

news +++ Ambiente
06 to 10 February 2026

ambiente

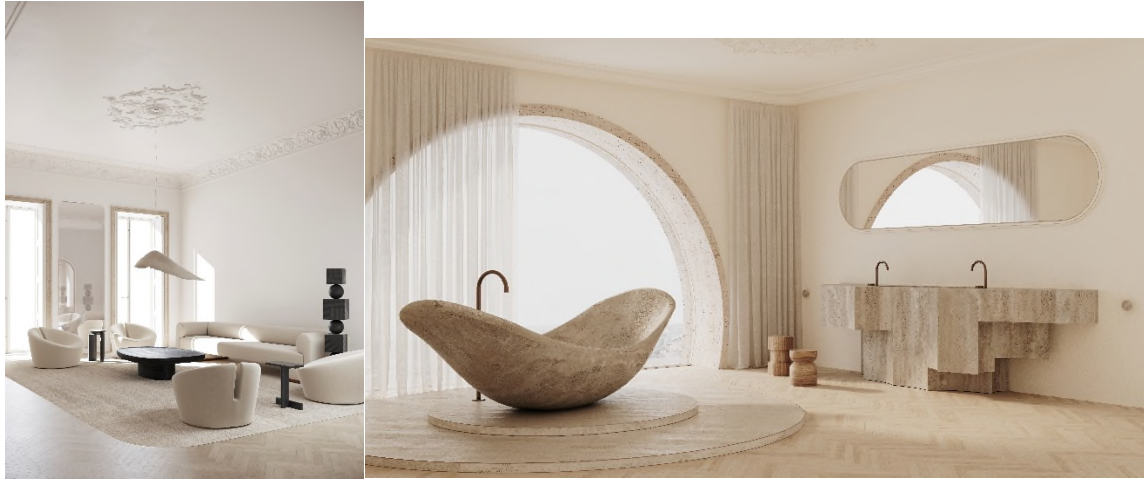
Quiet Elegance. Immersive Design. Lasting Impact: Katty Schiebeck redefines hospitality with the new Interior Design & Architecture Hub

Frankfurt am Main, November 2025 – With the new Interior Design & Architecture Hub in Hall 3.1, Ambiente Projects 2026 expands its curated showcase for the international contract and hospitality sectors. Designed by Ambiente Designer 2026 Katty Schiebeck, this is a setting that reinterprets hospitality – as an immersive experience combining serenity, emotion and design. The integrated Academy offers a certified lecture and training programme – specifically for architects, interior designers and project professionals – in collaboration with Office Roxx, World Architects and, for the first time, the European Council of Interior Architects (ECIA).



Ambiente Designer 2026: Katty Schiebeck is designing the Interior Design & Architecture Hub in Hall 3.1 as a new highlight at Ambiente Living. Photo: Messe Frankfurt/Katty Schiebeck Studio.

Barcelona-based interior designer Katty Schiebeck is one of the most influential voices in contemporary interior design. Her designs are characterised by clear lines, natural materials such as wood and marble, and a subtle balance of warmth and structure. With her studio, the Uruguayan-born designer realises projects in the luxury and hospitality segment worldwide – for example in Doha, Hong Kong, and Lisbon. One of the most prestigious is the interior design of the new royal palace of the Qatari royal family. Katty Schiebeck has been named one of the 100 best interior designers in the world by Architectural Digest (Condé Nast) on several occasions. In 2026, she will be the focus of the leading international trade fair for consumer goods and commercial interior design as the Ambiente designer, shaping the new Interior Design & Architecture Hub in Hall 3.1.



Her projects combine minimalist lines, sculptural geometry and fine materials, bringing a pleasant warmth and quiet elegance to rooms where beauty and function coexist in perfect balance. Photo: Katty Schiebeck Studio.

Katty's vision for Ambiente: Rethinking hospitality, experiencing it anew

"When we think of hospitality, we often imagine comfort, good service or making someone feel welcome. But for us, as an interior design studio, hospitality goes far beyond that. At its core, hospitality is an experience – it means creating environments that awaken emotions, touch people and remain in their memories. We want every space to be immersive – to speak to the senses, to surprise with warmth. This is how our concept for Ambiente 2026 came about: a place that radiates calm in the midst of the lively trade fair atmosphere – an oasis where visitors can pause, breathe, reconnect and recharge their batteries. Designing hospitality means creating experiences that live on beyond the space," says Katty Schiebeck.

With this vision, Schiebeck stages the theme of hospitality as an immersive experience for interior designers, (interior) architects, contract furnishers, retailers and hoteliers – from the sustainable selection of materials to the emotional experience of space. Her hub thus forms the creative centre of Ambiente Projects, which will bring together all topics related to interior design, architecture and hospitality from 2026 onwards. To bridge these worlds, she integrates selected exhibitor products from Hall 11, focused on HoReCa, and from Hall 3.1, centred on hospitality interiors and contract business.

With the Interior Design & Architecture Hub, Ambiente 2026 shows how closely design, emotion and sustainability are linked in the hospitality of the future – curated by one of Europe's most exciting designers.

Certified lecture and training programme – with ECIA on board for the first time

The integrated Academy offers a daily certified lecture and training programme – specifically for architects, interior designers and contract furnishers.

On Friday, Office Roxx will be organising the programme under the title 'Trend Forum for Modern Spatial Environments', bringing together top speakers such as Bernd Fels. Fels promises: 'Work is going to be radically different – forget today's office organisation.' Sabrina Voecks explains what the term 'officiality' means and where work feels like home. Peter Knecht highlights the trend towards biophilic working environments and explains how nature is a factor for success in offices and restaurants.

Saturday and Sunday are Architect Days – when World Architects take over with renowned speakers. Sascha Arnold, for example, analyses today's understanding of hospitality and asks the provocative question: Are we planning without considering the user? Dieter Brell

addresses the topic of 'Symbiotic Environments – Hospitality in the field of tension between low tech and AI'. Prof. Sigurd Larsen will shed light on the factors that must come together to create an unforgettable hospitality experience.

For the first time, the European Council of Interior Architects (ECIA) is bringing top international creatives to the stage on Monday – among them Mauro Brigham, Creative Director and Co-Founder of Brussels-based design studio NCBHAM, known for his inspiring "out-of-the-box" approach and visionary design thinking.

Guided tours of Hall 3.1 and Hall 11.0 by World Architects

Guided designer tours of Hall 3.1 and Hall 11.0 by World Architects provide additional orientation for trade visitors and showcase hospitality concepts in combination with selected exhibitor products from the areas of hospitality interiors, contract business and HoReCa. These will take place on Saturday and Sunday from 1:00 p.m. to 2:00 p.m. through Hall 3.1, followed by a coffee break, and from 3:30 p.m. to 5:00 p.m. through Hall 11.0.

The corresponding Ambiente Project offerings from exhibitors are marked with the special interests 'Hospitality Interiors' and "HoReCa" for the hospitality industry and 'Contract Business' for public space design – both online and offline.

More information about the tours, the speakers and their presentations will be available in the [online event calendar](#) from mid-November and will be updated continuously. It's worth checking back there more often!

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:

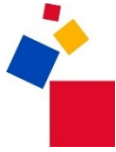
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