

ambiente

Ambiente Trends 24+ stage the luxury of silence, new compositions and digital innovations

Frankfurt am Main, September 2023. Ambiente reflects the decisive international styles in the consumer goods sector. Whether Dining, Living, Giving or Working – it shows what will be on the table in the future, what will belong in living and working spaces and what will be given as gifts. For this purpose, the trend bureau bora.herke.palmisano has been commissioned by Messe Frankfurt to research the shapes, colours and materials that will inspire consumers worldwide. The three most important trends will be staged with exhibitor products in the Trend Area in the foyer of Hall 4.1 from 26 to 30 January 2024.

Interested in a foretaste? The upcoming Ambiente Trends 24+ can be divided into three style worlds: AURA OF PROGRESS_visionary + elemental, QUALITY OF SILENCE_pure + familiar, SPIRIT OF CRAFT_bold + poetical. Together they exude a visionary aura, celebrate the luxury of silence and focus on new compositions. Sustainability runs through all style worlds and living spaces even more consistently than before. At the same time, material research into improved recycling management produces exciting aesthetic solutions. Craftsmanship is reinterpreted and refined through digital innovations and 3D techniques. "In uncertain times, it's not about searching for a short-lived theme. Instead, Ambiente Trends pick up on important developments and continue them, each with its own focus. An unusual use of materials and colours, innovative technologies, elemental elements, a sustainable ethos and material alternatives or the multifaceted art of handicrafts set their own focal points this year. All living themes are united by a conciliatory perspective that preserves the familiar and welcomes the future", says Annetta Palmisano, trend expert at trend bureau bora.herke.palmisano.

AURA OF PROGRESS_visionary + elemental sharpens our attention for progressive ways of looking at things and stands for a fascinating interplay of opposites. Elemental force meets futurism, and archaic elements combine with hyper-innovative technology. For digital and also AI-supported design processes enhance traditional craft methods. Ecological, resource-saving approaches are decisive for many designers. The results are not only fascinating and novel, but also sustainable. A living theme that inspires and grounds us at the same time.

AURA OF PROGRESS
visionary + elemental



AURA OF PROGRESS_visionary + elemental brings together seemingly contradictory elements: Primal force meets futurism, archaic meets hyper-innovation. Graphic: Messe Frankfurt.

In the radiant and vibrant colour palette, the digital world appears to merge with the physical – and reaches from warm tones like violet, intense solar yellow to glowing lava to cool components and light-flooded nuances such as aqua and mineral tones. A shimmering cloud tone as well as deep grey and dark earth tones characterise the neutral component. Colour gradients, airbrush effects, glassy-transparent and blurry colours strengthen this effect. Strong materials such as wood, steel and stone, as well as shapes borrowed from nature, are deliberately brought together with futuristic elements. Rough and uneven surfaces are in the focus. Traces of aged materials flow into the surface design. Even rust can serve here as inspiration for an out-of-the-ordinary pattern. In addition, conceptual fragrances like candles, diffusers or special room perfumes enrich this living theme just as much as visual phenomena created via innovatively interpreted LED technology – for example with luminaires that immerse an entire room in a veritable glow of colour.

QUALITY OF SILENCE_pure + familiar discovers the special in the simple and reflects the need for calm and clarity. Positive colours and simple, sustainable materials allow us to experience warmth, tranquility and comfort as the real luxury. The appreciation for existing raw materials and the work on a future worth living in are reflected in the entire design. A holistic living theme that is puristic and soothing at the same time.

QUALITY OF SILENCE
pure + familiar



QUALITY OF SILENCE_pure+familiar takes account of the growing desire for calm, clarity and a human living environment. Graphic: Messe Frankfurt.

Natural material colours, sunlit pastels and lightened tones are characteristic for this palette, from warm terracotta and wood tones as well as straw yellow to neutral ecru and sand tones to cool grey, blue and sage. Familiar materials appear released from their original context. Eggshells, for example, serve as the starting point for unusual designs that tell their own stories. As far as possible, everything is recycled – not just wood but leaves and bark too. Discarded paper fibres are turned into handmade, high-quality paper. Simple, completely unassuming and unconventional resources from everyday life are often given new meaning in this way. Transformation is fundamentally understood. Many designers fully exploit the principles of circular design and work with compostable bioplastics, for example. Moreover, the boundaries between design and art are fluid. Individually processed objects celebrate the aesthetics of everyday life, the enjoyment and appreciation of simple rituals.

SPIRIT OF CRAFT_bold + poetical brings together diverse influences in a bold and poetic manner and is characterised by striking shapes, bold combinations and a sophisticated colour palette. Craft skills combine with a modern aesthetic, a clear personal touch and durability. In addition, products and interior design ideas with a flexible character are increasingly appreciated, as they are constantly adapting to our changing living circumstances.



SPIRIT OF CRAFT_bold+poetical brings the diversity of craftsmanship into focus and brings them together in expressive combinations. Graphic: Messe Frankfurt.

The extravagant colour palette combines a warm amber, brandy and chili tone with neutral grey and sepia as well as with cool lapis lazuli, glass green and turquoise. Diverse craft skills and almost forgotten materials and techniques give rise to objects with a quite unique style – for example, the combination of copper and hot enamel where the glass-like powder coating lends the material a striking look with amazing colours and unpredictable shades. Vintage pieces and motifs from manufacturers' archives are also rediscovered and artfully transformed into new designs. Ceramic is a key material with unimagined design possibilities. Especially with tableware and glass, hand-painted motifs and hand-worked structures emphasise their unique character. Textiles and rugs are reminiscent of objets d'art with elaborate handicraft techniques, self-confident patterns and wide-area appliqués making the products appear like large-format graphics, collages and reliefs.

The trend scouts: Trend bureau bora.herke.palmisano

Claudia Herke, Cem Bora and Annetta Palmisano analyse international trends in fashion and art, interior and lifestyle for Messe Frankfurt. With their many years of experience, their great expertise in trend forecasting and material research, they offer valuable guidance for the trade with analyses, lectures and inspiring special shows. In the trend presentation, they visualise the style trends of the coming season clearly and close to the market.

The colour spot also provides buyers, product designers and collection managers with decoration ideas in different colour variations, which ensure more variety when addressing customers at the point of sale. For each trend, nine colours with eight micro-colour themes allow for individual focal points that can be changed and reinterpreted in the course of the year.

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

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

Note for journalists:

Discover inspirations, trends, styles and personalities on the www.ambiente-blog.com/ and further expert knowledge on Conzoom Solutions

Press releases & 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: #ambiente24 #ambientefair

Background information on Messe Frankfurt:

www.messefrankfurt.com/background-information



Your contact:

Katrin Westermeyr
Tel.: +49 69 7575-6893
katrin.westermeyr@messefrankfurt.com
Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main
www.messefrankfurt.com