

The Living area at Ambiente: an experience of home and lifestyle trends – with all five senses

Patricia Fritzsche
 Tel. +49 69 75 75 6087
 patricia.fritzsche@messefrankfurt.com
 www.messefrankfurt.com
 www.ambiente.messefrankfurt.com

Whether it's the special tactile qualities of premium textiles, the delightful touch and feel of handmade furniture or the pleasurable warmth of natural wood – there is hardly a purchase decision where the sensory experience plays a greater role than with products for the interior design of a contemporary home or workplace. Ambiente will have around 1,100 international exhibitors, who will be turning the Living area into a multifaceted source of inspiration for buyers and experts in interior design, interior decoration and contract furnishing. Moreover, all the major topics of the industry will be highlighted at events on trends through specialist talks given by prominent speakers. So, as always, there are good reasons to travel to Frankfurt from 7 to 11 February 2020.

“Authenticity, origin, sustainability and lifestyle trends. It's the spirit of our time to be well informed. This is why consumers have increasingly higher expectations on home furnishing stores and other specialist retailers. Good retailers need to have outstanding advisory skills as well as a product range that meets the precise needs of their clientèle and therefore has exactly the right innovative products which are simply waiting to be discovered. They also need to provide a unique general shopping experience that delivers tangible added value,” says Yvonne Engelmann, head of Living and Giving. Trade visitors who come to Ambiente will find a Living area that is full of inspiring design ideas, furniture and accessories. Ambiente's line-up is a globally unique combination of established designer brands, selected artisan studios, young labels and classic suppliers of trends for the home and decorations. Highlights for the coming season will include the latest styles such as Japandi and Wabi Sabi as well as interpretations of major current styles. In all, the world's largest consumer goods trade fair had 4,460 exhibitors from over 90 countries in 2019.

Hall 8.0: the interior design hotspot

This is the space for contemporary and timelessly elegant interior design ideas, furniture, lighting, home textiles, design accessories and indeed specially selected fine and designer jewellery, logically presented in brand worlds: Hall 8.0 will feature exhibitors such as Blomus, Guaxs, Scholtissek and Serax with premium collections that go much further than the norm. A large number of newcomers will be presenting their inspiring products in 2020. The general line-up of both newcomers and returnees will include the Scandinavian pioneer Normann Copenhagen, the Swedish outdoor carpet brand Pappelia, EO from Denmark with their

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

fantastic designer products for children and the British brand Wolf Design, whose product range includes premium quality watch winders. Significantly fresh glamour will also be spread by Swarovski Home with its exclusive interior design collection and by Klatt Objects, a German brand for customised interior design, founded only recently, in 2019.



Unmistakably Scandinavian: Broste Copenhagen in Hall 8.0. Photo: Messe Frankfurt.

The Talents area in Hall 8.0 has been set up to give a tangible impression of the future in the here and now. This specially curated promotional programme will feature young international designers, graduates and start-ups with their bold, philosophical, humorous and provocative ideas for products and designs, and indeed their first limited series, which may perhaps cause a stir at the next Ambiente.

Halls 9.0 and 9.1: endless variety in Interiors & Decoration

The two Interiors & Decoration halls will have exactly the right products for each season of the year and for every style. Trade visitors can look forward to a multifaceted experience of innovative products and ideas, covering all aspects of interior design and decoration. Styles will range from the latest naturally urban look through various ethnic and fusion styles to luxurious, highly decorative eyecatchers.



Luxurious eyecatchers: Kare in the Interiors & Decoration Hall 9.0. Photo: Messe Frankfurt.

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Hall 9.0 will be putting a major emphasis on premium and lifestyle-focused interior design, furniture, lighting, textiles and home accessories.

This is where trade visitors will find suppliers such as Au Maison, Casablanca, Exotica Cor Mulder, Greengate, Kare Design, Lightmakers (with its Light & Living brand) and the fair trade brand Van Verre as well as new exhibitors such as Be Home and Yliades. They will be perfectly complemented by Hall 9.1 with its broad spectrum of home and décor trends, small items of furniture, paintings and frames, room scents, candles and floral decorations showcased by exhibitors such as Bolsius, Decostar, D&M Depot, DPI, Goodwill, Gries Deco, Werner Voss und Yankee Candles.

Halls 9.2 and 9.3: Global Sourcing for reliable partners

The Global Sourcing area is a place where importers will find reliable partners for volume business, whether it is produced on an industrial scale or at artisan workshops. In 2020 Hall 9.2 will accommodate a range of selected companies from 70 nations, all with experience in export. Highlights in this hall will include the Philippine joint stand run by CITEM (Center for International Trade Expositions and Missions), the Peruvian representation Promperu and the Vietnamese stand with Anco Company Binh Duong. One particular newcomer in Frankfurt will be Ivory Coast, a West African country that is currently attracting attention with its growing political and economic stability. Hall 9.3 with its emphasis on decorative home accessories, seasonal decorations, floristry and hybrid collections will be featuring joint stands from a variety of countries, including Vietnam, Malaysia, Kenya, Tanzania and Guatemala. The subject of Global Responsibility will be presented in the foyer of Hall 9.2 by the World Fair Trade Organisation (WTFO) – a global network that promotes worldwide fair trade in the retail business through the development of alternative business models.

Useful tools: Contract Business & HoReCA

The Contract Business Guide is a useful tool for contract business and is available both as a booklet and as an online search function. It supports interior decorators, interior designers and hospitality experts who quickly need exactly the right partners for their projects, wherever they may be at Ambiente. Moreover, for the first time this year, Ambiente will have a dedicated HoReCa hall (Hall 6.0), so that a large part of the product range for hotels, restaurants and caterers is focused in one place. The new HoReCa Guide will provide a comprehensive list of exhibitors both in Hall 6.0 and elsewhere.

Worthwhile special and trend presentations

As well as the inspiring line-up of Living exhibitors, Ambiente offers its trade visitors a wide range of valuable extras. Three of them can in fact be found directly between the Living halls in Galleria 1, including one of the best known: Ambiente Trends. This sophisticated special presentation will showcase all the important styles, materials, topics and product mixes of the forthcoming season, covering three logically structured worlds of style and providing trade visitors with promising blueprints for designing their own shops and product lines. The German Design Award, on the other hand, will provide a unique overview of interdisciplinary design trends, ranging from lemon squeezers to electric cars. Moreover, starting with a new special presentation, Focus on Design, Ambiente is now set to run a new series, each time with the

focus on a specific country. In 2020 the presentation will feature a selection of established design studios and young talents from Brazil.

Valuable knowledge: Ambiente Academy

Reach, inspire and retain customers! The Ambiente Academy has established itself as an efficient knowledge and networking platform, set up and helped by renowned experts and industry stars. This year's programme will cover two areas (Halls 9.1 and 11.1), comprising around 50 talks and panel discussions. Topics will include store design, brand formation, the customer journey, social media, online business and artificial intelligence. On the Monday, Benjamin Talin, founder of MoreThanDigital.info, will be giving a talk entitled "Showrooming Meets Webrooming", addressing some standard misconceptions and outlining the opportunities that arise from changes in consumer behaviour. The Living Hall (9.1) will be the "place to be", featuring talks by keynote speaker Lola Güldenbergl as one of its highlights. She has set up her own trend research agency and works with organisations such as the Fraunhofer Institute. Lola Güldenbergl will be giving two talks at Ambiente: "#Follow me – Social Media Trends 2020" and "Digital 2020 – Technology, Trends and Human Needs". Another worthwhile event will be "From Ambiente Trends to Product Displays for Shops and Shop Windows" on the Monday and Tuesday. The event will feature Stefan Suchanek from the RaumKunst agency and the creative minds of Ambiente Trends: the design studio Stilbüro bora.herke.palmisano. Their topic: Practical ideas and tips for high street retailers with examples from Ambiente Trends 2020.

Ambiente 2020 will take place from 7 to 11 February.

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

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

Further details: www.messefrankfurt.com