

Press release

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Visionary ideas. Natural. Optimistic and motivating - the Ambiente Trends 22+.

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What comes, what stays? What do people want to tie in with now? This year, the experts from the design studio Stilbüro bora.herke.palmisano have deliberately traced the continuities between the trends and developed themes from them that, in addition to discovering new designers, also keep people's needs and moods in mind. Visionary ideas, sustainability and appreciation for traditions will shape our everyday life beyond the year.

The Ambiente Trends are wide-ranging and offer an overview of the entire industry with its innovations. They are researched and curated by the design studio Stilbüro bora.herke.palmisano on behalf of Messe Frankfurt. Worldwide the design studio Stilbüro filters for it the trailblazing influences from design, art, architecture, fashion, and lifestyle. "After a long period in a state of emergency, we are ready for a new beginning. The last one and a half years have fundamentally changed our social and economic behavior. This is also reflected in Ambiente Trends 22+. They help our visitors to prepare specifically for the coming business year at Ambiente. At the same time, they offer new perspectives and valuable impulses for the coming business year," says Philipp Ferger, Vice President Consumer Goods Fairs at Messe Frankfurt.

Ambiente Trends 22+ presents three ground-breaking forecasts that build on previous themes and develop them further in a meaningful way. Based on similar needs, but distinctively and independently defined. The plus symbolizes that this path is not finished. New perspectives are opened by remedy solving + clearing. An airy and light living theme that lets the future move in with innovative materials. Identity knowing + making gets to the bottom of the essence of living close to nature. Primal and archaic, this theme feels like it gives our home an unadulterated identity. Inspired by urban living spaces and the new desire for the city, is the trend lively improving + liberating. Products with artistic appeal, expressive colours and mobile furniture dynamize our living environment. Positive change is within reach. And we can actively help shape it.

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remedy solving + clearing

Living in new perspectives: We want a home that surprises us with innovative solutions. Living should give pleasure and enjoyment as well as create new perspectives. Not only for us, but also for the world in which we live. At the same time, our home remains the most important haven of tranquility, which should have an enlightening effect and provide new zest for life. remedy solving + clearing points the way with bio-based or recycled materials, futuristic surfaces and light and airy colors to a living environment that defines freedom as liberation from all that is harmful. An airy and light living theme that spreads well-being and stimulation. Sometimes pointing visionarily into the future, sometimes deliberately playing with illusions. With innovative materials that make sustainability the 'new normal'. And with transparent fabrics, shimmering sheen and excitingly futuristic color gradients. For a home from which we can set out on new paths full of energy.

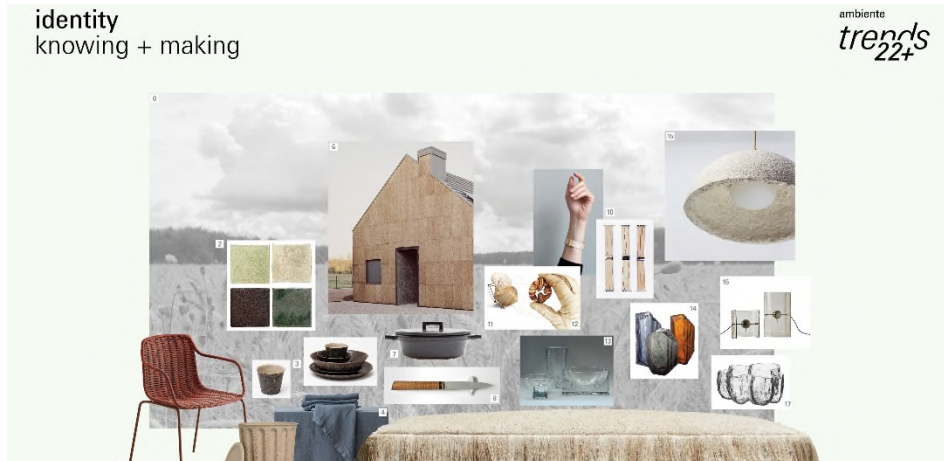


Trend remedy solving + clearing

identity knowing + making

Natural living, essential - In times of infinite options, we consciously understand living as a reconquest of traditional knowledge and skills. identity knowing + making shows how sustainable such a reflection on the tried and tested can be: Designers take nature as their direct model and give our homes an unadulterated identity. As simple and pure as never before. Surfaces and materials are based very closely on nature. Craftsmanship is given a completely new appreciation. It's not the product alone that interests us, but how and by whom it was made. Products made by hand, locally or in small editions, for example, express appreciation for knowledge and traditions that have been handed down. Alternative materials and natural color themes emphasize the deep connection with our home.

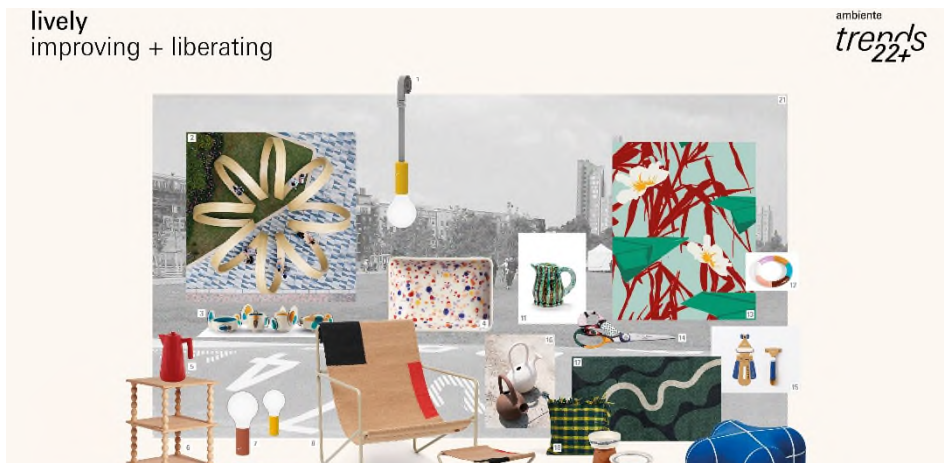
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Internationale Frankfurter Messe /
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Frankfurt am Main, 15. to 22. February
2022



Trend identity knowing + making

lively improving + liberating

Living for a positive change: lively improving + liberating gives our home a new dynamic. With strong colors, distinct graphic contrasts and artistically designed products, lively improving + liberating exudes inspiring optimism and a positive vibe. The extension of our home into the urban space with its parks and public places has a liberating and invigorating effect. The creativity of the designers, architects and artists is contagious. Our shared mission: to join others in forging a path out of these difficult times. Change is visible and tangible. lively improving + liberating conveys an optimistic, positive aura. Summery, luminous tones bring warmth. Fresh, clear nuances support the versatility of this dynamic living theme.



Trend lively improving + liberating

Products from the collections of Ambiente exhibitors are selected for the three theme worlds, thus making future trends tangible through concrete examples. Buyers and manufacturers can also find Ambiente Trends 22+ digitally on the microsite: www.ambiente-trends.com.

The next Ambiente will take place from 11 to 15 February 2022.

Note for journalists:

Discover inspirational ideas, trends, styles and personalities in the [Ambiente Blog](#).

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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: #ambiente22

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. In 2020 Ambiente opened a dedicated hall for the hotel, restaurant and catering industry (HoReCa), thus establishing itself as the leading international front of house platform. As a global contract business hotspot Ambiente has a strong emphasis on the international contract market. It is "The Show" for the entire industry. The breadth and width of its unrivalled product range make Ambiente unique throughout the world. Ambiente 2020 featured 4,582 exhibitors from 92 countries, attracted around 101,000 trade visitors from 158 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

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 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 on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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

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quality and flexibility when planning, organising and running their events. We are expanding our digital expertise with new business models. 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). For more information, please visit our website at: www.messefrankfurt.com