

news +++ Ambiente
07 to 11 February 2025

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Contract & Hospitality Business Hotspot 3.1: Future of Work shows visions for the workspace of tomorrow

Frankfurt am Main, October 2024. When it comes to equipping and furnishing modern workspaces, Ambiente provides new business impetus. The first port of call is Hall 3.1 with its range of exhibitors covering all aspects of interior design, office design & solutions and the Future of Work highlight area. Exciting conceptual workspace solutions that are particularly in demand for the contract and hospitality business will be presented here. In addition, the new Interior Looks premium brand area with selected furniture, lighting and textile manufacturers offers interesting perspectives - also for the office.



The Future of Work Area 2025 showcases modern workspace solutions and combines virtual and real worlds to create a place for personal exchange that meets all work requirements. Graphic: Messe Frankfurt/MTTR Architekten

How do we work today and how will we work tomorrow if traditional desk work can take place anywhere and is increasingly being changed by artificial intelligence? The Future of Work area at Ambiente provides possible scenarios for hybrid working models and thus the perfect setting for selected furnishing and equipment solutions from innovative suppliers. From 7 to 11 February 2025, the spotlight will be on the digitalization of the world of work. With the increasing establishment of artificial intelligence, augmented and virtual reality, a mutual dependency between reality and virtuality is crystallizing, in which the two worlds are not only converging, but increasingly merging. "The new design of the Future of Work area visualizes the challenges of orientation in a real-virtual working reality. In doing so, we are trying to sensitize people to the new instabilities but also opportunities of the world of work, in which much is real, much is virtual and most of it will probably be both in the future", emphasize André Schmidt and Joris Fach, architects and

founding partners MTTR, who are designing and curating the area on behalf of Messe Frankfurt.

The staged office complex combines real and virtual working environments. Visitors can sharpen their senses here and discover a variety of spatial solutions for agile teamwork, focused working, home office, communication and meeting scenarios or coworking areas.

At the center is the Future of Work Academy with a first-class programme of speakers - organized by the Association of German Interior Designers (bdia Bund deutscher Innenarchitekten), the Federal German Working Group for Environmentally Conscious Management (B.A.U.M e.V. Bundesdeutscher Arbeitskreis für Umweltbewusstes Management), Prima Vier Verlag with Office Roxx and World Architects. The Future of Work Academy program will go live on 30 October and will be updated on an ongoing basis.

The Office Design & Solutions exhibitors, some of whom will also be presenting in the Future of Work area, include companies such as Bungarten, Evavaara, Hey-Sign, König + Neurath, Kühnle Waiko Büromöbel, Mauser Einrichtungssysteme, Vario Büroeinrichtungen and Vluv. New exhibitors include Raw Solution and Schulte Elektrotechnik (Evoline) with a wide range of electrification solutions for conference rooms, offices, coworking spaces and mobile workstations. There are intelligent and modular office furnishing systems for every requirement, including modern room zoning, storage space solutions, table and shelving systems, sound-absorbing room dividers and ceiling elements, carpets and ergonomic seating elements, office chairs and even mobile telephone boxes.

Interior Looks creates additional business prospects

In the immediate vicinity, the new Interior Looks area also offers interesting design perspectives with selected furniture, lighting and textile manufacturers from the premium segment - also for the office. Suppliers include, for example, Fine Furniture, Ipdesign, JAB Anstoetz Group, Raasch, Scholtissek, Serax and Signet. From this group, Bielefelder Werkstätten, Bordbar, Christine Kröncke Interior Design and Rodam are also participating in the Future of Work area with armchairs, work chairs, secretaries and desks.

“This will allow our visitors to experience how design-oriented lifestyle and workstyle can merge and what new business partnerships can arise from this. In this way, we are developing Hall 3.1 into a hub for interior designers, interior architects, contractors and furnishers and promoting new contacts from all over the world,” says Yvonne Engelmann, Director Ambiente Living, Giving, Working.

Guided tours on the Saturday, Sunday and Monday of the trade fair for selected target groups through both the Future of Work area and the Interior Looks area as well as to selected Office Design & Solutions exhibitors round off the offer.

Special Interests Contract Business and Hospitality provide orientation

Trade buyers looking for suppliers focused on the contract and hospitality business will find what they are looking for at Ambiente. Whether they specialize in furnishing commercial properties such as offices, corporate offices, co-working spaces, banks, public authorities, educational institutions, etc. or in the hospitality industry such as hotels and restaurants - the corresponding offers from exhibitors are marked with the Special Interests Contract Business and Hospitality - both at the trade fair at the exhibitor stands and online in the exhibitor search and in the Navigator app.

In the Ambiente Living area in Hall 3.1, there are even more interior design companies that have expanded their product range to include collections for hospitality and contract business - such as Eva Solo, Rohleder and XL Boom. The Interiors & Decoration product area in Hall 3.0 also features suppliers such as Kare Design, Pure Yellow Single Member and Trademark.

The world's largest front-of-house offering for the hospitality industry can be found at Ambiente Dining. The hospitality range with a focus on HoReCa can still be found in Hall 11.0 with exhibitors such as Berndorf Luzern, BHS Tabletop, Kar Porselen with its HoReCa brand Bonna, as well as RAK Porcelain, Serax, Solex, Steelite and Utopia Tableware. Other long-established suppliers such as Rosenthal and Vista Alegre are actively targeting the hospitality sector as well as the specialist trade. The Hospitality and Contract Business Guide, which will be available at the 2025 trade fair, also provides the best orientation.

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

Note for journalists:

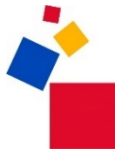
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