

ambiente

Ambiente 2024: Vibrant Marketplace for the international contract business

Frankfurt am Main, March 2024. The consumer goods fair Ambiente is a global meeting point and place-to-be for all professionals involved in design and interior design in the hospitality and office sectors. Networking was made easy for specialised exhibitors and international trade buyers: the stands with matching products for the contract business were marked with the Special Interest Contract Business - the Contract Business Guide displayed on the exhibition grounds also provided orientation and pointed the way to relevant business partners.



Contract business solutions for equipping and furnishing commercial objects are increasingly in demand - like here at Aquanova at Ambiente 2024. Photo: Messe Frankfurt/Jens Liebchen

The office as a co-working space, a hotel as a second home or the airport lobby as a real feel-good place: new living and working environments are leading to new requirements and opportunities in the contract business. With its Special Interest Contract Business, Ambiente specifically addressed trade buyers from the contract business, which was particularly appreciated by the exhibitors. Alexander Haas, Sales Director, Scholtissek, also confirmed this: "For us, Ambiente is above all a wonderful platform for the contract business, because we reliably meet important decision-makers here in Frankfurt - for example from the hotel and catering industry. This is where long-term business relationships and projects are formed. The quality is right." Ambiente 2024 offered a huge selection of furnishings and fittings for commercial objects such as hotels and restaurants. Sylvain Piereij, Commercial Manager at Aquanova, agrees: "What particularly impressed us this year was the quality of the visitors. The particular interest shown by buyers from

the hospitality sector was striking. There was a significant increase in enquiries for us here compared to previous trade fairs." The fact that newcomers also exhibit their products at Ambiente makes the trade fair a lively think tank and a laboratory of ideas. Finn Hillen, founder of Rekozy, describes his participation as follows: "This was our second time at Ambiente. As a young brand, it was a great experience for us! We were in dialogue with international buyers, managing directors and owners were able to acquire many new customers - both at national and international level. The interest of contract furnishers in our products is growing, and since we are manufacturers ourselves, we can (re)act very individually and creatively in this area. An exciting business segment for us."

Merging of home and office noticeable at Future of Work

Specific furnishing ideas for co-working spaces as a new form of office organisation were presented in the Future of Work area at Ambiente 2024. Diane Wendel, Managing Director, Country Living describes: "Concept solutions for new working environments attracted an incredible number of buyer groups to Frankfurt. These included architects, designer furniture stores and project planners for hotels and public spaces. Retailers also got new ideas for their own shop design. We recorded a large number of new customer contacts from all over the world. Our location right next to the Future of Work area was ideal. The fusion of home and office was tangible here."



The Future of Work area was one of the highlights of Ambiente 2024, attracting many contract furnishers - like here at Country Living. Photo: Messe Frankfurt/Jens Liebchen

Plenty of space for meetings and networking in Halls 3.0 and 3.1

Office furnishers, interior designers, project developers, facility managers, wholesalers and retailers were able to look around for suitable concepts in high-quality design for interiors, co-working spaces or home offices, especially in the two halls 3.0 and 3.1. The spacious and stylish design of the exhibition halls impressed the exhibitors, including Willo Blome, Chief Executive Officer, Blomus: "Wow! Cool, chic atmosphere in hall 3.1 - the perfect setting for doing business and holding order discussions. The trade fair was very well attended and incredibly international. Everyone hoped for this and Ambiente delivered. There is no better place to make international contacts than at Ambiente."



Ambiente 2024 offered a very large selection for furnishing and equipping commercial spaces such as hotels and restaurants - like here at Blomus.
Photo: Messe Frankfurt/Jens Liebchen

Trade fair dates 2025

Ambiente, Christmasworld and Creativeworld will continue to take place at the same time at the Frankfurt exhibition centre. They will, however, be moved to the beginning of February to ensure that major global trade fair dates are aligned.

Ambiente/Christmasworld: 07 to 11 February 2025
NEW: Creativeworld: 07 to 10 February 2025

Note for journalists:

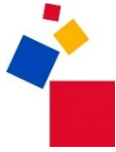
Discover inspiration, trends, styles and personalities in the [Ambiente blog](#). Further expert knowledge is provided by the retail hub [Conzoom Solutions](#) - with a daily newsroom and further inspiration as well as news on current and upcoming trends in retail.

Press releases & images: <http://ambiente.messefrankfurt.com/press>

On social media:

www.facebook.com/ambientefair | www.linkedin.com/company/ambientefair
www.instagram.com/ambientefair | www.ambiente-blog.com

Hashtags: #ambiente24 #ambientefair



Your contact:

Katrin Westermeyr

Tel.: +49 69 75 75-6893

katrin.westermeyr@messefrankfurt.com

Messe Frankfurt Exhibition GmbH

Ludwig-Erhard-Anlage 1

60327 Frankfurt am Main

www.messefrankfurt.com

Background information on Messe Frankfurt

www.messefrankfurt.com/background-information

Sustainability at Messe Frankfurt

www.messefrankfurt.com/sustainability