

Press Release

June 2019

Design talents, this way please!

Anil Öt
Tel. +49 69 75 756643
anil.oet@messefrankfurt.com
www.messefrankfurt.com
www.ambiente.messefrankfurt.com

Attention, all interior design talents! Until 22 October 2019, up-and-coming designers can apply to showcase their innovative products and designs at the world's biggest trade fair for consumer goods.

Fresh smart design ideas need to be in a place where they're visible. Ambiente's promotional programme Talents gives interior design talents the opportunity to show their work to decision-makers and talent scouts from across the international consumer goods and design world. Ambiente will be held from 7 to 11 February 2020. Until 22 October 2019, young designers can use their surprising, daring and sometimes unconventional ideas to apply for free exhibition space at Ambiente.



Diversity in action: German and international talents at Ambiente 2019.

“Diversity is strongly emphasized in the course of the selection process. From unusual craft techniques from distant countries to unique mixes of materials or striking contrasts – the diversity of the participants is the main element that makes these multifaceted sections an international platform for discussing innovative contemporary design, while also providing opportunities for networking and feedback,” comments Nicolette Naumann, Vice President of Ambiente. The selected German and international exhibitors will also have the chance to gain new target groups and distribution channels through direct contact with trade visitors and exhibitors. The Ambiente team looks forward to receiving applications with informative product details and photographs by 22

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

October 2019: talents.ambiente@messefrankfurt.com

Further information about the application and the terms and conditions of participation can be found at:

<https://ambiente.messefrankfurt.com/frankfurt/en/planning-preparation/promotion-areal.html>

The next Ambiente will be held from 7 to 11 February 2020.

Information for journalists:

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

Press information and photographic material:

www.ambiente.messefrankfurt.com/journalists

On social media:

www.facebook.com/ambientefair | www.twitter.com/ambiente
www.instagram.com/ambientefair | www.ambiente-blog.com

Hashtag: #ambiente20

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 its unrivalled product range make Ambiente unique throughout the world. Ambiente 2019 featured 4,460 exhibitors from 92 countries, attracted 136,081 trade visitors from 167 countries and presented classic and innovative products over a period of five days. Moreover, this most important global consumer goods exhibition offers a wide range of industry events, programmes for newcomers, trend presentations and award ceremonies.

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, 7 to 11 February 2020