

## ambiente

### Nordic Living: Scandinavian Design in Focus at Ambiente

**Frankfurt am Main, November 2022. Nordic living experience at Ambiente: Over 70 exhibitors from Scandinavia will be presenting the upcoming bestsellers in Scandinavian design in the Interior Design Hall 3.1. With many well-known companies and a wide range of products with a focus on design and international premium brands, the hall is Ambiente's living inspiration hall. Design-oriented buyers, concept stores and design studios will find furnishing ideas and decorating trends for their ranges here.**

Timeless, minimalist, practical: Scandinavian design is known for its straightforward and simple formal language. Quality and functionality meet creative interior concepts of modern home design. Worldwide, the furnishing style has established itself as both purist and versatile in the interior cosmos.

"In a time when values such as authenticity, longevity and responsible manufacturing are increasingly key drivers in purchasing decisions, timeless, sustainable design is more in demand than ever. Nordic design stands for timelessness, thoughtful design, innovative functionality and high-quality materials. It also reflects the current desires of consumers: colours inspired by nature, soft shapes and a uniform language of form. Traditional and handcrafted details give us peace of mind and radiate permanence," says Yvonne Engelmann, Director Ambiente Living, Giving und Working.



The ultimate classic: the EM77 vacuum jug, which celebrates its 45th birthday this year. Photo: Stelton A/S

More than 70 exhibitors present solutions for interior concepts in Scandinavian style in Living Hall 3.1. In addition to Sweden, Norway and Finland, visitors will find many exhibitors from Denmark - home to countless world-famous design greats. Michael Ring, CEO and owner of the Danish design house Stelton A/S, says: "Stelton and RIG-TIG have saved up novelties for the first Ambiente in 3 years. We have focus on function and design, exactly what we are good at - our Ambiente visitors will not be disappointed. Scandinavian design will be represented with some of the strongest brands from up North - all placed in hall 3.1. I am sure hall 3.1 will be worth visiting. The product launches will be before its time - best in class."

Important brands such as Broste Copenhagen A/S, Fabula Living ApS, F & H A/S with the brands Zone Denmark, Hoptimist and Gense, Georg Jensen A/S, Le Feu By Lauritsen ApS, Reflections Copenhagen Aps and Stelton A/S will be present in Frankfurt am Main in 2023. "Ambiente is the biggest and most important trade fair for our industry and our business. For us, it is the place where we can present our new design lines and meet with existing and new business partners from all over the world. There we create a universe of our brands and inspire visitors with upcoming bestsellers of Scandinavian Design for the living area," says Charlotte Krath, Head of Export Sales at F&H Groups A/S. Pierre Daut, Sales Manager Dach & Benelux of the Danish design company Georg Jensen, is also looking forward to Ambiente: "Danish design is not only a promise of sustainable designs, but should also always meet high quality standards - after all, our products often last a lifetime or are even inherited. So at the world's leading fair in the Living, Dining, Giving and Working sectors, we are both looking forward to many exciting encounters with our customers and to presenting our collection of iconic design classics live in all their breadth and quality. Exciting new design collaborations complement our presence and Ambiente plays a central role in our further internationalisation."



Design classics by Georg Jensen: The elegant jug by designer Henning Koppel. Photo: Georg Jensen A/S

Modern and high-quality design from Sweden is shown by exhibitors such as Cooe Design AB or Pappelina AB.

In addition, numerous new companies and brands can be found in the Living Hall. These include, for example, Design By Us ApS and the brand New Mags by Page17 ApS. Also new are Utopia & Utility Oy from Finland and Roros Tweed AS from Norway.

Trade visitors will gain inspiring insights into the world of Scandinavian design not only at the trade fair stands, but also at lectures by renowned design experts at the Conzoom Solutions Academy.

### **Nordic messages at the Conzoom Solutions Academy**

Michael Ring from Stelton, gives exciting design insights from Denmark in a lecture at the Conzoom Solutions Academy. He deals with questions such as: Where does Danish design come from? Does the combination of design and function win out over function alone? In which direction is Danish design developing? With more than 25 years of experience in the Danish design industry, he will reveal the recipe for success of Danish design in his lecture "Danish Design - how come it rocks the world".



Michael Ring, CEO and owner of Stelton

Photo: Stelton

Also taking part is the multi-award-winning designer Sebastian Holmbäck, who among other things has co-designed the award-winning Emma collection and Pure Black knives for Stelton as well as designs for Georg Jensen. On the Conzoom Solutions stage, in his talk "Design objects as cultural markers and why you should care about it", he will provide answers to questions such as: What is a cultural marker? What does it mean for a brand to have a cultural marker in its portfolio? Is there a formula for creating a cultural marker? Holmbäck says: "In the face of a constantly changing world order, consumer behaviour and climate crisis, reflecting on why and what products to make has never been more critical. Only meaningful and relevant products will, and should, survive."

The **Conzoom Solutions Academy** offers important industry knowledge with exciting expert lectures on new perspectives and convincing best practices in Hall 4.0/Saal Europa. On all five days of the trade fair, renowned speakers will provide insights into essential market developments and current trends and deliver useful impulses and tips for practical use. It is worth taking a look at the entire event programme. It is available online at [ambiente.messefrankfurt.com/events](https://ambiente.messefrankfurt.com/events) and is updated continuously.

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:**

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](http://www.facebook.com/ambientefair) | [www.twitter.com/ambiente](http://www.twitter.com/ambiente)

[www.instagram.com/ambientefair](http://www.instagram.com/ambientefair) | [www.ambiente-blog.com](http://www.ambiente-blog.com)

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**Hashtags:** #ambiente23 #ambientefair #welcomehome



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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.

**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](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 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](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 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](http://www.messefrankfurt.com)