

news +++ Ambiente
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ambiente

Focus on design! Interior Looks prominently showcases well-known furniture and furnishing brands in Hall 3.1

Frankfurt am Main, September 2024. Interior Looks is the new highlight at Ambiente Living: the brand area curated by Bernd Schellenberg will open up access to new buyer groups for selected furniture and interiors brands from 2025 onwards - with a focus on the international hospitality and contract business. The brands are thus part of Ambiente's interior design offering in a synergetic neighbourhood to the suppliers of Office Design & Solutions in the same hall. A striking room concept encourages dialogue on modern lifestyle ranges and new furnishing solutions. This makes Hall 3.1 even more of a design hub for interior designers, interior architects and contract furnishers of public spaces, hotels, and restaurants.



The new Interior Looks brand area is being set up in Hall 3.1 - in the centre of the design hub for interior designers, interior architects and contract furnishers. It gives high-quality brands from the furniture and furnishing industry a designed stage for their individual product ranges and innovations. Each brand has its own brand showcase - the unifying element is a monochrome colour concept. Photo: Messe Frankfurt/Jens Liebchen

'We are launching Ambiente 2025 with an exclusively designed brand area in Hall 3.1 for premium suppliers from the furniture and home furnishings sector. Our aim here is clear: to open up new business partnerships and promote new contacts from all over the world with a focus on the growth areas of hospitality and contract business,' explains Yvonne Engelmann, Director Ambiente Living, Giving, Working. After all, Ambiente is the central international marketplace for contract business and is unrivalled in terms of the internationality of its visitors. In February 2025, Bielefelder Werkstätten, Christine Kroencke Interior Design, Fine Furniture, Ipdesign, JAB Anstoetz Group, Raasch, Rodam, Scholtissek, Serax and Signet will be among the exhibitors in Frankfurt. With tables,

chairs, wardrobes, upholstered furniture, beds, lighting and home textiles, they cover the various living areas and use the new platform for exciting product launches. 'We expect the collaboration to increase our visibility and position our brands more strongly in the international premium segment. We also see great potential in acquiring new customers and further strengthening existing customer relationships. Valuable insights into current trends and customer preferences will also help us to focus our product development even more specifically,' confirms Matthias Hujer, Sales/Managing Director BW Bielefelder Werkstätten. As part of the Jab Anstoetz Group, BW Bielefelder Werkstätten and Ipdesign stand for the highest design quality and perfect craftsmanship.

Interior brands perfectly staged

Trade buyers from all over the world can expect a unique mix in Hall 3.1. As part of the Interior Design range, Interior Looks benefits from its direct proximity to the Office Design & Solutions range with the Future of Work highlight. The fusion of modern lifestyles and workstyles will provide a wide range of target buyer groups with ideas for solutions and partnerships for successful international business relationships. 'We are thus further expanding Ambiente as a one-stop solution for the hospitality and contract business sector. Once again, Hall 3.1 will become a design hub for interior designers, interior architects, commercial property operators and furnishers of public spaces, contemporary workplaces and international hotel chains and restaurants,' adds Engelmann.

The monochrome colour concept of Interior Looks offers each interior brand an individual stage as a showcase for their products. 'With Interior Looks, we are creating a highlight area that puts the interior brands from the furniture and furnishing industry in the global spotlight in a very eye-catching way. Distribution channels in the furniture industry are currently undergoing extremely rapid development. We invite the industry to discover new opportunities for itself internationally and in new distribution channels,' explains Bernd Schellenberg. Thanks to his expertise and networking in the furniture industry, Bernd Schellenberg is involved in the realisation of the area. As an interior designer and businessman, the industry expert was successful in management positions at well-known furniture manufacturers. As a freelance consultant, he now focuses on the development of new sales and retail concepts for well-known brands and start-ups in the furniture and design sector.

Step by step, Interior Looks will be expanded to include further selected international furnishing and furniture brands, thus further strengthening Ambiente's focus on design. The leading international trade fair for the consumer goods industry and for commercial furnishings and fittings in all areas of life offers the best conditions for this as a trade and networking platform with a specialised international range for tableware, household goods and kitchens through to furnishing concepts, furniture, home textiles, lighting, and home decorations.

Special Interests Hospitality and Contract Business give buyers the best possible orientation

Whether specialising in the hospitality industry such as hotels and restaurants or in commercial properties such as offices, corporate offices, co-working spaces, banks, authorities, educational institutions, etc. - the corresponding offers from exhibitors are marked with the Special Interests Hospitality and Contract Business - both at the trade fair at the exhibitor stands and online in the exhibitor search and in the Navigator app. In addition, the printed Hospitality & Contract Business Guide, which will be available at the 2025 trade fair centre, will provide visitors with orientation. Ambiente thus brings together

everyone who is active in the hospitality and contract business sector. In addition, an extensive programme of guided tours, workshops and presentations on the Academy stages will provide new business impetus.

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 bis 11 February 2025
NEW: Creativeworld: 07 bis 10 February 2025

Note for journalists:

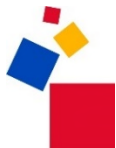
Discover inspirations, trends, styles and personalities on the [Ambiente Blog](#) and further expert knowledge and ideas for retail on [Conzoom Solutions](#). With the [Conzoom Circle](#) network, Messe Frankfurt links the most important international platforms for the global consumer goods and retail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

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