

Press Release

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HoReCa Academy 2020: Début with a celebrity cast

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In a few days' time the HoReCa Academy will be celebrating its première at Ambiente 2020, featuring an international cast of high-calibre hospitality specialists and entrepreneurs. On all five days of the trade fair, thirteen pioneers of the industry will be reporting on the direction of the market at Stand D40 in Hall 6.0. Another event not to be missed will be the HoReCa Get-together on 7 February. At 6pm, starred chef Jozef Youssef will be opening the evening with stimulating insights into some multisensory culinary experiences.

Can the shape or colour of a plate make the food appear to be of an even higher quality? Does the right tableware raise our expectations of taste? Jozef Youssef is convinced that food is experienced with all our senses. Whether we can smell damp soil or caramel in a restaurant, hear the rushing of wind or birds tweeting in the background or whether a whiskey glass is light or heavy, our perception of enjoyment is impacted by complex interaction between numerous sensory stimuli.



Jozef Youssef has been researching the relationship between tableware design and the perceived value of food.

The starred chef and founder of the Kitchen Theory think tank in London is an expert in matters of multisensory dining experience. His experimental restaurant Chef's Table in High Barnet, North London, is a journey through a menu that brings our senses to life with lighting, colours, projections, audio impressions and aromas.

Youssef will also be a speaker at the HoReCa Academy, and for the forthcoming Ambiente he and his team ran a survey entitled "Investing in designer crockery pays off: a study evaluating the perceived value of a dish in correlation with the price of the plate". In total, 1,000 persons from

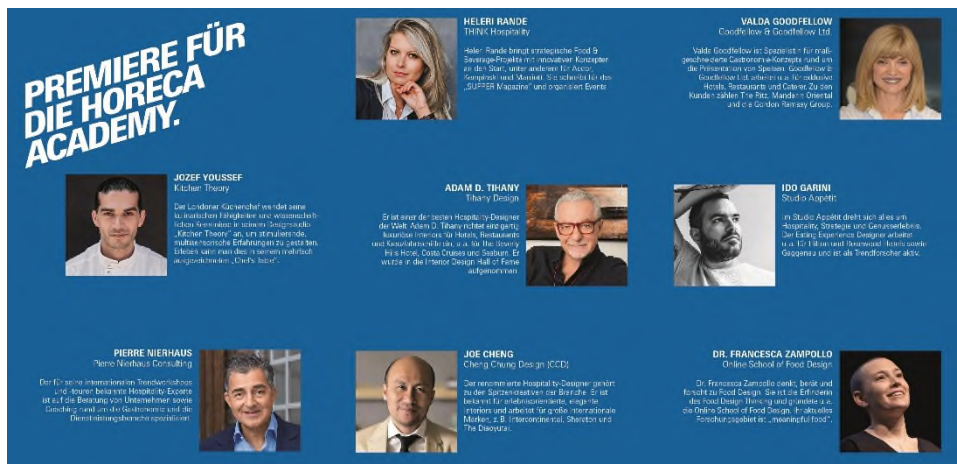
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different continents were given a specific dish at a restaurant and were questioned about differences in perception – depending on the design, shape and texture of the plate.

Why is it worthwhile for a restaurant to invest even a minor amount of money in designer tableware? And how is our perception of colours in the front-of-house area impacted by our cultural background? These and other insights from multisensory gastrophysics will be shared by Jozef Youssef at the HoReCa Get-together on the first evening of Ambiente 2020 on 7 February. From 18:00 to 22:00 hrs international manufacturers, planners, investors and consultants will have an opportunity to network and chat about the most important developments in the hospitality market. The number of places is limited. Registrations are possible [under this link](#).

Stars of the hospitality industry at the HoReCa Academy

What are some unique examples of tableware in the front-of-house area? What will be the shape of catering and lobbies in the hotel of the future? What recipes for success can today's international hospitality stars share with us?



The HoReCa Academy will be celebrating its première with a celebrity cast of thirteen hospitality specialists.

The [all-embracing programme of the HoReCa Academy](#) on the five days of the trade fair will range from the successful design ideas favoured by well-known hospitality designers, through new approaches in business, to four panel discussions: On the very first day of the trade fair, company owner Valda Goodfellow, eating experience designer Ido Garini and bar specialist Zander Lauritzen Hansen will be talking about the way guests develop trust in hospitality. The panel discussion on the third day of the trade fair will focus on the personalisation of hospitality experiences, with catering consultants Pierre Nierhaus and Volker Köhnen. On 10 February visitors can even expect two highlights, as celebrity caterer Asma Khan and the well-known ceramics designer Maham Anjum will be jointly presenting an inspiring case study on tableware for the Darjeeling Express Restaurant in London. In the subsequent panel discussion the two hospitality stars from the UK, the food and product design expert Dr. Francesca Zampollo and David Turner, editor of the Tabletop Journal, will be sharing valuable insights on authenticity as a way to obtain customer loyalty.

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Speakers

The thirteen international speakers at the HoReCa Academy will include one of the most outstanding hospitality designers in the world: **Adam D. Tihany** has created uniquely luxurious interiors for establishments such as the Beverly Hills Hotel and Mandarin Oriental. Tihany develops design concepts for cruise liners like the elegant Seabourn luxury liner and is creative director for Costa Cruises and Cunard. Tihany has won many awards and honours, including being inducted into the Interior Design Hall of Fame. Another very special Academy speaker will be **Joe Cheng**. This hospitality designer works on an international scale, and his CCD/Cheng Chung Design studio in Hong Kong has carried out a large number of prize-winning hospitality projects over the last 20 years. Cheng is well-known for combining Far Eastern and Western design principles.

The HoReCa Academy will be welcoming two speakers from London: **Maham Anjum** and **Asma Khan**. Khan, the first British chef to be selected for the Netflix series Chef's Table, has been described by the Evening Standard as one of the most influential Londoners of 2019. The ceramic designer Anjum is a multiple award winner and works for international brands such as Jamie Oliver at Home, Steelite and Rosenthal. Another speaker will be the HoReCa specialist **Pierre Nierhaus**. His knowledge of the international hotel and restaurant trades, trends and innovations makes him a renowned specialist in food, beverages and hospitality.

As well as **Jozef Youssef**, the celebrity cast will include seven other speakers: The eating experience designer **Ido Garini** designs multisensory experiences, turns a brand into something perceptible and is active as a trend researcher and TED Talk speaker. **Valda Goodfellow** is a co-founder of Goodfellow & Goodfellow Ltd. and offers creative, tailor-made designs for the restaurant trade, focusing on the presentation of food. **Zander Lauritzen Hansen** is a serial entrepreneur, president of the Danish Barkeepers' Union and equips the international bar scene. **Volker Köhnen** supports the food industry as a strategic consultant, and his company develops and markets new food solutions. **Heleri Rande** is a partner of THINK Hospitality and launches strategic food and beverage products based on innovative ideas. **Jan-Peter Wulf** is a trade journalist, blogger and major expert on the gastro-generation Z. **Dr. Francesca Zampollo** is the inventor of Food Design Thinking and teaches at both London Metropolitan University and Auckland University of Technology.

HoReCa meets Contract: trend tours with Pierre Nierhaus

Professional HoReCa buyers who want to source their entire equipment at Ambiente are welcome to enjoy a daily guided tour with hospitality specialist Pierre Nierhaus. This free trend tour, entitled HoReCa meets Contract, is held from 14:00 hrs to 15:30 hrs and is open to anyone who is interested. On his tours Pierre Nierhaus will be highlighting the new furnishing trends and designs of selected front-of-house exhibitors in both Dining (Hall 6.0) and Living. Further details and registration at the counter of the HoReCa Academy, Hall 6.0, Stand D40.

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The next Ambiente will take place 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
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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. From Ambiente 2020 onwards, the Dining area will include Hall 6.0 as a dedicated hall level for exhibitors in the HoReCa sector (hotels, restaurants and catering), offering an additional, highly focused product line-up. Ambiente 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 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

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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 from: www.messefrankfurt.de
* Provisional figures for 2019