

ambiente

Interior Looks: Strong Debut – Expanded furniture offerings and new formats in Frankfurt for 2026

Frankfurt am Main, March 2025. Interior Looks made a promising launch at Ambiente 2025, providing new momentum for the furniture industry. The innovative area successfully connected high-quality furniture and interior design brands directly with new buyers from retail, architecture, planning, hotels, and restaurants, garnering overwhelmingly positive feedback. In 2026, this premium offering will be further expanded, presenting an even broader range of furniture and new formats in Frankfurt.



Convincing right from the start: solutions for design-focussed retailers, hotels and the contract business in the new Interior Looks area.
Photo: Messe Frankfurt/Jens Liebchen

"Interior Looks was just the beginning. We are engaged in dialogue with the furniture industry on multiple levels and will expand the furniture offering in Frankfurt to address a wider spectrum, from sophisticated to premium segments," explains Philipp Ferger, Vice President Consumer Goods Fairs. "Beyond traditional trade fair formats, innovative new approaches to attract customers in hospitality, interior design, contract business, and architecture are being discussed. Naturally, we are also coordinating with colleagues from our leading trade fairs ISH, Heimtextil, and Light + Building to actively engage their international visitor groups."

A successful launch with substantial potential

From its first edition, Interior Looks impressed with its clear direction and targeted networking opportunities. "Despite a challenging market environment, we successfully opened up new sales channels for furniture exhibitors, actively supporting industry

transformation. Beyond our focus on lifestyle and design, participants encountered new retail buyers and business partners from contract and hospitality sectors in Frankfurt. This has proven highly successful, and I am particularly pleased that the strategy has paid off for the pioneering exhibitors in Interior Looks," emphasizes Yvonne Engelmann, Director of Ambiente Living, Giving, and Working. Among these pioneers is Christine Kröncke Interior Design. Jörg von Sichart, Managing Partner, confirms: "Branded furniture and lifestyle simply work very well together. The contacts from the hospitality sector have been particularly impressive, with many interior architects visiting Interior Looks to find competent furnishing partners."

High expectations, excellent response: objectives achieved

Interior Looks is situated within the attractive setting of Interior Design Hall 3.1, where international lifestyle brands and contract-related topics offer promising synergies. Curated by industry expert Bernd Schellenberg, who also co-developed the overall concept, the area presented a coherent selection of high-quality handcrafted furniture, textiles, lighting, and design objects. Alexander Haas, CEO of Rodam, praised the execution: "The area integrated perfectly into Ambiente's lifestyle offerings and was well communicated in advance. This was clearly reflected in the excellent reception at the fair." Exhibitors, many participating at Ambiente for the first time, expressed great satisfaction. Jörg Hebel, Head of Contract at JAB Josef Anstoetz, noted: "Ambiente provides us with an ideal setting to showcase our entire group. Our debut in Frankfurt significantly exceeded our expectations, generating numerous promising retail contacts as well as opportunities in contract business from hospitality to interior architecture." Olaf Meckfessel, Managing Partner at Scholtissek, familiar with Ambiente, supports the new direction: "We have long exhibited our home accessories in Frankfurt. In 2025, we specifically highlighted our furniture collections both in Interior Looks and at our own stand, and we are extremely pleased with the results."

Ambiente 2026: Even more opportunities for the furniture sector

The varied profiles of exhibitors demonstrated the diverse growth potential at the industry's leading lifestyle fair. While custom manufacturers like Fine successfully targeted project managers primarily in German-speaking and European markets, brands like Raasch and Serax praised the quality of the international audience. Stephan Bolz, CEO of Bordbar Design, summarized: "Frankfurt's high international profile is key for us, as it represents significant growth opportunities. This has worked exceptionally well."

"With positive feedback and considerable interest already for 2026, Interior Looks will continue to grow. Leveraging synergies with Frankfurt's international fairs and introducing innovative formats for customer acquisition and matchmaking, we are creating new opportunities for the furniture industry to connect with relevant target groups," concludes Engelmann.

Further exhibitor statements from Interior Looks are available [online](#). Participants at the premiere included: [Bielefelder Werkstätten](#), [Bordbar](#), [Christine Kröncke Interior Design](#), [Fine Furniture](#), [Ipdesign](#), [JAB Anstoetz Gruppe](#), [Raasch](#), [Rodam](#), [Scholtissek](#), [Serax](#) and [Signet](#). Additionally, their offerings will soon be accessible in the digital showroom on [Conzoom Solutions](#). Users can explore the Interior Looks exhibition area via an interactive 360° tour, access detailed information, and find year-round inspiration.

Next fair dates:

Ambiente will again be held in early February, concurrently with Christmasworld and Creativeworld at the Frankfurt exhibition grounds.

Ambiente/Christmasworld: 06 to 10 February 2026
Creativeworld: 06 to 09 February 2026

Note for journalists:

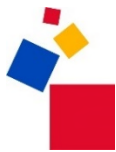
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