# 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.



With **brave**, fresh design takes centre stage – marked by surprising material blends, a touch of retro charm and a spirit of artistic creativity. Graphic: Messe Frankfurt

## brave - bold, expressive, imaginative

**Brave** celebrates the joy of experimentation. Contrasting materials and techniques enter into unexpected collaborations: craftsmanship meets technology, retro elements meet digital transformation. Playful colours and expressive shapes create spaces that unite beauty and function. Figurative motifs such as animal depictions or floral prints underscore the narrative character.



With transparency, ethereal colours and seemingly weightless designs, **light** embodies clarity and a new, subtle sensuality. Graphic: Messe Frankfurt

## light - airy, ethereal, visionary

**Light** brings clarity and ease. Transparency, flowing materials and subtly dynamic structures create spaces with visionary appeal. Designs that seem weightless shift between calm and energy. Pastel tones, silvery surfaces and shimmering effects introduce a new sensuousness into everyday life. Light evokes an atmosphere where delicacy and strength meet in harmonious balance.



**Solid** brings together clear forms, lasting materials and considered design to shape timeless living environments. Graphic: Messe Frankfurt

## solid - enduring, timeless, versatile

Solid responds to the desire for lasting yet versatile living worlds. Modular furniture, clean forms and a bold colour palette stand for durability. At the same time, unconventional materials, recycled resources and geometric structures introduce a fresh modernity. Solid combines functionality with self-assurance and places quality and sustainability at the centre.

# A guide and ordering aid for the trade

For many years, the Ambiente Trend Area has been regarded as an international compass for style directions in the consumer goods sector. It provides valuable orientation and inspiration for purchasing decisions to trade visitors from retail, design, hospitality and contract furnishing. The renowned trend experts of Stilbüro bora.herke.palmisano derives the Ambiente Trends 26+ from global currents in design, fashion, art and lifestyle. With precise analysis, it formulates answers to the pressing question of how we want to live today and tomorrow. "The new trends unite optimism with creative enthusiasm. They demonstrate how design can become a tool for positive change," says trend expert Annetta Palmisano of Stilbüro bora.herke.palmisano.

#### 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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