

Press Release

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Designer Tours 2020: Ineke Hans and Mark Braun give guided tours of Ambiente

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

How do innovative functionality, unusual materials and inspiring stories lead to outstanding products? These are the questions that will be answered by the two specialists Ineke Hans and Mark Braun on their Designer Tours on 8 and 9 February at the forthcoming Ambiente. This year's newcomer is the Dutch designer Ineke Hans. Her personal motto: Design is incomplete unless the resulting objects communicate something.

What can we expect to see in design these days? What fuels the creative imagination of a designer? And how can a love of detail and aesthetics be combined with the functionality and purpose of a product? Two expert designers, Ineke Hans and Mark Braun, will be bringing together media representatives and outstanding exhibitors at Ambiente 2020, providing insights into the latest developments and inspirational new ideas in the industry. The tours will visit selected stands where representatives of the exhibiting companies will be pleased to share about their products. Ineke Hans's tours, which are new this year, will focus on the Dining segment. The renowned designer heads up Studio Inekehans in the Dutch city of Arnhem, and she has recently opened a second studio in Berlin. She has received several Red Dot Design Awards as well as a Design Plus Award, and she teaches as a guest lecturer at the Institute of Product and Process Design at the Berlin University of the Arts.



Ineke Hans in an interview for the Ambiente Blog

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

Design that impacts our lives

[In an interview with the official Ambiente Blog](#), Ineke Hans emphasised that trends are not just the outcome of major emotional engagement, but

they also result from current developments in society. If, for instance, urbanisation is leading to ever smaller homes, then this results in a totally new understanding of storage space. For the 52-year-old Dutch designer it is part of the design process to think about such questions and to develop a feeling for the way we will live and work in the future. This may mean designing a dining table that doubles up as a desk. Inspiration from everyday life, says Hans, isn't always aesthetically pleasing: "When we're on our own eating in front of the TV, our posture isn't always very graceful – and that's human. But this is the sort of situation where we need suitable products." Hans talks about social components as requirements on a product. Design needs to communicate something. It must show that it fulfils a specific purpose and there are certain things we can do with it. Sometimes, all it needs is a handle to change the way we pull out a drawer. "Good design is never antisocial. At the end of the day, it needs to serve people's needs. The designer mustn't just be concerned about creating something new. We need to ask ourselves what we actually need," says the designer.

Mark Braun, a designer and lecturer in product and industrial design at the Saar College of Fine Arts in Saarbrücken, will be leading guided tours around the Living and Giving segments at Ambiente. Trained as a carpenter, he received a German Design Award in the Excellent Product Design category in 2019 for his *Hama High* chair for Echtstahl. Mark Braun runs his own design studio in Berlin and has been offering Designer Tours at Ambiente since 2016. Last year his focus was on sociocultural identity in design.



Designer Tours at Ambiente 2019: Mark Braun talking to exhibitors and media representatives

The tours are aimed at media representatives and will be given on the Saturday and Sunday of Ambiente. All six tours will be held in English and will take about 90 minutes. Participants are requested to meet at the Press Centre reception desk in the Torhaus building, level 4.

Designer Tours: On which days? How often? At what time?

Saturday, 8 February 2020

10:30 – 12:00 hrs (Ineke Hans → Dining)

11:00 – 12:30 hrs (Mark Braun → Living & Giving)

Sunday, 9 February 2020

10:30 – 12:00 hrs (Mark Braun → Living & Giving)

11:00 – 12:30 hrs (Ineke Hans → Dining)

14:30 – 16:00 hrs (Mark Braun → Living & Giving)

15:00 – 16:30 hrs (Ineke Hans → Dining)

Ambiente 2020 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.

Ambiente
International Frankfurt Trade Fair
Frankfurt am Main, 7 to 11 February 2020

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 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 onsite 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, and is owned partly by the City of Frankfurt (60%) and partly by the State of Hesse (40%).

Further details: www.messefrankfurt.com