

## ambiente

### Ambiente 2024: The brand new New Work hotspot continues to expand

**Frankfurt am Main, April 2023. With the new Working area as the perfect complement to Dining, Living and Giving, Ambiente in February 2023 was more diverse than ever before. A special Ambiente highlight was the Future of Work area, which took up the facets of the New Work meta trend and reflected the increasing merging of home and office. For 2024, Working will continue to grow and the Office Design & Solutions range will be expanded to include further premium suppliers for smart furnishing concepts for the most diverse working worlds - whether mobile or hybrid, working from home, in the office, in co-working spaces or hotels.**



Smart solutions that make everyday working life easier and more beautiful at the same time attracted specialised trade buyers from all over the world to the Future of Work Area at Ambiente. Photo: Messe Frankfurt/Jean-Luc Valentin.

Offices are increasingly becoming co-working spaces, hotels a second home with workstation options and home offices in need of a stylish and ergonomic upgrade - so the New Work meta trend offers opportunities for many sectors from the hotel industry and contract business to creative brands for home design and personal accessories. Because the lines between living and working, functionality and lifestyle are blurring and demand flexible solutions across all sectors. To this end, Ambiente 2023 brought together the relevant players for the first time and, with the Ambiente Working section and the Future of Work highlight, launched the innovative platform for new perspectives in the field of office and contract furnishing. Interior designers, architects, office outfitters, project planners, international hotel chains and restaurants, large commercial customers and all forms of wholesalers and retailers found specialised exhibitors who presented suitable furnishing, equipment and solution concepts as well as high-quality design for corporate offices, co-working spaces and home offices.

The Future of Work Academy with its top lectures and seminars as well as the area with trend-setting concepts and curated working worlds and solutions were very popular on all five days of the fair. "We are particularly pleased about newly acquired premium suppliers for Office Design & Solutions such as König + Neurath, Vario Büroeinrichtungen or also suppliers such as Country Living. The response to the Working premiere was overwhelming and interest in the next show is already great," says Yvonne Engelmann, Director Ambiente Living, Giving, Working.



A thirst for knowledge on the subject of New Work: On all five days of the fair, the Future of Work Academy offered a high-calibre, top-class lecture and training programme on the diverse requirements of the working worlds of tomorrow. Photo: Messe Frankfurt/Jean-Luc Valentin.

### **Review: The new New Work hotspot inspired participants from all over the world**

"The new concept with Future of Work is fantastic. We have introduced new pieces of furniture that are specific to home offices. Many hotels are also showing interest, because they are also offering more and more co-working spaces. Nobody expected the world to change like this. The high visitor frequency in the Future of Work area shows that it really is a topic for everyone. We have gained new customers who were not actually looking for products like ours," confirms Diane Wendel, Managing Director Country Living.

Attending Ambiente for the first time was Matthias Kurreck, Managing Director of Vario Büroeinrichtung: "It is incredibly enjoyable to experience this international trade fair. We are very satisfied because we were able to reach many new customers in an ideal design environment, flanked by the Future of Work concept presentations and the Academy. Here, the focus is clearly on solution-oriented approaches and you can have wonderful conversations with interior designers and architects. The guided tours organised by the interior designers also attracted an interested audience."

The exhibitors' new products are also described in the [Ambiente Blog](#) and are available in the [exhibitor and product search](#).

On the visitor side, Pia Döll, President of bdia Association of German Interior Architects, is also enthusiastic about the new offer: „The fact that Messe Frankfurt is responding to the changing world of work by creating the new focus area ‚Working‘ is very positive for us. A large part of our work as interior architects is devoted to the planning and design of working spaces. Since Corona, this area, firstly, has a different status in our perception and, secondly, we have completely different requirements for our workplaces, which *all* have to deal with professionally. That is why I welcome this decision. I am also looking

forward to the synergies created by the merger of the three fairs Ambiente, Creativeworld, and Christmasworld. This creates cross-references that are beneficial for both exhibitors and guests.“

**Preview: Ambiente Working grows and offers decision-makers short distances**

In future, premium suppliers of products and solutions for the classic office, co-working spaces, home offices and mobile and hybrid working will continue to find their home in an attractive interior design environment in Hall 3.1 at Ambiente in Frankfurt - accompanied by the Future of Work area. A new addition is a promotional area for young, innovative suppliers, who can use Ambiente as a springboard for establishing international contacts.

“We are setting the course for growth and want to actively promote new business contacts for our exhibitors and visitors in the future field of New Work and put together an exciting lecture programme with our partners. To this end, we are once again combining the modern world of work with the products and services of the Ambiente Living sections, Interior Design and Contract Business, in order to strengthen synergies for all those involved through short distances”, emphasises Engelmann. At the same time, other working areas such as office supplies and technology and Remanexpo - the platform for remanufactured printer components - are growing in neighbouring halls at Ambiente. "Overall, we are pleased about a very high rebooking rate and about registered new exhibitors from the PBS brand industry, which wants to participate at full strength.”

The partners for the area and for the entire Working area include World Architects, bdia (Federation of German Interior Designers), Prima Vier publishing house with Office Roxx, the German Stationery and Office Supplies Association and the Recycler Magazine.

Ambiente, Christmasworld and Creativeworld will continue to be held simultaneously at the Frankfurt exhibition center:

Ambiente/Christmasworld:	26 to 30 January 2024
Creativeworld:	27 to 30 January 2024

**Note for journalists:**

Discover inspirations, trends, styles and personalities on the [Ambiente Blog](#) and further expert knowledge on [Conzoom Solutions](#).

**Press releases & images:**

<http://ambiente.messefrankfurt.com/press>

**On social media:**

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**Information on Ambiente**

New perspectives open up undiscovered opportunities: As the leading international consumer goods trade fair and platform for commercial equipment and furnishings in all areas of life, 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. [ambiente.messefrankfurt.com](http://ambiente.messefrankfurt.com)

**Home of Consumer Goods**

Under the motto "Home of Consumer Goods", Ambiente, Christmasworld and Creativeworld will be held simultaneously at one of the world's most modern trade fair centers from January 26/27 to 30, 2024. The 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](http://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 revenue. 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](http://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 some 2,200\* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million\*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key 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. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability)

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).

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\* Preliminary figures for 2022