tomorrow, using a large number of examples. Following the talk, she and Claudia Herke will be giving a guided tour of the trends showcased at Galleria 1.

In addition, the Ambiente trends will also feature on a dedicated website, where the results of the trend investigation will be illustrated by examples of products, materials and specific colour ranges:

www.ambiente-trends.com.

Three trend worlds for 2019

***Tasteful Residence* – timeless elegance**

A trend which stands for perfect craftsmanship and which creates a comfortable yet sophisticated atmosphere using specially chosen showpieces and unique items. The preferred materials will be hardwood, leather and Bouclé, in addition to velvet, velours and porcelain. Other special highlights will be coloured glass and polished surfaces.



***Quiet Surroundings* – a place to withdraw to**

Plain products that are close to nature, soft colours and respect for the original material create a natural environment that is ideal for anyone longing for a stress-free daily life that is full of peace and tranquillity. Natural materials such as wool, silk, hemp, wood, stone, clay and ceramics are combined. There is joy in experimenting and in applying traditional craft techniques. Recycling often plays a role.

***Joy-Filled Ambience* – styling as a form of self-expression**

A happy, colourful trend world with bold combinations of colours and the charm of randomness: Diverse materials, an eccentric mix of patterns. This refreshingly unexpected style is dominated by botanical themes, geometric and oversized décor and vintage prints, to name but a few.

Further details and trend collages of all three style worlds can be found at ambiente.messefrankfurt.com/trends2019-press

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

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

→ <http://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 goods, furnishings and ornaments, design concepts for the home, 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 around 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 2,400 at 30 sites and generates an annual revenue of around EUR 669 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:
www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de