

Ambiente Trends 2020

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

Ambiente Trends 2020 is one of the highlights at the world's leading consumer goods exhibition. What are the new styles, materials, themes and product mixes for the coming year? The answers can be found at Ambiente, from 7 to 11 February 2020.

Ambiente Trends cover a broad spectrum, offering an overview of the entire industry and its new products. These will be researched and curated for Messe Frankfurt by the design studio Stilbüro bora.herke.palmisano. The studio will be sifting through the most groundbreaking influences in the areas of design, art, architecture, fashion and lifestyle. Products for the three trendworlds will be selected from the collections of nearly 4,500 Ambiente exhibitors, providing a tangible experience of future trends. "Trends are the outcome of aspirations and needs that arise from changes in our environment. These aspirations express themselves in new or rediscovered shapes, patterns and functions. "Ambiente Trends are identified for us each year by the design studio Stilbüro bora.herke.palmisano. They help our visitors at Ambiente to prepare thoroughly for the coming business year," says Nicolette Naumann, Vice President of Ambiente. For 2020 the design studio has selected three thematic trends to present at Ambiente: *shaped+softened*, *precise+architectural* and *artistical+diverse*.

shaped+softened

trends 2020

ambiente

shaped
+softened

mood

skulptural sculptural
 voluminös voluminous
 ruhig tranquil
 formbetont shape-accentuated
 natürlich natural
 konturiert contoured



shaped+softened trendworld

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

Functional furniture achieves a sculptural quality by adding soft shapes and emphatic contours. This powerful effect is enhanced by a neutral palette of reduced colours with white and shades of grey, sometimes

warm and sometimes cool. The surfaces are smooth, soft or textured. Glass, either satin or transparent, impeccable porcelain and rough ceramics inspire enthusiasm, both visually and with their tactile qualities. Textiles are natural and suitable for daily use, often bearing images that are full of movement and irregularities. Particularly effective materials are translucent fibres and pleats, light wood, and wallpapers featuring a tone-in-tone painting technique.

precise+architectural

trends 2020

ambiente

precise+architectural

mood

konzentriert concentrated
 klar clear
 minimalist minimalist
 prägnant concise
 anspruchsvoll sophisticated
 konstruiert structured



precise+architectural trendworld

A touch of industrialism is added to high-quality materials in this architecturally inspired range of colours, with tones of brick and cement as well as rusty burnished nuances and float glass green. They create a captivating ambience, enhanced by dusky dimness and the blue of the evening sky, set within otherwise starkly designed spaces that focus on essentials. These innovative combinations conjure up cosy clubs and a strong emphasis on material aesthetics. Terrazzo, polished or blackened wood, glass, steel, bronze and surfaces with a matte finish or a subdued gloss effect harmonise with leather, heavy textiles such as cord, tweed, bouclé and velour as well as with geometric designs and mottled patterns.

artistical+diverse

trends 2020

ambiente

artistical+diverse

mood

facettenreich multi-faceted
 humorvoll amusing
 avantgardistisch avant-garde
 surreal surreal
 schöpferisch creative
 vielfältig diverse



artistical+diverse trendworld

Ambiente
 International Frankfurt Trade Fair
 Frankfurt am Main, 07 to 11 February 2020

This style turns a living space into a personal collage. With its artistic character, unusual colours and diverse combinations, it has a stimulating effect. The pallet displays a refreshing mixture of bright orange, fruity raspberry, milky colours, strong honey and lively sky-blue. In this multidisciplinary and multi-local interaction between art, craft and digital technology, “controlled chance” plays a central role. Each object has its own unique character, thanks to the creative use of a variety of new materials, unusual manufacturing processes, unconventional themes and special shapes.

Talks, audio guide and booklet

Each day the design studio gives exclusive talks on the platform of the Ambiente Academy in Hall 9.1, at 11:30 hrs and 14:30 hrs. Using a wide range of examples, Annetta Palmisano provides in-depth insights into the styles that will dominate tomorrow’s world.

There is also an audio guide inviting Ambiente visitors to immerse themselves in this powerful special presentation – at any time and at their own pace. The audio guide is available for all visitors in both English and German via the Ambiente Navigator app. While walking around the various worlds of style, visitors are given valuable background information, and their attention is drawn to specific details and arrangements. It also provides plenty of inspiration on different ways to put these ideas into practice in a shop. The exhibition centre has powerful free Wi-Fi to allow for fast download times and a pleasant listening experience. In addition, the specially designed booklet will highlight the core messages of each trend, including the relevant Pantone colours and descriptions of the materials. The Ambiente Trends will also be presented on a dedicated website, where the results of the trend research will be illustrated by examples of products, materials and specific colour ranges: **www.ambiente-trends.com**.

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. It is “The Show” for the entire industry. The breadth and width of its unrivalled product range make Ambiente unique throughout

Ambiente
International Frankfurt Trade Fair
Frankfurt am Main, 07 to 11 February 2020

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

Further details from: www.messefrankfurt.de