

ambiente

New Work in Contract Business: Individual solutions for modern working environments

Frankfurt am Main, November 22. The lines between living and working, functionality and lifestyle are blurring: Offices become co-working spaces, hotels become a second home with workation options. New requirements lead to new demands, for which solutions are needed. Ambiente offers buyers a major market place for the international Contract Business and brings together potential project partners. Exciting synergy potentials are created in the areas of Future of Work, Interior & Contract Business.

Home and office are merging into hybrid working worlds - Lifestyle and design are also gaining importance in office furnishings and equipment. This changes the expectations of customers and creates additional potential. At Ambiente, office furnishers, interior designers, project developers, facility managers and wholesalers and retailers will find specialised exhibitors who present suitable furnishing concepts and high-quality design for interiors, co-working spaces and home office.

The Working sector with the Future of Work Area is one of the highlights of Ambiente. Curated working worlds and solutions are compiled here. "Workplaces are increasingly changing into social places where interaction and social exchange take place. The establishment of co-working spaces as a new form of office organisation meets the urgent need for flexibility and mobility. This requires adequate rooms and equipment for (co-) working as well as professional, attractive communal areas. Ambiente offers a glimpse of the future with forward-looking concepts and a variety of synergies between the home and office worlds. In the Working section in Hall 3.1, the modern working world is combined with the products and services of the Ambiente Living sections Interior Design and Contract Business," says Yvonne Engelmann, Director Ambiente Living, Giving, Working.

Contract Business Exhibitor in the Future of Work Area

From customising and the individualisation of serial products to high quality in large order volumes: At Ambiente, specialist exhibitors will be presenting their answers to the diverse demands and show international new products and innovations in the contract business. In the Future of Work area of Hall 3.1, visitors will find ideas for redesigning or upgrading office space, such as the concepts of König + Neurath AG, a leading supplier of office furniture and room systems for high-quality working environments. Since 1925, the family-owned company has been producing furniture with the highest quality standards - exclusively made in Germany



In Hall 3.1, König + Neurath AG provides impulses for new or redesigned working environments.

Photo: König + Neurath AG

Whether rooms for focused work or agile collaboration, meeting islands, home offices or coworking areas - the requirements are as varied as our solutions, with which we design inspiring working environments to suit your working culture. We are delighted that Ambiente is now also offering a platform for the changes in the world of work with "Future of Work" and will be presenting attractive furnishing solutions made in Germany that reflect the work-life blending trend there in February 2023," says Marc W. Lorch, Board Member of Sales and Marketing at König + Neurath AG.

Another Contract Business exhibitor is the German-Canadian company Country Living e.K., which is presenting home accessories and designer furniture in the premium segment in Hall 3.1. Among other things, a mobile, flexible and space-saving extendable table, ideal for home and office - the perfect combination of function and design. "When looking for solutions for current and future requirements, we often use, modify and develop the successful systems and products of our past. We find that people are turning back to old mechanical designs because they are reliable and in some ways refreshing in this digital and electric age. There is a growing demand for our pullout tables, which are based on a system developed by my grandfather in the 1960s," says Jacqueline Wendel, Creative Director of Country Living e.K..

Hospitality meets New Work

New Work is establishing itself in many locations - also in the hospitality sector. The workplace has long since ceased to be a fixed construct - in principle, it is technically possible to work from any location. Hotels are not only used as a working space through business trips: The term workation is also increasingly establishing itself in the linguistic usage of modern working worlds and is a concrete implementation of work-life blending. "Work opportunities in the hotel are indispensable in today's world. New hotel concepts where overnight guests are just as welcome as those who are looking for a second home with an integrated mobile office for weeks, months or years are more in demand than ever. From our point of view, the winners are those hotels that offer trend-setting co-

working spaces and inspiring common rooms as part of the standard package," Peter Petz, partner at World-Architects, is convinced.

In addition to the technical products for the New Work concepts, contemporary, individual lighting tailored to the room situation also plays a major role. LUCTRA, a brand of the company Durable, equipped the ARACDEON conference and seminar hotel with LUCTRA® lights, for example. Due to this innovative concept, living space could be transformed easily into a meeting room. The LUCTRA® lights function both as workplace lighting for the meeting table and as reading lamps for the overnight guests.



The timeless design of the LUCTRA® lights can be integrated into any interior.

Photo: LUCTRA®, DURABLE Hunke & Jochheim GmbH & Co. KG

"Flexible working time models and variable room occupancy, open space architecture and hybrid work approaches are shaping the modern working world. In addition to technical product solutions for the New Work concepts, contemporary, individual lighting tailored to the room situation also plays a major role," says Martina Heiland, PR Manager at Durable. At Ambiente, the company with a long tradition will be showing new product solutions for the mobile yet ergonomic workplace in Hall 4.2.

Ambiente offers trade visitors tools to find suitable project partners: The [online exhibitor search](#) engine lists providers according to Special Interest themes – including Contract Business. In addition, the stands of relevant exhibitors are labelled accordingly.

From February 2023, Ambiente will be held at the Frankfurt exhibition centre at the same time as the leading international consumer-goods fairs Christmasworld and Creativeworld.

Ambiente/Christmasworld: 3 to 7 February 2023

Creativeworld: 4 to 7 February 2023

Note for journalists:

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

Press information & images:

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

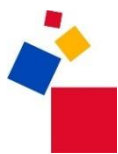
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Leading international trade fair Ambiente

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