

## ambiente

### Ambiente trends to go: Elena Salmistraro adds her creative touch to exclusive products

**Frankfurt am Main, January 2024. Design lovers watch out: Ambiente from 26 to 30 January 2024 in Frankfurt offers exclusive must-have products for the first time – designed by Ambiente Designer 2024: Elena Salmistraro invites visitors to immerse themselves in her colourful world with her new special presentation "The Lounge - A Serious Game" in Galleria 1. Matching the creative special presentation, the Milanese artist and product designer has created three design items that are not only stylish but also suitable for everyday use.**

A personalised notebook "Made in Germany", a high-quality pen from a Swiss manufacturer and an environmentally friendly carrier bag – these are the three products that Milan-based designer and artist Elena Salmistraro has created exclusively for Ambiente 2024. As Ambiente Designer 2024, she created a real eye-catcher and a new design highlight at the leading international consumer goods trade fair in Frankfurt with her new special presentation "The Lounge - A Serious Game" in Galleria 1. Ambiente's three favourite products are based on the playful, colourful design of the special presentation and are intended to arouse positive emotions in visitors. "Design is fluid, constantly changing and follows society and its needs," explains Salmistraro. "I deal with both the design and the function of products. I want to bring people together and make them feel good: My objects should grow on them, bring happiness and become long-term, practical companions in everyday life. They should be timeless and not be thrown away – because sustainability is an important factor for me and fundamental to each of my projects. We should talk more about it and act more," says the product designer and artist.



Exclusive designs by Elena Salmistraro: customised notebooks from Brandbook, high-quality ballpoint pens from the Swiss manufacturer Caran d'Ache and the environmentally friendly carrier bag from Notabag. Photos: Elena Salmistraro.

According to these principles, Salmistraro designed the products together with three exhibitors: The notebooks from **Brandbook** impress with their individual, high-quality designs, which are 100 per cent produced in Germany. Brandbook offers exciting cover materials and print finishes as well as a wide variety of book types and accessories. Together with the Swiss manufacturer **Caran d'Ache**, Salmistraro designed high-quality ballpoint pens with the certification "Swiss made". The manufacturer carries out strict

quality controls throughout the manufacturing process to ensure that every product is comfortable to write with and of the highest quality. Together with **Notabag**, she created an environmentally friendly carrier bag: the Notabag is a smart combination of carrier bag and backpack. One pull on the straps is all it takes to carry the bag comfortably on your back – and keep your hands free. The recycled bag gives plastic bottles a second life and is a reusable alternative to disposable bags.

For the first time, Ambiente offers exclusively designed products by its exhibitors according to a special presentation: Visitors will not only be able to purchase beautiful mementos of a successful, inspiring visit to the fair, but also practical everyday helpers in a modern design matching the special presentation 'The Lounge - A Serious Game'. The products can be purchased on site at the exhibition centre in the Fairshop (Hall 4.1 Foyer) or in the supermarket (Hall 9.0).

Ambiente will continue to take place at the same time as Christmasworld and Creativeworld at the Frankfurt exhibition centre:

Ambiente/Christmasworld: 26 to 30 January 2024

Creativeworld: 27 to 30 January 2024

**Note for journalists:**

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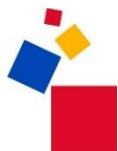
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