

Press Release

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In touch with the latest trends – Future Thinkers at Ambiente 2020

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The Future Thinkers are not simply students at the Fontys University of Applied Science in the Netherlands. They are above all professional trendwatchers. As before, they will be sharing their knowledge with trade visitors at Ambiente 2020 in Frankfurt. Being in touch with the latest trends, they will be presenting innovative designs for the coming season.

The subject the Future Thinkers are studying at their university is called Trend Research & Concept Creation in Lifestyle. Year on year, since 2012, Ambiente has given them a platform where they can apply their academic knowledge in practice. In 2020 there are five students on this project. During the run-up to Ambiente they are currently researching trends in society, which they will illustrate through products exhibited at the trade fair. The Future Thinkers will then be presenting their research results in the form of guided Trend Tours.

“The world is changing at a rapid speed – but where is it heading? As students of Trend Research & Concept Creation in Lifestyle at the Fontys University of Applied Science in Tilburg, we are investigating the underlying values of products, ideas and services. After all, whenever new insights prompt people to move along new paths, they are a starting point for the development of useful products and services that improve our quality of life. So do please take part in a Trend Tour at Ambiente. It'll give you an idea of the future which you can then apply to your business,” says Eliza Anna Theresa Aalbers, who coordinates this project for her university.

Whereas in previous years the young trend researchers also looked at the Dining section, this year's tours will focus exclusively on the Living segment. The students will be taking groups through Hall 8.0, which has particularly high-quality and versatile home accessories on show. In addition, the Future Thinkers will be showcasing this year's ideas at a stand in the foyer of Hall 9.0. This will be the starting point of their Trend Tours and also the place where they will present their Trendbook 2020, a summary of their research.

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



Future Thinkers taking Ambiente visitors around the trade fair, presenting the trends of tomorrow.

The Trend Tours will be held daily at 12:30 hrs, 14:00 hrs and 15:30 hrs, from the Saturday until the Tuesday (8 to 11 February 2020). Bookings can be made online, at <https://www.join-ils.nl/trend-tours>, or in person at the Future Thinkers' stand in the foyer of Hall 9.0.

Fontys University of Applied Sciences has around 40,000 students and is one of the biggest institutes of higher education in the Netherlands. It is one of just a few universities in the world where students can take a Trendwatching module as part of a course in International Lifestyle Studies.

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](https://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.

Ambiente
International Frankfurt Trade Fair
Frankfurt am Main, Germany,

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 revenue. 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. It employs a workforce of 2,600* at 30 sites and generates an annual revenue of around EUR 733* 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 revenues 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

* Provisional figures for 2019