

ambiente

Surprising, close to nature, sustainable - the Talents at Ambiente 2022

Frankfurt am Main, December 2021. What do young designers deal with creatively? What innovative impulses are coming from them? Ambiente offers the perfect stage for this: young designers from the interior design and arts & crafts sectors show their innovative creations in two Talents areas. In the area in Dining hall 4.0, the focus is on product ideas for hospitality and decoration. The Talents in the Living hall 8.0 show innovative design approaches for contemporary living styles. This time, the participants come from Germany, Finland, France, Great Britain, India, Italy, Japan, the Netherlands, Austria and Switzerland.

As part of Talents, Ambiente invites the next generation of design to present themselves at the world's biggest trade fair for consumer goods. Young designers who are not yet established in the industry have applied. The Talents are seen as an ever-fresh source of innovation and promising design talent. "Accordingly, the new talents are eagerly awaited as they bring a strong dynamic to the consumer goods industry. Further development comes from thinking differently, from new perspectives. This approach can create the solutions that will become new standards in the future. With our promotional programme, we enable selected design talents to present their ideas on a prominent platform and to network internationally", says Yvonne Engelmann, Director Ambiente Living & Giving, Messe Frankfurt Exhibition GmbH. In addition to the free exhibition space in one of the two specially designed areas, participants are offered in particular a top-class platform for networking, direct feedback, and important contacts to the industry.

Examples of Arts & Crafts talents (Dining area, Hall 4.0 F61, F78)

Seven talents present strong, market-ready product ideas with a focus on modern arts and crafts. In this way, pleasurable moments can be created via new handicraft techniques. Everything that makes cooking and household chores easier and food more enjoyable is welcome at Dining. HoReCa buyers are inspired here by new gastronomy and customising concepts. What approaches do the young Arts & Crafts talents take to this?

The porcelain collection "Pieces of Nature" by the German designer **Felicithas Arndt** consists of unique pieces that are individually manufactured. The special porcelain casting process is modelled on the process of natural sedimentation and the formation of shells. The special surface structures and contrasts of flatness and relief enable both a visual and a haptic experience. As a handmade product, it promotes a return to high-quality and handcrafted products from the Rhine-Main region. Pieces of Nature is made in cooperation with the H"ochster Porzellanmanufaktur Frankfurt.



Arndt: The porcelain vases "Pieces of Nature" with shell surface allow a unique visual and at the same time haptic experience.

The Dutch designer **Bruno Baietto**, on the other hand, provokes with his design staging. It shows porcelain, mouth-blown glass inside bread, cardboard-like ceramics and tiles made from discarded work clothes and symbolises how social ideologies are exposed through design. The central point is the state of contradiction - in this way, design is meant to shake things up, to move people, to open their eyes to their own values.



Baietto: Porcelain, cardboard-like ceramics and tiles made from discarded work clothes stage a design that is contradictory in itself.

The aim of **Cindy Valdez**'s work from Berlin is to create awareness of the origins of materials, forms and contexts. She shows the diversity of the natural environment, food and locally sourced materials via functional 3D-printed artefacts. Nature becomes a central element of design. And the 3D printing process enables the production of unique series of functional tableware. Restaurants are the perfect places to let guests share in this creative experience.



Valdez: The 3D-printed vases are subject to the concept of working only with natural materials such as clay.

Examples of the Interior Design Talents (Living area, Hall 8.0 N90)

A total of 14 participants will present themselves in the Living area of Talents 2022. Living shows how we will design our homes in the future. The revolutionary and very environmentally conscious approaches of the international design talents also promote new solutions for interior concepts. It is striking that the majority of the raw materials used are developed for a material cycle with a low energy input in production. In addition, more sustainable forms of consumption are very popular. Re-thinking lifestyles and consumption is the motto of the new generation.

Unique products also emerge from ideas for completely different areas of life. German designer **Emilie Burfeind**, for example, presents a holistic design concept for a sustainable trainer that can also set new standards for interior design products in the future. Sneature consists of three components: Dog hair, natural rubber and a sole made of mushroom mycelium. Here, not only are digital design methods used to adapt the product to the user, but also, in combination with additive manufacturing processes such as 3D printing or 3D knitting, the possibility of being able to produce even a small number locally in micro-factories is demonstrated. After use, Sneature can be disassembled into its individual parts, repaired or composted and thus returned to the natural material cycle as a nutrient.



Burfeind: The holistic design concept for the sustainable Sneature trainer made of mycelium, dog hair and natural rubber can also have relevance for interior design products.

Rural wisdom is reinterpreted in "The nourishing objects" by **Lily Saillant**. Saillant, who graduated from the Ecole des Arts Décoratifs in Paris (ENSAD), mixes the know-how of an object designer and almost forgotten craft traditions to create exciting new objects for storing and fermenting food such as bread or crops. Her objects emphasise rural culture and communicate more sustainable forms of food consumption. This project was realised with the help of Fermob, the ceramic manufacturer Digoin and the carpenter Dimitry Kowalczyk.



Saillant: Longer fresh with new storage items - for more sustainable forms of food consumption.

The magnetic modular wooden toy range with 50 stylised animal figures "Zülo" by **Dhairya Shikhar** from India also has great potential to trigger new interior design solutions. It is mainly handmade, made from sorted wood waste that contains no harmful chemicals and leaves only a small carbon footprint.



Shikhar: The magnetically modular wooden animals can be put together intuitively and are mainly handmade, made from sorted wood waste.

The magnets can be used to form various interchangeable, movable components. This stimulates the imagination and promotes cognitive development - especially for visually impaired and ADHD children, for example. This creates timeless treasures that can be passed on from one generation to the next as family heirlooms and at the same time promote social and environmentally conscious consumer behaviour.

Talents promotional programme

In the successful Talents promotional programme, international young designers, university graduates and labels demonstrate their skills at Ambiente in Frankfurt every year and network with manufacturers, dealers and the international design scene. Messe Frankfurt provides them with support in the form of advice, practical assistance and public relations work in addition to their free trade fair appearance.

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](#).

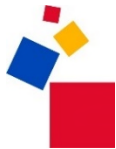
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Ambiente

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 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.

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

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

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 2,300* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140* million after having been as high as €736 million in 2019 before the pandemic. 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 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

* Preliminary figures for 2021