

Press Release

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## Focus on Design – new special presentation showcases design highlights from Brazil

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**From 7 to 11 February 2020, the international consumer goods industry will revolve around this leading global trade fair in all matters of tableware, kitchenware, household goods and leisure as well as home, interior design and gifts. One of the highlights at Ambiente in the coming year will be the launch of the special presentation Focus on Design, featuring outstanding products and detailed insights of current design highlights in a selected country.**

From 2020, the world's leading trade fair will include a special presentation entitled Focus on Design with a major focus on the extraordinary products of one particular country each year. This coming year Ambiente will start with a fast-developing designer nation with striking modernist design, but which has so far only made an impact on professionals: Brazil. Five different Brazilian design studios, each with its own special identity, will be showcasing their creative output at Galleria 1. In addition, young Brazilian designers will be in the Talents area in Hall 8.0, where they will present their unique handmade items and limited series. "By setting up the special presentation Focus on Design we'll be honouring important designer nations that may not be quite so well-known yet. This year we're starting with Brazil, a country whose art, architecture and design scene has been influencing the avant-garde since the 1960s, yet internationally it is still mainly known only to professionals. This is the starting point for Ambiente as the world's leading trade fair. We want to use our global platform to make Brazilian design better known internationally, in all its facets," says Nicolette Naumann, Vice President of Ambiente.

### The designers



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

Furniture designer Rodrigo Almeida

Rodrigo Almeida is one of the best-known names of the new generation of Brazilian designers. His works have transcended national borders and conquered the international market. Ranging from artwork through furniture and everyday objects to fashion items and accessories, he covers the full range of segments, inventing stories which he then transforms into imagery, and the images into objects. Using his originality, versatility and unique talent, he has taken a route that gives him a place among the great, and not just in Brazil.



Designer Bianca Barbato

Bianca Barbato is a self-taught designer specialising in creating furniture and lighting. Whether it's limited editions or whether it's industrially made product lines which are manufactured and marketed by big companies, her products cover the full range. The protagonists at the beginning of each project are the materials and techniques. As she experiments with materials, she seeks to gain a better understanding of different types of raw materials and technologies, from laser cutting to inlays. Her sources of influence and main inspiration come from her curiosity about the way things were made in days gone by, and her objects are intended to bring back emotive memories, feelings and instincts. Barbato, who was born in São Paulo in 1978, opened her studio in Rio de Janeiro in 2008. She now lives in São Paulo, and her products are sold at 30 sales outlets throughout Brazil. Barbato has participated in several exhibitions, and she presents new collections at designer fairs each year.



Designer Brunno Jahara

Born and bred in Rio de Janeiro, Brunno Jahara studied industrial design in the Brazilian capital Brasilia and then moved to Italy, where he studied at the University of Architecture in Venice and then worked for Fabrice in Italy for two years. Having trained in Europe, he is an energetic advocate of the new Brazilian design scene. His bright and beautiful products and furniture are in an international language that speaks of Brazil and help to create the characteristic design identity of this huge multicultural country – a country full of resources, innovation and artisan craftsmanship.



Designer Sérgio J. Matos

Sérgio J. Matos sees design as more than just a function, but as something that should preserve forcefulness, history, memories and attachments. Based on this perspective, which is essentially impacted by his Brazilian background, the Mato Grosso designer cultivates the development of furniture and home decorations. His creative output is robustly rooted in regionality and identity – elements which resist the passage of time and preserve traditional techniques and knowledge. Since the opening of his studio in 2010 Matos has received several national and international awards, thus strengthening the image of his Brazilian design.

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The design studio Rain: Ricardo Inneco and Marianna Ramos

Rain is a design studio founded by Ricardo Inneco, an architect, and Marianne Ramos, a product designer. Both were born and went to university in Brasilia, a city which is well-known for its modern architecture and urbanism. In 2012 they moved to São Paulo, where they worked for several relevant architectural and design studios. They have been working as an independent design studio called Rain since 2015, and their main specialism is furniture, lighting and everyday objects. The studio, which produces and markets its own pieces, works with Brazilian and international design outlets and galleries. Collaborating with a variety of brands, Rain creates limited editions and installations that feature highly graphical and sculptural content.

### **Panel discussion at the Ambiente Academy**

On the Sunday, at 13:15 hrs, the five designers and design studios will be talking about Brazilian design in a panel discussion at the Ambiente Academy in Hall 9.1. In addition, designer talents and their innovative products from Brazil and elsewhere will also feature in the Talents area in Hall 8.0.

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](http://www.ambiente.messefrankfurt.com/journalisten)

### **On social media:**

[www.facebook.com/ambientefair](https://www.facebook.com/ambientefair) | [www.twitter.com/ambiente](https://www.twitter.com/ambiente)  
[www.instagram.com/ambientefair](https://www.instagram.com/ambientefair) | [www.ambiente-blog.com](http://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

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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](http://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](http://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 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](http://www.messefrankfurt.de)