

news +++ Ambiente
3 to 7 February 2023

ambiente

Ms. Paper & Friends enriches Ambiente Giving with fresh ideas for attractive assortment design

Frankfurt am Main, November 2022. Ambiente Giving shows the diversity of giving like never before. This area offers an exciting, cross-sector product mix for all occasions and lifestyles. In 2023, stationery and school supplies will be added to gift articles, decorative and personal accessories and bags. A special highlight and ideal complement is the special presentation Ms. Paper & Friends with fresh ideas for the product presentation, which also builds a bridge to Living and Working. A virtual showroom already offers a foretaste of the extraordinary presentation.



Ms. Paper & Friends in Foyer 4.2 with fresh ideas for the product presentation at the point of sale is the highlight at Giving, which at the same time builds a bridge to Living and Working.

Giving 2023 is being reorganised on two hall levels in the East Area. In Hall 4.2, trade visitors will find not only trend-oriented gifts, decorative personal accessories and bags in the new Urban Gifts & Stationery product group, but also an even wider selection of high-quality writing instruments, stationery and greeting cards. Exhibitors include Artebene, AvanCarte, Braun+Company, BSB Obpacher, Caran d'Ache, Diplomat, Goldbuch, Kaweco, Maybach and Perleberg - and modern gift suppliers such as Cedon MuseumsShops, Izipizi, Mark's Europe and Troika.

Directly adjacent is the Gift Ideas & School product area in Hall 6.2, which has also been newly compiled and where decorative and classic gifts, souvenirs, traditional handicrafts and accessories as well as articles relating to school supplies form a valuable synergy. Exhibitors such as Accentra, Cepewa, Enesco, Modern Times, Nostalgic Art, Polyflame, Sheepworld and Zöllner & Born show the trends of the season. In the newly added School

section, exhibitors such as Erich Krause, Gabol, Patio, Sportandem, Statovac and Zipit will present their highlights. All suppliers can be found in the [exhibitor and product search](#) at ambiente.messefrankfurt.com.

The special show Ms. Paper & Friends is perfectly embedded in this environment. It is located in the foyer of Hall 4.2 and thus in the transition area to Hall 6.2. "Ms. Paper & Friends focuses particularly on the stationery sector and at the same time encourages creative expansion and combination of this product range at the POS. This way customers are better met with their needs and all gift occasions and encouraged to discover and buy", emphasises Yvonne Engelmann, Director Living, Giving and Working.

Ms. Paper & Friends: Inspiration for assortment design in concept store look

The area shows a curated assortment from the areas of Urban Gifts & Stationery in an extraordinary staging - as inspiration for the trade. The focus is on paper products such as greeting cards and postcards, notebooks, calendars and wrapping paper. In addition, there are fine writing instruments and office supplies, design-oriented gifts, personal accessories and selected home decoration. Books are also part of the collection - to the extent that a concept store could also offer them. "In 2023, we will present a special kind of pop-up store that reflects the merging lifestyles of consumers. The result is a refreshing mix of stationery, gifts, accessories, literature and vintage," says curator Angelika Nistrath. At Ambiente, the project is aimed at a larger target group of concept stores, design shops, museum shops, bookshops and stationery shops.



Angelika Nistrath is the curator of Ms. Paper & Friends for Ambiente.

Ms. Paper & Friends picks up on the trend towards second-hand and mixes it up skilfully: exclusive second-hand clothing or handmade costume jewellery made from old books and papers give the current range of Ambiente exhibitors that certain something and demonstrate sympathy for sustainability. Sustainability is not an explicit theme of the show, but it runs consistently through the entire concept. For example, the flexible stand furniture can be recycled in many ways or has already had a life. Imaginative DIY decorations invite visitors to get creative themselves and provide concrete ideas for practical implementation at their own POS. All in all, the "Concept Store" by Ms. Paper & Friends radiates a feminine style, contagious creativity and playfulness. Everything is inspiring, light, lively and could surprise you all over again tomorrow. A shop with personality that shows that trend consciousness and individuality don't have to be a contradiction.

Virtual showroom Ms. Paper & Friends already provides a foretaste

A [virtual showroom](#) for Ms. Paper & Friends is already online - with selected offers from the product groups Urban Gifts & Stationery, Gift Ideas & School and Interior Design. The virtual insight is a foretaste of the special presentation Ms. Paper & Friends, which impressively presents stories about paper in a haptic way at the fair.

Interested visitors can explore the virtual room intuitively or selectively go to individual highlights. When wandering through the virtual space, visitors will see individual theme tables. The following themes are available: Stylish Giving, Pure Beauty, Luminous Objects, Art Meets Paper, Ingenious Packaging, Express Yourself, Desk Love, Writing Day by Day and Autumnal Highlights.



The virtual showroom for Ms. Paper & Friends provides a foretaste of the live experience in February.

An info button provides pictures and descriptions of the individual products and exhibitors and automatically takes you to the exhibitor search with contact information for the respective exhibitor. Participating companies include Buntbox, Cedon, Frohstoff, Kaweco (Gutberlet), KlangundKleid.de, KWM 1924 (Keramik Werkstatt Margaretenhöhe), Mark's Europe, Nuuna by Brandbooks, Pink Stories, Remember, Semikolon, Side by Side and The Pepin Press.

There is much more to discover from and about Ms. Paper & Friends live at Ambiente in February. Just this much in advance: there will be a different, broader product selection and the experience and inspiration factor will of course be much more intense.

Further highlights in the direct vicinity

Anyone wanting to find out more about trends will find the Trend Area in the foyer of Hall 4.1, where Ambiente Trends 23+ offer an overview of new products from the entire consumer-goods sector - new in 2023 are the trends for New Work and the modern workplace, which the new Working section presents with classic office supplies, office furnishings and equipment (Office in Hall 4.2) and concepts for modern working environments (Future of Work in Hall 3.1).

At Living, in Halls 3.0 and 3.1, everything revolves around furnishing, decorating and equipping private and commercial spaces. Here you can discover the latest interior concepts, furniture, home design and design objects, decoration trends, home textiles, classic furnishing ideas, lighting and room fragrances.

With the new structure and the proximity of Ambiente Giving, Living and Working, retailers benefit from an incomparable crossover of product groups, themes, segments and synergies. In future, specialist dealers for paper, office supplies and stationery will find all the relevant suppliers for their core and supplementary ranges - whether classic office supplies and equipment or stationery and trend-oriented giftware in Hall 4.2. Likewise, dealers in the giftware segment will benefit from the proximity to the stationery segment and school supplies and will be able to expand their product range and meet new business contacts.

The combination of Ambiente, Christmasworld and Creativeworld also creates exceptional potential for the retail trade, as they can stock up on eye-catchers for the strongest-selling time of the year and pick up the latest DIY trends. At Creativeworld, for example, there are complementary products for the start of the school year, creative writing utensils or handicraft sets for the young target group. And Christmasworld provides matching seasonal decorations, gift wrapping and ribbons - not only for Christmas, but for every festivity and gift-giving occasion in the year.

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

Ambiente/Christmasworld: 3 to 7 February 2023

Creativeworld: 4 to 7 February 2023

Note for journalists:

Discover inspirations, trends, styles and personalities on the [Ambiente Blog](#).

Press information & images:

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

On social media:

www.facebook.com/ambientefair | www.twitter.com/ambiente

www.instagram.com/ambientefair | www.ambiente-blog.com

www.linkedin.com/company/ambientefair

Hashtags: #ambiente23 #ambientefair #welcomehome

**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

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.

Welcome Home

Under the motto "Home of Consumer Goods – Welcome Home", 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