

news +++ Ambiente
07 to 11 February 2025

ambiente

Talents wanted! Application for young designers is open

Frankfurt am Main, October 2024. Designers can still apply until 25 October: Talents - Ambiente's support program - invites upcoming talents to submit their interior design ideas and prototypes. Candidates can look forward to a free, high-profile participation at the world's leading trade fair for the consumer goods industry as well as direct contacts with industry and trade partners. Two university presentations on the topic of future tableware provide new perspectives at Ambiente 2025.

Under the name "Talents", Messe Frankfurt promotes young designers, students and university graduates at the worldwide leading consumer goods trade fair Ambiente. Their designs address contemporary challenges and offer innovative solutions. The different personalities and approaches of the selected participants turn the Talents area in Hall 3.1 into a showcase for fresh creations. To take part in the Talent program, interested parties must register online by 25 October and upload photos of their objects or projects onto the online platform at <https://talents.ambiente-application.com>.

In addition to the Talents program, Ambiente 2025 will present two new interdisciplinary university projects from Germany in the foyer of Hall 11.0, which will develop new positions around the well-laid table: What happens when porcelain and textiles are conceived and designed together from the very beginning? Students from the Textile and Clothing Technology and Design departments at the Niederrhein University of Applied Sciences are investigating this question. At Ambiente, they will be presenting new perspectives on the future of tableware.

To the table! is the call from students of product design/ceramic and glass design at Burg Giebichenstein University of Art and Design Halle: they are bringing innovative and functional designs for tableware and cutlery to Ambiente that address the needs of the catering trade. They address aspects of dining and table culture and the importance of rituals when enjoying food together. The designs on display reflect the diverse demands and needs of the gastronomic scene.



A fixed date on the international design agenda and a stage for young talents: Ambiente. Photo: Messe Frankfurt / Pietro Sutera

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 aligned.

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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