

news +++ Ambiente
3 to 7 February 2023

ambiente

Reserve 2 May 2022 for the online event Future of Work Academy with focus on current topics relating to the modern office

Frankfurt am Main, April 2022. Ambiente Working will join Dining, Living and Giving as a further product area within the international consumer goods fair, in which everything will revolve around New Work and the working world of tomorrow. A foretaste will already be offered on 2 May 2022 at the free online event "Future of Work Academy" with current topics on office planning. The lecture programme is aimed in particular at architects, interior designers, office planners and facility managers. The digital event is being realised together with World-Architects.

Five nationally and internationally renowned architects and planners will participate in the Future of Work Academy and provide inspiring insights into the state of contemporary office planning. They will lecture on forward-looking topics in line with the "Future of Work" and provide suggestions for a contemporary interior design of the workplace.

The programme begins at 2 p.m. with a short welcome by Messe Frankfurt Exhibition GmbH and World-Architects.

The first speaker will be **Peter Ippolito** from the Ippolito Fleitz Group at 2.15 p.m. with his topic "Decidedly in between". He will show that there are always different answers to the current challenges of the working world. "Not because we cannot decide, but because there are always different answers to the challenges of the working world," is his credo for office planning.

"Welcome Home to Office" is the title of the lecture by **Jessica Borchardt** of BAID Architekten, who will talk about the challenges and the harmony of office and home office from 3 pm. "We need a mix of office and home office and we have to be able to look forward to it," says Borchardt.

Margit Sichrovsky from LXS Le Roux Sichrovsky Architects will talk about the topic "Explore the future in action". She is of the opinion that topic-based work and joint knowledge transfer will take up more space in everyday working life. New Work is also an aspect of her talk starting at 15:45. "New Work means a lived experiment that changes today for tomorrow," says Sichrovsky.

Petra Pfeifer and **Andreas Moser** from MA Architekten will be devoting their lecture "We - I - We" to the topics of individuality, security, flexibility and identification. Starting at 4:30 p.m., they will not only enter into a joint dialogue, but also into a dialogue with the audience, because their opinion is: "There is no universal recipe for 'the workspace'."

The lectures will be broadcast on two channels - in German and in English.

Pre-registration is required and can be made at:
www.ambiente.messefrankfurt.com/future-of-work-academy

Once registered, you will automatically receive the dial-in link before the free event and can then attend all or individual lectures.

The next Ambiente will take place from 3 to 7 February 2023.

Press information and photographic material:

www.ambiente.messefrankfurt.com/press

On social media:

www.facebook.com/ambientefair | www.twitter.com/ambiente

www.instagram.com/ambientefair | www.ambiente-blog.com

Hashtag: #ambiente23



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Leading international trade fair Ambiente

New perspectives open up undiscovered opportunities: As the leading international consumer goods trade fair, Ambiente maps the changes in the market with an eye to the future. For five days, it presents a unique mix of ideas and products - and is the platform for global trends. For Table, Kitchen and Housewares, the fair is the unrivalled No. 1 in the Dining segment. In Living, all styles and market segments can be experienced around the home, furnishing and decorating. Giving presents gifts and personal accessories in all facets and will in future offer high-quality stationery as well as articles relating to school supplies. The new Working section fleshes out the working worlds of tomorrow. With its future-oriented HoReCa and Contract Business segments, Ambiente also has a strong focus on the international contract business. The major themes of sustainability, new work, design, lifestyle, digital expansion of trade, and future retail accompany the event, as do a large number of industry events, young talent programs, trend presentations and awards ceremonies. Due to its unrivalled product range in terms of breadth and depth, it is unique worldwide and offers the best connections for making contacts and finding new business partners.

Home of Consumer Goods - the new one-stop store for the global order season

Under the motto "Home of Consumer Goods", Ambiente, Christmasworld and Creativeworld will be held simultaneously for the first time at one of the world's most modern trade fair centers from February 3-4 to 7, 2023. The newly created combination of three successful leading trade fairs at one location at one time thus combines their strengths and thus offers an unprecedented, simultaneously available, future-oriented product range in quality and quantity. Global business with large volumes is intensified. Messe Frankfurt will continue to offer the largest platform for global sourcing outside China. Frankfurt is thus the center of the global order season, strengthening synergy effects and efficiency for all participants, and is thus the one, comprehensive inspiration, order and networking event for a globalized industry. This is where the newest trends are presented and the global metatrends are experienced and made visible.

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