

news +++ Ambiente
29 January to 2 February 2027

ambiente

Yvonne Engelmann: “International connections don’t happen by chance.”

Frankfurt am Main, July 2026. The interior design and furniture industry is undergoing profound change. Companies are looking for new markets, new target groups and international business opportunities. How is Ambiente further developing its offering for the interior design sector? Three questions for Yvonne Engelmann, Director Ambiente Living & Giving.



Ambiente is continuously expanding its offering for the interior design sector and international contract business. Photo: Messe Frankfurt/Jens Liebchen

Ms Engelmann, Interior Looks has established itself as a curated brand area for premium interior and furniture design. You have announced plans to further develop the format internationally and expand it into a matchmaking hub for global contract business.

What are your next steps in the Interior Design segment?

We are continuously developing the Interior Design segment at Ambiente. Our focus is on creating even greater added value for the international interior design and furnishing industry. Today, companies are looking for new international business opportunities and reliable networks. That is why we are continuously expanding our offering for international contract business and bringing these activities together under *Ambiente Projects*. This includes dedicated offers for architecture and interior design as well as formats that foster personal exchange and targeted networking. In this way, we are creating additional points of connection between manufacturers, trade, hospitality, architecture and interior design, while developing Ambiente step by step into an even stronger international meeting place for the interior design industry.

What are your main priorities?

We are investing specifically in formats that encourage exchange between manufacturers and key decision-makers. These include the Interior Design & Architecture Hub as well as partnerships with international networks such as World-Architects – a premium international network of architects and building professionals – and the European Council of Interior Architects (ECIA). Together, we are creating formats that combine inspiration, knowledge and concrete business opportunities.

The strong response from the industry shows just how much interest this approach is generating. Brands such as Bielefelder Werkstätten, Ethnicraft and Studio Höllental have already confirmed their participation, while Bretz will be exhibiting at Ambiente for the first time. More details will follow – no later than at our press conference in early September. That is also when we will reveal the Ambiente Designer 2027.

You have spoken about placing a stronger focus on networking. What role does matchmaking play?

In challenging times, personal encounters and targeted networking are becoming more important than ever. That is why we focus on curated matchmaking, bringing manufacturers together with architects, interior designers, hospitality decision-makers and international buyers in a targeted way.

Ambiente offers the ideal conditions for this. Thanks to its high level of internationality among both exhibitors and visitors, it brings together decision-makers from around the world in Frankfurt. At the same time, exhibitors benefit from an exceptionally broad visitor profile – ranging from architecture and planning firms to hotel groups and hospitality companies, as well as leading furniture and home furnishing retailers and international trading companies. Companies such as HPP Architekten, Ippolito Fleitz Group, Marriott International, Hilton, Wayfair and Harrods Group exemplify this diversity. It is precisely this quality of contacts that makes curated matchmaking so valuable today.

Next trade fair dates

Ambiente, Christmasworld and Creativeworld will take place at the Frankfurt exhibition grounds at the end of January 2027. Once again, the Compass Talks will kick things off on the preceding day, 28 January 2027.

Ambiente/Christmasworld: 29 January to 2 February 2027

Creativeworld: 29 January to 1 February 2027

Note for journalists:

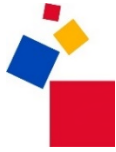
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