

ambiente

christmasworld

creativeworld

The platform for smart perspectives: Conzoom Solutions Academy – expert knowledge for the retail industry

Frankfurt am Main, November 2025. Change remains the only constant: the growing challenges in the market demand new business impulses and the courage to embrace transformation. Topics such as generative artificial intelligence, service design, community building and an increased experience factor at the point of sale – the Conzoom Solutions Academy provides practical, hands-on know-how for the retail sector, as well as exciting awards and designer talks. Renowned experts share their insights to inspire innovation.



The experts at the Conzoom Solutions Academy in room Europa, Hall 4.0, provide fresh business impetus. photo: Messe Frankfurt/Pietro Sutera

From February 6 to 10, 2026, when the international consumer goods industry gathers for Ambiente, Christmasworld, and Creativeworld, the Conzoom Solutions Academy will once again offer valuable guidance. Trade buyers and designers can look forward to a diverse program featuring themed days, insights, and hands-on presentations – all focused on the key challenges of tomorrow's consumer goods world. All award ceremonies will take place on Friday, the **Media & Awards Day**, including the negative award Plagiarius (Negativpreis Plagiarius) followed by a get-together, as well as the Hessian State Prize for German Arts and Crafts (Hessischer Staatspreis für das Deutsche Kunsthandwerk), which honors outstanding craftsmanship. Saturday will be celebrated as **Designer Day** in collaboration with the German Design Council – specially curated for the Ambiente Designer Community and hosted by Valerie Präkelt, former Lead Editor at AD Germany. Sebastian Herkner, internationally acclaimed designer and former Talent, will speak about creative transformation and the role of design in shaping a shared future – in the spirit of

Frankfurt's designation as "World Design Capital 2026". A must-see of the program is the keynote by Prof. Birgit Mager, a pioneer of service design from the Cologne International School of Design. She will speak about the shift from product design to relationship design and the growing importance of service design in business, politics, and society. Other program highlights include inspiring talks by Katty Schiebeck, Ambiente Designer of the Year 2026, and the internationally renowned Japanese industrial designer Naoto Fukasawa.

Annetta Palmisano, stilbüro bora.herke.palmisano, invites you to the daily trend briefing – from Saturday, February 7, 2026 onwards. She will present the Ambiente and Christmasworld Trends 25+ and must-haves in terms of colors and materials for the coming season.

On Sunday and Monday, the **Retail Days** will showcase the future of retail, highlighting innovation, digitalization, and new ways to create memorable customer experiences. Colin Lewis, author at InternetRetailing, will focus on retail media, explaining how it differs from traditional advertising and how it can be successfully used. Following this, Miya Knights, owner and editor of Retail Technology magazine and one of the Top 100 Rethink Retail Experts 2025, will explore how generative AI is reshaping ecommerce innovation – from marketing and merchandising to supply chain and customer experience. New: Angelika Niestrath, a trained bookseller and renowned expert in stationery, gifts and paper products, will lead two guided tours through Hall 4.2 for the first time on Sunday. On Monday, the new interactive workshop with Ingeborg Maria Lang, Head of Urban Transformation at CIMA Beratung + Management, will take place. In this interactive workshop, the 'Top 5 Experience Spaces 2030' will be designed in real time. The outcome will offer practical ideas and inspiration on how city centres can encourage people to visit and return in the future.

Tuesday concludes the program as **Future Marketing Day** – held for the first time in cooperation with [This is Marketing](#) – with two presentations that inspire and provide a forward-looking perspective on marketing.

With fresh ideas and solid industry expertise, the Conzoom Solutions Academy delivers exactly what the future shapers of the industry need. The entire event program, including further information on the speakers and topics, is available online at ambiente.messefrankfurt.com/events, christmasworld.messefrankfurt.com/events and creativeworld.messefrankfurt.com/events. It is updated on an ongoing basis.

Conzoom Solutions

News, expert insights and inspiration are also available on the retail hub [Conzoom Solutions](#). The online platform for retailers provides year-round access to valuable industry knowledge and practical tips for the point of sale.

Next trade fair dates:

Ambiente, Christmasworld and Creativeworld will continue to take place at the same time at the Frankfurt exhibition centre.

Ambiente/Christmasworld:	06 to 10 February 2026
Creativeworld:	06 to 9 February 2026

Note for journalists:

With the [Conzoom Circle](#) network, Messe Frankfurt links the most important international platforms for the global consumer goods and retail industry and bundles industry knowledge and expertise.

Press releases & images:

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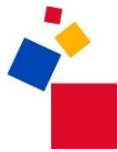
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