

Press Release

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Ambiente 2020: News from the HoReCa Academy

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From 7 to 11 February 2020 the HoReCa Academy will be offering a varied menu of talks, tours and insights, all about international hospitality. The planning of the programme is proceeding at a good pace, and more top-of-the-range speakers have agreed to take part, including Dr Francesca Zampollo, Ido Garini and Jozef Youssef.

When Dr Francesca Zampollo was still a student at the Polytechnic University of Turin, her interest was mainly focused on the design of washing machines, lamps and footwear. But then the researcher with Italian roots accidentally discovered her passion for the magical world of food design. Since then food design has run like a thread through her entire academic career. Dr Zampollo's work has been focusing, among other things, on the development and presentation of dishes, on the packaging and transportation of food and on product design in the areas of dining, kitchenware and houseware. At Ambiente 2020 she will be sharing her many years of expertise with those attending the HoReCa Academy, giving practical tips on working in and around the restaurant trade, hospitality and catering.



Food design is very much at the centre of Dr Francesca Zampollo's research.

Another speaker at Ambiente's HoReCa Academy will be Ido Garini, founder and creative director of Studio Appétit in Amsterdam. The name stands for a multidisciplinary and experimental design studio where the presentation of food acquires totally new dimensions. Having travelled widely around the world, Garini works with a variety of customers in the HoReCa sector and specialises in sophisticated food compositions that look like works of art and turn a meal into an exciting

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experience. Sometimes this means skewering pieces of fruit, profiteroles and macarons on sharp porcelain figures, and sometimes it means arranging canapés on a number of wooden mushrooms. The most important element in Ido Garini's projects is the creation of a multisensory experience during the meal, and this is the subject he will be talking about at Ambiente.



Ido Garini is the founder and creative director of Studio Appétit in Amsterdam.

Whether it's as a chef, founder, creative director or keynote speaker, Jozef Youssef's career focus could hardly be more varied. In 2010 his academic interest in gastronomy, art and science were perfectly combined in his Kitchen Theory as an unconventional concept for restaurants. Guests who come to his Chef's Table will experience a 10-course menu with all their senses while at the same time immersing themselves in the academic discipline of gastrophysics. Alongside the actual food, the dining experience also includes appropriate lighting, projected images, colours, sounds, aromas and textures. At Ambiente 2020 Youssef will be presenting a new study of multisensory gastronomy which he is conducting together with Prof. Charles Spence from the University of Oxford. Prof. Spence was a guest at Ambiente 2019, when he gave an exciting keynote talk at the HoReCa Get-Together on the interaction between our senses while eating and drinking.



Jozef Youssef invented the unconventional concept for restaurants, Chef's Table, in 2010.

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

Further details about the programme and schedule of the first HoReCa Academy will be published over the next few months.

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. From Ambiente 2020 onwards Hall 6.0 will be added as a dedicated Dining area that concentrates entirely on exhibitors in the HoReCa sector (hotels, restaurants and catering). An entire hall level, offering an additional, highly focused product range will therefore be occupied by this industry. 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 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,

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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