

ambiente

Ambiente Trends 26+: *brave*, *light* and *solid* showcase the style worlds of tomorrow

Frankfurt am Main, 2 September 2025 – How do we want to live, work and dwell in these times? Which colours, shapes and materials create spaces for a livable future? Ambiente Trends 26+ provide three powerful answers: *brave*, *light* and *solid*. They set the stage for the international consumer goods fair Ambiente 2026, taking place from 6 to 10 February 2026 in Frankfurt am Main. In the trend area, located in the foyer of Hall 4.1, the new style worlds will be vividly staged with selected exhibitor products.



Under the themes Dreams, Facts, Stories, the Ambiente Trends 26+ unite the three style worlds – brave, light and solid – brought to life in the Trend Area of Ambiente 2026. Graphic: Messe Frankfurt

Dreams, Facts, Stories – the overarching trinity

The overarching three themes **DREAMS FACTS STORIES** runs through all three Ambiente Trends 26+. It encourages optimism even in challenging times, inspiring us to pursue new ideas and revive motivating memories. **dreamlike** expresses the yearning for imagination and confidence. Surreal, fairy-tale settings open up spaces where visions of a livable future can take shape. **timeless** embraces the continuity of familiar design while reinterpreting it – a reminder of what endures and sustains us. **curated** highlights the art of careful composition: individual objects enter into dialogue and, in interplay, unfold a new, harmonious overall effect.

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