

Press Release

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Contract business at Ambiente – interview with Yvonne Engelmann

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Contract business has been gaining considerably in importance for quite a few years now. This makes Ambiente a vital hotspot for professional buyers in the Living and Giving segments. It will be held from 7 to 11 February 2020, offering architects, contract suppliers and planners a place for inspiration, trends and innovative solutions.

Interview partner Yvonne Engelmann, head of Living and Giving



Yvonne Engelmann, head of Living and Giving

1. Buyers will find plenty of inspiration in the contract business range and, more importantly, they will find suitable partners for their specific projects at the trade fair itself. Ms. Engelmann, what exactly will professional buyers find at Ambiente?

Yvonne Engelmann:

Contract business has always been an important part of Ambiente. We've been highlighting contract business for Ambiente buyers since 2012, targeting, in particular, designers, furnishers and contract suppliers. While the retail trade in Europe and the United States is rather stagnant at the moment, segments such as hotel furnishings and food services are heading for global growth. The biggest revenue drivers are therefore tourism, business trips and developments in the property market. The share of international travelling, for example, has doubled throughout the world since 2010. As a hotspot for contract business, Ambiente has seen a recent increase not only in hotel, restaurant and catering (HoReCa) suppliers over the last few years, but also in

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exhibitors focusing on international contract business. It provides buyers with a unique opportunity to order front-of-house products both from the HoReCa collections of Dining exhibitors as well as from the lifestyle collections of Living and Giving exhibitors – over 700 in all. Ambiente has suitable ranges of furnishing and high-quality design products for professionals and decision-makers from the hotel and catering industry as well as for professional buyers, furnishers, designers and interior designers of hotels, restaurants, clubs and co-working spaces.

2. Can you give any examples of what such specially tailored solutions can look like?

Yvonne Engelmann:

Exhibitors such as Normann Copenhagen, Serax and Scholtissek offer visitors exciting opportunities to present their contract business products in a new and innovative way.



Working with the design studio MBADV, Normann Copenhagen curated a special experience for visitors at the Copenhagen International Documentary Festival.

Together with CPH:DOX, for example, he designed the platform for the 16th Documentary Film Festival in Copenhagen. The festival was based in Kunsthal Charlottenborg, a magnificent baroque palace, where it was transformed into a dynamic international venue for meet'n'greet, conversations, parties, concerts, industry events and film showings. The visual universe of the 2019 festival was developed as a collaborative venture between Normann Copenhagen, on the one hand, and Maria Bruun and Anne Dorthe Vester from design studio MBADV, on the other. Together, they curated the entire visitor experience from the first step into the building to the many high-ceilinged halls, including a sofa cinema, a VR room and a vibrant lounge.

Ambiente
International Frankfurt Trade Fair
Frankfurt am Main, 07 to 11 February 2020



Serax: The outdoor collection for Hotel August in Antwerp

Vincent Van Duysen's vision, which is the result of his unbridled inquisitiveness, always leads to an inclusive atmosphere in which he seamlessly combines architecture, interior design and designer items. He remained faithful to this vision even when he was commissioned by Serax to transform the cloisters of the former military hospital in Antwerp into a hotel – Hotel August Antwerpen. For the terrace he designed an outdoor collection, comprising a series of minimalist chairs which effortlessly combine the history of the building with a modern interpretation. The collection is made of aluminium with either black or greyish-green powder coating, so that it is equally suitable for indoor and outdoor use. The upright chairs, the lounge chair and the table are an expression of the simplicity of the monastic life which inspired them.



Scholtissek: In contract business, individuality is very much in demand for cupboards and wardrobes in

Scholtissek specialises in designer furniture with artisan quality, creating a special and indeed unusual atmosphere with a touch of luxury. One of its latest items is a small box-like piece of furniture, which is also extremely versatile. As a large amount of individualism is now in demand in the contract business, cupboards and wardrobes like these are extremely popular in offices, restaurants and the hotel industry. Their interiors can be customised to suit the intended purpose. As well as a standard interior – i.e. either two wooden or four glass surfaces – there are also two different interior divisions for bars and one for an office. Fronts and outsides are available in wood, glass, ceramics, natural stone

Ambiente
International Frankfurt Trade Fair
Frankfurt am Main, 07 to 11 February 2020

or leather, giving each customer the freedom of designing them so that they ideally match the entire interior design of the room.

3. How international are the contract business providers?

Yvonne Engelmann:

Contract business buyers will find an attractive spectrum of international brands in Frankfurt, as around 60 per cent of contract business exhibitors at Ambiente are international. The forthcoming Ambiente will feature numerous prestigious companies, presenting a wide range of premium products and ideas for the interior design of commercial premises, including suitable accessories. They will include Giobagnara, Normann Copenhagen and Dôme Deco.

4. The Contract & HoReCa Guide and the Ambiente Navigator app will help visitors quickly find their way around Ambiente, so they can't miss the exhibitors they need. Where can you find the guide and the app?

Yvonne Engelmann:

The Contract and HoReCa Guide will, as in previous years, be offered to buyers and decision-makers from the hospitality and contract business, enabling them to find their bearings. The stand of each exhibitor is clearly marked with a special sign indicating that they demonstrably have the required expertise and experience in furnishing commercial properties. The guide will be available free of charge throughout the exhibition grounds for the duration of Ambiente. There is also a free app, the Ambiente Navigator, for smartphones and tablets. It's the perfect digital exhibition guide and can be downloaded from the App Store and Google Play Store a few weeks before the trade fair. It has a wide range of practical features, and the exhibition grounds have free Wi-Fi, so that visitors can easily use all online services on site. It's well worth downloading to your phone.

5. The purpose of the HoReCa hall (Hall 6.0) is to complement the existing product range of the trade fair from 2020 onwards. The idea is to add an even clearer focus to the trade fair by appealing specifically to the growing number of visitors interested in HoReCa. So will there be a connection between the two areas, HoReCa and Contract Business?

Yvonne Engelmann:

Ambiente visitors will have the unique opportunity to experience a combination of HoReCa and Living topics. It's important for our buyers to order products not only in a purely functional HoReCa environment, but also in the environment of a lifestyle trade fair such as Ambiente. There is considerable demand in the market, and it's growing. Each day a guided tour will be offered by the hospitality expert Pierre Nierhaus, who is well known for his international trend exhibitions. The trend tours, called HoReCa Meets Contract, will be free of charge, and are open to everyone, daily from 14:00 to 15:30 hrs. Participants are requested to register at the reception desk of the HoReCa Academy at Stand D40 in Hall 6.0. On his tours Pierre Nierhaus will be highlighting the new

furnishing trends and concepts of selected front-of-house exhibitors in both Dining (Hall 6.0) and Living. He will show how professional buyers can find their entire contract supplies at Ambiente, not just for tableware, but also furniture, home accessories, lighting and textiles. This is what makes Ambiente such an important event and indeed the leading platform for front-of-house supplies.

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/journalisten

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.

Conzoom Solutions – The platform for retailers

Conzoom Solutions is a knowledge platform that offers the consumer goods industry a wide range of studies, trend presentations, workshops and guidelines for the point of sale. It provides a complete overview of Messe Frankfurt's international portfolio in the consumer goods sector – bundling a wide range of information for retailers.

www.conzoom.solutions

Nextrade – the digital marketplace

The new digital ordering and data management system for suppliers and retailers in the consumer goods industry extends the trade fair and allows orders to be placed at any time of day or night, 365 days a year.

www.nextrade.market

Background information about Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500 employees at 30 locations, the company generates annual sales of around €718 million. We have close ties with our industry sectors, and serve

Ambiente
International Frankfurt Trade Fair
Frankfurt am Main, 07 to 11 February 2020

our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both on-site and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).
Further details from: www.messefrankfurt.de