

news +++ Ambiente
07 to 11 February 2025

ambiente

Ambiente Trends 25+: DEEP, REAL, EASE create a positive living experience

Frankfurt am Main, September 2024. How do we want to live and work in challenging times? What shapes, colours and materials will define modern living spaces in the future and shape the product ranges for dining, living, giving and working? The Ambiente Trends 25+ formulate three surprising answers: DEEP, REAL and EASE already make you want to experience them live. They will come to life from 7 to 11 February 2025 in the Trend Area in the foyer of Hall 4.1 with selected exhibitor products.



DEEP, REAL, EASE – the new Ambiente Trends 25+ create a lifestyle that is simply fun. Graphic: Messe Frankfurt

Ambiente showcases the key international styles in the consumer goods sector for all trend seekers. The first hotspot for orientation and a valuable ordering aid for trade buyers from a wide range of retail sectors from all over the world is the Trend Area with the presented Ambiente Trends 25+. These are derived by the renowned agency Stilbüro bora.herke.palmisano from international trends in fashion, art, interiors and lifestyle. In their research for Messe Frankfurt, they are inspired by young, up-and-coming as well as well-known designers. In view of the many uncertain dynamics in the world, their forecast for the new worlds of living and working gives cause for optimism: 'The new trends revolve around intensive designs, joyful ideas and product developments that question norms and allow us to see the familiar from a new perspective. Craftsmanship, sustainability, the circular economy and innovative technologies are major design drivers that will win over consumers, retailers and commercial interior designers,' says Annetta Palmisano, Stilbüro bora.herke.palmisano. All three Ambiente Trends 25+ are united by the attitude of allowing design and creativity to be experienced as the key to positive change.

DEEP dives deeply into nature and brings tranquillity to all areas of home living

DEEP supports a warm, sublime living environment and brings a whole new sensitivity to nature and craftsmanship. Traditional craftsmanship is reactivated and elements such as water, fire and earth in particular are the inspiration for creative designs. Materials such as wood, ceramics, glass and metal, as well as new material creations, appear in their own authentic colours. Night blue, eggshell ecru or green tea create an atmospheric effect. Metallic nuances such as matt silver, dark bronze or light gold lustre also catch the light.



DEEP supports a warm, sublime living environment and brings a whole new sensibility to nature and craftsmanship. Graphic: Messe Frankfurt

REAL focusses on sustainable designs and encourages positive change

REAL's designs are understandable and radically simple. Functionality and creativity go hand in hand. Here, the 3D printer ensures perfect surfaces and new materials for a more sustainable future. Ecological and social aspects are incorporated into the material selection process and the concept of recycling becomes part of the product. This results in a remarkable variety of materials, from recycled aluminium or wood to glass and ceramics with innovative glazes and composite materials. Waste becomes a valuable raw material. Rich and unobtrusive colours such as biscuit, deep bottle green, woody beige, caramel, glassy mint, orange-red, aluminium grey, saffron and dark grey support the deliberately timeless design and a clear look.

design options for staging showrooms, shop windows and product presentations in a varied and surprising way.

Next trade fair dates:

Ambiente, Christmasworld and Creativeworld will continue to take place at the same time at the Frankfurt exhibition centre. However, they will be moved to the beginning of February to ensure that the trade fair dates are harmonised.

Ambiente/Christmasworld: 07 to 11 February 2025
NEW: Creativeworld: 07 to 10 February 2025

Note for journalists:

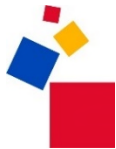
Discover inspirations, trends, styles and personalities on the [Ambiente Blog](#) and further expert knowledge and ideas for retail on [Conzoom Solutions](#). With the [Conzoom Circle](#) network, Messe Frankfurt links the most important international platforms for the global consumer goods and retail industry and bundles industry knowledge and expertise.

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