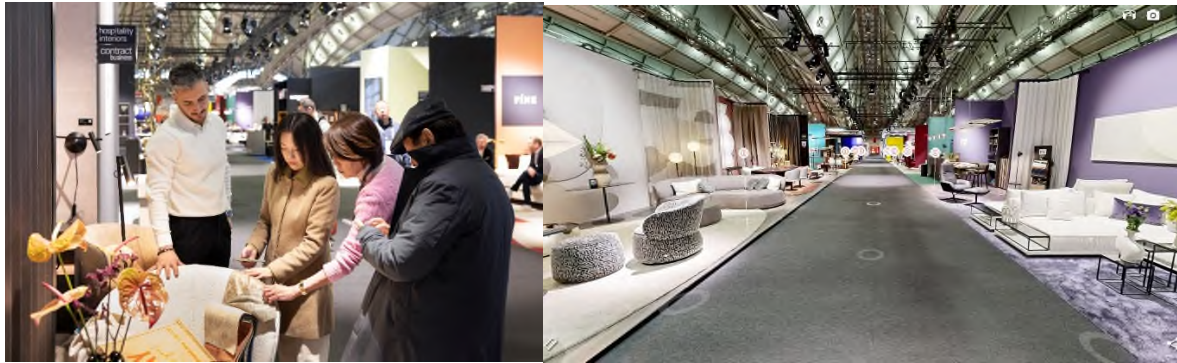


news +++ Ambiente  
29 January to 2 February 2027

## ambiente

### Interior Looks accessible year-round: digital showroom is live

**Frankfurt am Main, April 2026. Interior Looks – the curated area for furniture and interior design at Ambiente – is now accessible beyond the trade fair with the new [digital showroom](#). It brings all participating brands and their products into focus, offering an additional source of inspiration and research for new project partnerships.**



Interior Looks at Ambiente 2026: the curated area for furniture and interior design in Hall 3.1 is now accessible year-round with the new [digital showroom](#). **Photo: Messe Frankfurt/Jens Liebchen.**

The second edition of Interior Looks clearly demonstrated the strong demand for connected platforms in the international contract business. The curated area in Hall 3.1 brought together 16 high-quality furniture and interior brands from Germany, Belgium, and Switzerland. All participating companies are characterised by a distinctive brand profile and a strong commitment to quality, appealing to the premium retail sector as well as the dynamically growing hospitality segment. Within the furniture-focused, design-oriented Ambiente Living environment, a unique space for exchange, inspiration and business development was created. Designed as a compact brand showcase, Interior Looks offers a resource-efficient alternative to traditional large-scale trade fair presentations and facilitates targeted engagement with international decision-makers.

“The strong response to the second edition confirms that we are on the right track in consistently developing and expanding this format internationally,” says Yvonne Engelmann, Director Ambiente Living & Giving. “Interior Looks brings strong brands together with relevant target groups – creating the foundation for sustainable partnerships in the contract business.”

Brands participating in the area in February included Acapulco Design, Artanova, Bielefelder Werkstätten, Christine Kröncke Interior Design, Conde House Europe, Coozus, Holtkötter Licht, JAB Anstoetz Group, Müller Möbelfabrikation, Piure, Rodam, Scholtissek, Signet and TF Fine Furniture, as well as Topstar with its brands Wagner and Sitness.

The digital showroom now creates an additional point of access to these high-quality interior solutions – ranging from furniture and lighting to holistic spatial concepts. Users can explore the diversity of Interior Looks exhibitors regardless of time and place and search specifically for suitable partners for international projects.

### **Voices from the market: networks as a success factor**

Exhibitors emphasise the importance of Interior Looks as a key platform for new business opportunities: “The contract business generates sustainable revenue growth for our company group. Ambiente provides a platform where we can reach architects and decision-makers,” says Jörg Hebel, Head of Contract at JAB Anstoetz. Matthias Hujer, Managing Director of BW Bielefelder Werkstätten, adds: “Ambiente 2026 was a great success for us. The Interior Looks area in particular provided the ideal setting to present our innovative strength to an international trade audience.”

As a first-time exhibitor, Katharina Holtkötter, Managing Director of Holtkötter Licht, highlights the importance of partnerships: “The market is undergoing change. Reliable partnerships and strong networks are therefore more important than ever – especially in the premium interior segment. Interior Looks offers exactly the right framework for this.”

Visitors also highlight the relevance of the format for their daily work: “Here, you don’t just discover new international brands, but also exciting partners for demanding projects,” says architect Franziska Lang from Pedevilla Architects. Hans Rodewald, founder of Konferenz.Raum.Bilder, adds: “Especially in dynamic times, networking is becoming increasingly important, as people and products can be experienced directly.”

### **Outlook: growth and internationalisation**

Following the successful expansion in its second edition, the further development of Interior Looks is already in full swing. In addition to further refining the concept, particular focus is being placed on the international expansion of the format.

The aim is to establish the format in the long term as a key platform for high-quality interior design and as a central matchmaking hub for the global project business.

The digital showroom complements this approach as a year-round interface, strengthening continuous networking between brands, retail and project partners.

### **Next trade fair dates**

Ambiente, Christmasworld and Creativeworld will take place at the end of January 2027 at the Frankfurt exhibition grounds. The Compass Talks will once again kick off the events on the day before, 28 January 2027.

Ambiente/Christmasworld: 29 January to 2 February 2027

Creativeworld: 29 January to 1 February 2027

### **Note for journalists:**

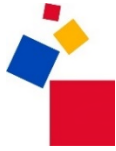
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**Your contact:**

Katrin Westermeyr

Tel.: +49 69 75 75-6893

[katrin.westermeyr@messefrankfurt.com](mailto:katrin.westermeyr@messefrankfurt.com)

Messe Frankfurt Exhibition GmbH

Ludwig-Erhard-Anlage 1

60327 Frankfurt am Main

[www.messefrankfurt.com](http://www.messefrankfurt.com)

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