

ambiente

Ambiente leads the way with a new global partnership with *ByDesign*

Frankfurt am Main, October 2022. Ambiente, the world's leading consumer goods trade fair by Messe Frankfurt, understands the importance of outstanding design and creatively presenting new products and concepts in a manner that inspires manufacturers, retailers, buyers, and industry luminaries. Always at the forefront, Ambiente continues to highlight trends and new designs, while showcasing a range of products from exhibitors and international presenters that anticipate global movements and insights in esteemed categories - reflecting evolving consumer behaviors and experiences. Transcending Ambiente's reach to a new platform, the world-famous trade fair has formed a new partnership with *ByDesign*, producers of the globally recognized collection of design television series'. Ambiente will be featured in episode 1 of *America ByDesign: Innovations*, airing on the CBS News Streaming Network at 7:30pm, Saturday, November 12th. Additionally, Ambiente is pleased to announce its premier role in the first *Europe ByDesign* series which will showcase innovation and design excellence launching in 2023.

With this new partnership, Messe Frankfurt plans to take the consumer goods landscape to the next level—displaying the best in Dining, Living, Giving, Working, and Contract Business/Hospitality on screen. Together, the two forward-thinking organizations will fuse Ambiente's focus on outstanding design, with *ByDesign*'s global experience with storytelling for screen, zooming in on Ambiente's mission of sustainability, responsible design and production, craftsmanship, advanced technology and global style complimented by the fresh perspectives of the respected *ByDesign* hosts.



From left: Mike Chapman, Executive Producer America ByDesign, Una Maybin, Head of Production, America ByDesign, Julia Uherek, Vice President, Messe Frankfurt Exhibition GmbH, Scott Henderson, Designer and Presenter, America ByDesign Photo: Messe Frankfurt/GitaPR

“I think design nowadays is a very democratic product, so therefore it is very good to have this discussion in front of a big audience. I think that’s the beauty of *America ByDesign*”, says Detlef Braun, Member of the Executive Board, Messe Frankfurt.

The collaboration will kick-off with a dynamic spotlight on Ambiente during the third season of the *America ByDesign: Innovation* series, which is scheduled to premiere on November 12th on the CBS News Streaming Network at www.cbsnews.com/live, all CBS News mobile apps, *ByDesign*’s YouTube channel, and the www.bydesign.global website. It will air on the Linear TV CBS broadcast in February 2023. The show will provide audiences with deep insight into what it takes to imagine, create, and bring to life the new and impossible. The series showcases impactful design and new concepts from the most innovative and established brands in the United States. Each episode also includes featured ‘Spotlights’ showcasing outstanding international design stories.

“We are excited to embark upon this adventure in collaboration with the *ByDesign* team. After all, where better to find good design than at the trade fair with the leading consumer goods brands in the world - Ambiente. It happens in Frankfurt every February, and we want to share the excitement with our global audience,” states Julia Uherek, Vice President Consumer Goods Fairs.

ByDesign has evolved enormously in the past few years gaining notoriety for its thought-provoking and insightful approach. The producers of *ByDesign* are dedicated to sharing design products and stories that match the sentiments of the modern consumer while inspiring audiences. Content includes exclusive features with world leading innovators, rising stars and craftspeople, highlighting the intention behind each innovation, varied iterations of the design process and the outcome when an innovation is brought to market.

“More and more, audiences want to know how products are created and are genuinely interested in how design can improve their quality of life. Messe Frankfurt and Ambiente are at the forefront of this movement. *ByDesign* brings a globally recognized style of design-storytelling, and we are thrilled to partner alongside an organization with an unrivalled legacy within the design community and beyond,” states *ByDesign* Co-Founder, Mike Chapman.

The *America ByDesign: Innovation* series, will premiere on November 12th on the CBS News Streaming Network at www.cbsnews.com/live, all CBS News mobile apps, *ByDesign*’s YouTube channel, and the www.bydesign.global website. It will air on the Linear TV CBS broadcast in February 2023. Season 1 of *Europe ByDesign* is slated for Summer 2023.

Note for journalists:

Discover inspirations, trends, styles and personalities on the [Ambiente Blog](#).

Press information & images:

<http://ambiente.messefrankfurt.com/press>

On social media:

www.facebook.com/ambientefair | www.twitter.com/ambiente

www.instagram.com/ambientefair | www.ambiente-blog.com

www.linkedin.com/company/ambientefair

Hashtags: #ambiente23 #ambientefair #welcomehome

ByDesign on social media:

www.instagram.com/bydesigntv/

www.youtube.com/c/ByDesignTV/

www.linkedin.com/company/by-design-tv/

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Leading international trade fair Ambiente

New perspectives open up undiscovered opportunities: As the leading international consumer goods trade fair, Ambiente maps the changes in the market with an eye to the future. For five days, it presents a unique mix of ideas and products - and is the platform for global trends. For Table, Kitchen and Housewares, the fair is the unrivalled No. 1 in the Dining segment. In Living, all styles and market segments can be experienced around the home, furnishing and decorating. Giving presents gifts and personal accessories in all facets and will in future offer high-quality stationery as well as articles relating to school supplies. The new Working section fleshes out the working worlds of tomorrow. With its future-oriented HoReCa and Contract Business segments, Ambiente also has a strong focus on the international contract business. The major themes of sustainability, new work, design, lifestyle, digital expansion of trade, and future retail accompany the event, as do a large number of industry events, young talent programs, trend presentations and awards ceremonies. Due to its unrivalled product range in terms of breadth and depth, it is unique worldwide and offers the best connections for making contacts and finding new business partners.

Welcome Home

Under the motto "Home of Consumer Goods – Welcome Home", Ambiente, Christmasworld and Creativeworld will be held simultaneously for the first time at one of the world's most modern trade fair centers from February 3-4 to 7, 2023. The newly created combination of three successful leading trade fairs at one location at one time thus combines their strengths and thus offers an unprecedented, simultaneously available, future-oriented product range in quality and quantity. Global business with large volumes is intensified. Messe Frankfurt will continue to offer the

largest platform for global sourcing outside China. Frankfurt is thus the center of the global order season, strengthening synergy effects and efficiency for all participants, and is thus the one, comprehensive inspiration, order and networking event for a globalized industry. This is where the newest trends are presented and the global metatrends are experienced and made visible.

nmedia.hub - The order and content platform for the home & living industry

The digital order and content management for brands and retailers in the consumer goods industry extends the trade fair and enables orders 24/7, 365 days a year.

www.nmedia.solutions

Conzoom Solutions – the platform for retailers

Conzoom Solutions is a knowledge platform that offers the consumer goods industry a wide range of studies, trend presentations, workshops and guidelines for the point of sale. It provides a complete overview of Messe Frankfurt's international portfolio in the consumer goods sector – bundling a wide range of information for retailers.

www.conzoom.solutions

Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar in our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com