

news +++ Ambiente
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ambiente

Curated interior design continues to grow – kick-off for Grandcreators planned for Ambiente 2027

Frankfurt am Main, October 2025 – Planning for Grandcreators – The signature design forum in the Festhalle is entering the next phase. Due to the tight timeframe and the fact that final confirmation from a sufficient number of international premium brands is still pending, the launch of the curated matchmaking format is planned to run parallel to Ambiente 2027. Until then, the interior design offering at Ambiente 2026 in Hall 3.1 will continue to grow.



Guided designer tours offer journeys of discovery through Hall 3.1 – especially for interior designers, architects, interior decorators and design-oriented retailers. Photo: Messe Frankfurt/Jens Liebchen.

„Grandcreators will launch in 2027 alongside Ambiente, as the new concept is already proving very popular within the industry. At the same time, the curated matchmaking format thrives on the broad presence of leading premium brands, inspiring new discoveries and reliable project contacts. That's why it's important for us and our partners Stylepark and e15 to launch Grandcreators when it meets our standards for relevance and impact. Given the current economic climate in the industry, we need a longer lead time for this, which we will achieve by starting in 2027," says Philipp Ferger, Vice President Consumer Goods Fairs.

Grandcreators connects international premium brands in the furniture and interior design segment with decision-makers from architecture, interior design, contract business and hospitality – beyond traditional trade fair formats. The launch in February 2027 is set to have a strong international impact. Renowned brands – from Albrecht Jung and Cor to Thonet, Vitra and Zeitraum – have opted for the exclusive matchmaking format with at least five pre-arranged appointments with suitable top architects. Messe Frankfurt is thus expanding its curated furniture and interior design offering from the high-end to the premium segment with a focus on the international contract business.

Growing interior design offering at Ambiente 2026: Ambiente Projects

In order to meet the demand for targeted networking of new exciting contacts in the international project business, the organisers at Messe Frankfurt have also further developed the Ambiente offering. From 2026 onwards, Ambiente Projects will bring together everything that commercial interior designers need for planning, furnishing and equipping future-oriented projects – whether in the contract business, hospitality segment or office design environment. Highlights include the ever-growing Interior Looks brand area, the new Interior Design & Architecture Hub and the material exhibition At the table with nature, realised in collaboration with the Healthy Material Lab Europe.

Interior Looks was launched in 2025 in collaboration with curator Bernd Schellenberg. It brings together design-oriented manufacturer brands from the furniture and interior design industry with the highest standards of craftsmanship, materials and customisation. These include renowned brands such as Bielefelder Werkstätten, Christine Kröncke Interior Design, JAB Anstoetz Group, Rodam, Scholtissek, Signet, TF fine furniture and, new to the line-up, Acapulco Design, Conde House Europe, Holtkötter Licht and Müller Möbelfabrikation. They showcase international trends and innovations in specially designed brand showcases. Interior Looks is embedded in Ambiente's extensive interior design offering in Hall 3.1, which impresses above all with its inspiring mix: brands such as Blomus, Ethnicraft, Rohleder, Serax and Vario Büromöbel, as well as manufacturers such as Dibbern, Guaxs and Orrefors Kosta Boda, and selected suppliers of home design and accessories such as Designletters, Gardeco Objects and Philippi are represented, as are other exclusive furniture brands such as Andersen furniture, Muubs, Studio Höllental and the wallpaper manufacturer ARTE.

This is where the crowds will head to in Hall 3.1

In addition to the curated selection of interior design suppliers, including interior looks, the new Interior Design & Architecture Hub, designed by Ambiente designer Katty Schiebeck, is the perfect link between hospitality, contract business and interior design. The area showcases the theme of hospitality, including selected exhibitor products from Halls 11 and 3.1. The integrated Academy offers a certified programme of lectures and training courses every day – especially for architects, interior designers and contract furnishers. On Saturday and Sunday, World Architects will take over the high-calibre international daily programme, followed by the European Council of Interior Architects (ECIA) on Monday for the first time.

In addition, Ambiente Talents is celebrating its 25th anniversary with a special presentation of new and established designs – for example, by Sebastian Herkner and Lanzavecchia + Wai. Guided designer tours also offer interior designers, architects, contract furnisher and design-oriented retailers targeted orientation.

Upcoming trade fair dates:

The next editions of the consumer goods fairs will once again take place simultaneously at Frankfurt Fair and Exhibition Centre in February.

Ambiente/Christmasworld: 06 to 10 February 2026

Creativeworld: 06 to 09 February 2026

Note for journalists:

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