

ambiente

Ambiente Trends 23+ focus on sustainability, unexpected new creations and design icons

Frankfurt am Main, September 2022: Ambiente Trends 23+ offers an overview of new products from the entire consumer-goods sector - new in 2023 are the trends for New Work and the modern workplace. The first place to go to experience the trends live is the Trend Area in the foyer of Hall 4.1. From 3 to 7 February 2023, the area will offer both trade visitors and exhibitors valuable inspiration and daily lectures to delve even deeper into the trend worlds.

The Ambiente Trends 23+ stand for living worlds that offer new sensations and experiences. The three trend worlds provide new impulses, stimulate creativity and invite you to adopt unusual perspectives. In doing so, they tie in with developments of previous years and convincingly take them further. In particular, sustainability and the associated material research, new aesthetic solutions, craftsmanship and digital innovations can be found.

On behalf of Messe Frankfurt, the style agency bora.herke.palmisano will pick up on the relevant trends in the consumer-goods sector and, on the basis of the trend themes, select suitable products for Ambiente 2023 exhibitors. These will be presented to the international trade-fair public at the Trend Show from 3 to 7 February 2023. "After two years in a state of emergency, the signs are noticeably pointing to a new start. In our research, we have found powerful living themes that answer the pressing questions of our time in very different ways. What they all have in common is a close connection to people, their feelings and their experiences," says Annetta Palmisano, bora.herke.palmisano style agency.

unknown beauty_strange + gracious: mixed reality aesthetics meets the unknown

unknown beauty_strange + gracious is the name of the first of the three trends. Here, the longing for new, surprising experiences plays a decisive role. This trend reflects a living theme that combines unconventional grace and incredible new creations. The unexpected makes its way into the familiar living environment here.

The unknown beauty_strange + gracious colour palette features intense, extravagant colours alternating with lovely and soft nuances. The micro colour themes allow for individual interpretations and focal points ranging from cool to intense, from neutral to eccentric. Multicoloured and shimmering tones dominate, as do iridescent rainbow effects or wet looks.

In terms of materials, the focus is on abstract, alien shapes and unconventional surfaces. The dissolution between analogue and digital, real and virtual worlds is also being pushed forward. The convergence of craft and technology brings forth new products.

unknown beauty
strange + gracious

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1 Depot Beijersma Van Beuningen, Photo Ossip van Duinenbock; 2 Paper Sculpture by Studio Ranko Miodic, Photo Ranko Miodic; 3 Fuses Sculptures by Studio Ranko Miodic, Photo Ranko Miodic; 4 DOME NOMAD by Birkie © Martin Chem; 5 Puffer armchair and footstool by Philippe Malouin for SCP; 6 Fungus series by Oskari Väinö Studio, Photo Teesa Väinö; 7 Dangling Mirror by A+H; 8 GRAY GREY COTTON by © Gan Rugs; 9 Holographic Drip Earrings by Inna Monastyrna for Jery Inc. Jewelry, Photo Inna Monastyrna; 10 Fungus vase by David Valdez Studio, Photo Teresa Voinova; 11 Grown Caneola by Chris Schandk, Photo Courtesy of Fiechman Benda and Clara Schandk; 12 Puffer armchair by Philippe Malouin for SCP; 13 Melt Sculpture by Irma LÄRIG; 14 Recovered vase by Diana Väinö Studio, Photo Teesa Väinö; 15 Glass pedestal by Lumina Brückner, Photo Jasper Unger Runkel; 16 Eclipse necklace by Lumina Brückner, Photo Jasper Unger Runkel; 17 TATLA OI Soapstone Gradient Collection by Zea Studio; 18 ENJOY METALL by Philip Malzer for a15; 19 Glass sculpture by Sine Bidsrup Studio, Photo Doris Krogh and Sine Bidsrup; 20 Glass sculpture by Sine Bidsrup Studio, Photo Doris Krogh and Sine Bidsrup; 21 Grotto Canale by Chris Schandk, Photo Courtesy of Fiechman Benda and Clara Schandk; 22 In a 2024 fluorescent collection by Grotto Buildings Studio for Design in collaboration with Phyllis Studio, Photo Thomas Pock; 23 Mirror by Sebastian Heilmann for Zensual Glass, Photo Florian Feilinger; 24 Jari Cover by Nina Berggaard, Photo Nina Berggaard; 25 Simple Coupe by Nina Berggaard, Photo Nina Berggaard; 26 Bottle Stool by Dean De Wit; 27 BLANKENHAI Coffee Table by Lukas Wegwerth, Photo Courtesy of Thomas Joseph Wiegler Penguins Egg Ltd for Gallery PLUM

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As a living theme, unknown beauty_strange + gracious has surprising solutions in store: "Here, the focus is on fascinating colour schemes and unexpected aesthetic solutions. Situational patterns, ambient reflections and the play of light and shade create remarkable visual effects. From extravagant to bizarre, always extraordinary and glamorous in a special way." Palmisano sums up this trend.

calming nature_careful + pleasant: New vitality meets closeness to nature

The second trend, calming nature_careful + pleasant, focuses on the calming power of nature. Organic shapes, gentle colours and a careful use of resources are just as much the focus here as the relationship between man and nature. Organic shapes and designs are supported by soft colours.

The colour palette focuses on natural tones, which have a particularly gentle effect with their delicate pigmentation. The cooler orientation features shades from the plant world, while the neutral range shows stone and metal shades. Moss, clay and a rosé nuance determine the warmer expression.

More and more, calming nature_careful + pleasant blurs the boundaries between technology, research, art and craft. The life cycles of materials provide an important source of inspiration. New solutions are offered, for example, by waste materials that become new raw materials.

Nature is always included in this trend world, including in the office: the working environment also benefits from a clear, calm design language. Seating furniture, tables and luminaires appear focused on the essentials. Biophilic light gives office and work spaces a natural look.

calming nature
careful + pleasant

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1 Blue Tree by Blast Studio, Photo Blast Studio 2 CMA CLAY by Cecilia Manzoni for 101Garis Japan, Photo Jeppe Saemsen 3 Perfect Imperfection cutlery by Piros Van De Velde for Sinter 4 Petite Coral Lamp by Blast Studio, Photo Blast Studio 5 Fluo Mirror by Ineran 6 Ewen Bontasulo, Photo Anna Di Milano Courtesy Galeries Lafayette 8 Cabinet of Curiosities by Blast Studio, Photo Blast Studio 7 Agave Chandelier by Eberio Milan, FAI 22 curated by Studio Welterand commissioned by Nobilita Gallery, Photo Anurika Mehra 8 From seed coffee bags to King Furniture by Blast Studio, Photo Blast Studio 9 Banco Italia by Domingos Tótoro, Photo Domingos Tótoro 10 Brno armchair by Ise Crawford 11 Oscar Pate for SCP 11 SIMOON high table by Patricia Urquiola for Gas Italia, Photo Paola Perini 12 Coral Foot by Tina Vassoglou, Photo Mike Abraham 13 Turquoise Vessel by Tina Vassoglou, Photo Mike Abraham 14 Dikakuarie by LEONARDO SILBERSCHMIDT, Photo Beate Lorenz 15 „Völborg“ Brooch: pink opal, resin, pigment, stainless steel, © 2023 by Julia Giermann, www.gulcobetter.com 16 EN Collection by Cecilia Manzoni for Mauut, Photo KARLINS Yonko Kawata 17 Upholstered chairs by Simon Gehring Lab, Photo Ingrid Kuhn 18 SOAK Table by Sabine Marzelle, Photo Project, Photo Pim Top 19 Fissure in Reason 09 by Nathan Yong Design, Photo Nathan Yong Design 20 Bowls and Cup by AdditiveCeramics 21 Oak Vessel 12, 2022 by Konrad Koppold, Courtesy of the LOEWE FOUNDATION 22 Esculturas Anago by Domingos Tótoro, Photo Domingos Tótoro

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"Material research is still one of the most important strategies in design and interdisciplinary design studios are constantly researching innovative, sustainable materials. The path towards circular design remains the greatest concern and will accompany us continuously over the next few years," says Palmisano.

lasting ideas_passionate + evocative: design icons meet the here and now

The third trend, lasting ideas_passionate + evocative, condenses the ideas of outstanding design icons into a living theme that seeks solutions for the here and now. The designers recall classic, iconic designs, but the design results are fundamentally new and modern. Graphic and striking, with strong colours and concrete shapes, memories of design icons are evoked. The focus is on the desire to reinterpret familiar concepts: well thought-out concepts can be seen that deal intensively with new needs.

Where our living environment is increasingly also becoming a working environment, modular, versatile solutions are found.

The lasting ideas_passionate + evocative colour palette forms the basis for powerful designs: petrol and blue nuances dominate the cool range, while intense orange-red with shades of violet and yellow lead the warm orientation. Both the individual colour and sophisticated colour compositions, for example in graphic-plaque patterns or modern mosaics, characterise this trend.

The overall concept is clearly in the foreground at lasting ideas_passionate + evocative, so different materials can also be used: Soft or solid, made of natural or recycled materials. Materials such as stone or marble emphasise durability, as do modular and versatile objects.

lasting ideas
passionate + evocative

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1 PRINCIPLES, a collection by OMA for UniFox, Photo © Delfino Sisto Legnani e Alessandro Salema - DSL Studio 2 Signal CI polychromatic by Barber & Osgerby, Photo Alexandra de Cossette - Courtesy Galileo Koro
3 Rhombic Cator by Lyngby Porcelain 4 Pendant (stainless steel, enamel) by Christoph Straube, Photo Christoph Straube 5 Vase Clock by Janus Uppcyling Collection, shop janus.de 6 CIN Collection by Konstantin Grcic for Mutina, Photo Alessandro Sassi 7 Detail: VITTI TABLE by Studio Romboni for mazzoni.com 8 Pendant Lighting FOLD by Formafantasma for Missoni Milano, Photo Gianni Antonelli 9 Hanging Dividers by P&H.nl 10 DIVIDE II by Pritz, Kiedem for mid table, Photo Lorenzo Capellini, B&O 11 Archival Anniversary Limited Edition 2022 by Patricia Peira e Felipe Porteiro 12 St. Croix by Nanna Husmann, Copenhagen 13 Aeonik by Patricia Kingada for Moroso, Photo Alessandro Palmisano 14 Comma by Jo Vasa 15 HÅG TON TID by Flåsk 16 CAST AMBER by Kára 17 CCL LECT Table by Jonas Vogel, Wensleben, Denmark 18 Signal R polychromatic by Barber & Osgerby, Photo Alexandra de Cossette - Courtesy Galileo Koro 19 A Time of Sincerity by Dalry Jørgen, Courtesy of the LOEWE FOUNDATION 20 Loza Vase & Pot by Sebastian Heikner for Arco, Photo Andrea Valborno 21 Guds by Studio Comptoj, Photo Stadio Riebhausen 22 Vase Dispenser on Rusted Stone by now craft house 23 Vase on Rusted Stone by now craft house 24 THEBURY by Piero Lissoni for Kartell, Photo Kartell

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lasting ideas_passionate + evocative shows that not only home furniture but also other functional products can be used in a particularly flexible way. In the area of working and living, too, the adaptability of our living environment is perpetuated by multifunctional living objects. "At the same time, craftsmanship and the idea of manufacture, where special pieces are produced in small editions or even as one-offs, play an important role. Many products are functional and yet always a design statement," says Palmisano.

The trend experts from the style agency bora.herke.palmisano will report on the three trend worlds twice a day from 3 to 7 February 2023.

The expert lectures will take place in the Conzoom Solutions Academy in the Europa Room, Level 4.0 Foyer at the following times:

Friday, Sunday, Monday, Tuesday at 11:45 a.m. and at 2:45 p.m. respectively.

Saturday at 12:45 p.m. and 3:45 p.m.

From February 2023, Ambiente will be held at the Frankfurt exhibition center at the same time as the leading international consumer goods trade fairs Christmasworld and Creativeworld.

Ambiente/Christmasworld: February 3 to 7, 2023

Creativeworld: February 4 to 7, 2023

Note for journalists:

For more information, please visit: ambiente.messefrankfurt.com

Press information & images:

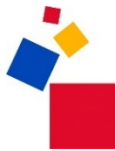
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Leading international trade fair Ambiente

New perspectives open up undiscovered opportunities: As the leading international consumer goods trade fair, Ambiente maps the changes in the market with an eye to the future. For five days, it presents a unique mix of ideas and products - and is the platform for global trends. For Table, Kitchen and Housewares, the fair is the unrivalled No. 1 in the Dining segment. In Living, all styles and market segments can be experienced around the home, furnishing and decorating. Giving presents gifts and personal accessories in all facets and will in future offer high-quality stationery as well as articles relating to school supplies. The new Working section fleshes out the working worlds of tomorrow. With its future-oriented HoReCa and Contract Business segments, Ambiente also has a strong focus on the international contract business. The major themes of sustainability, new work, design, lifestyle, digital expansion of trade, and future retail accompany the event, as do a large number of industry events, young talent programs, trend presentations and awards ceremonies. Due to its unrivalled product range in terms of breadth and depth, it is unique worldwide and offers the best connections for making contacts and finding new business partners.

Home of Consumer Goods - the new one-stop store for the global order season

Under the motto "Home of Consumer Goods", Ambiente, Christmasworld and Creativeworld will be held simultaneously for the first time at one of the world's most modern trade fair centers from February 3-4 to 7, 2023. The newly created combination of three successful leading trade fairs at one location at one time thus combines their strengths and thus offers an unprecedented, simultaneously available, future-oriented product range in quality and quantity. Global business with large volumes is intensified. Messe Frankfurt will continue to offer the largest platform

for global sourcing outside China. Frankfurt is thus the center of the global order season, strengthening synergy effects and efficiency for all participants, and is thus the one, comprehensive inspiration, order and networking event for a globalized industry. This is where the newest trends are presented and the global metatrends are experienced and made visible.

nmedia.hub - The order and content platform for the home & living industry

The digital order and content management for brands and retailers in the consumer goods industry extends the trade fair and enables orders 24/7, 365 days a year.

www.nmedia.solutions

Conzoom Solutions – the platform for retailers

Conzoom Solutions is a knowledge platform that offers the consumer goods industry a wide range of studies, trend presentations, workshops and guidelines for the point of sale. It provides a complete overview of Messe Frankfurt's international portfolio in the consumer goods sector – bundling a wide range of information for retailers.

www.conzoom.solutions

Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar in our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com