

news +++ Ambiente
26 to 30 January 2024

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Curtains up for the HoReCa Academy

Frankfurt am Main, November 2023. Ambiente is putting the hospitality industry in the spotlight with a top-class lecture programme and the newly designed Hotelier's Day: from 27 to 29 January 2024, the HoReCa Academy in the foyer of Hall 11.0 invites the industry to exchange valuable knowledge and to network. Visitors can look forward to renowned speakers, exciting presentations, stimulating discussions and an overview of the latest hospitality trends.

Whether innovative hospitality concepts, pioneering trends or exciting best practices: The HoReCa Academy will be back at Ambiente 2024. Over three days of the trade fair, renowned industry experts from all over the world will present a top-class lecture programme specially tailored to the requirements of the hospitality industry. The programme is available in the [event calendar](#). Visitors should not miss these keynotes:

Hospitality trends on Saturday, 27 January 2024

Pierre Nierhaus, the internationally renowned trend researcher, will present at the HoReCa Academy what is driving the global hospitality industry. In his presentation from 14:00-14:30, he will explain how restaurateurs and hoteliers can create unique experiences through extraordinary staging and captivating storytelling. The topic of sustainability will take centre stage immediately afterwards: from 14:45-15:15, Swedish trend expert **Stefan Nilsson** will focus on innovative sustainability concepts for hotels and restaurants. Included in the programme: exciting best practices for the conscious handling of food and waste, recyclable materials and alternative room furnishings in the hospitality industry.



The HoReCa Academy offers the hospitality industry a tailor-made fringe programme with top speakers at Ambiente 2024. Photos: Messe Frankfurt/Petra Welzel.

The industry in transition: new impulses on Sunday, 28 January 2024

Authentic, sustainable, unbiased experiences – that's what customers expect from their travel stays. From 12:45-13:15, tourism and hospitality specialist **Dolores Semeraro** will show how hotels are meeting guests' requirements. In her keynote speech, she will examine how customer requirements, wishes and data are linked and how they form the basis for future business success.

Elena Salmistraro is "Ambiente Designer 2024". At the HoReCa Academy from 13:30-14:00, she will present her new special presentation at Ambiente: "The Lounge - A Serious

Game" can be found in Galleria 1 and forms an interface between interior design and HoReCa. In the lecture, she will present her playful approach to design and her imaginative, colourful design of the extraordinary special presentation.

New industry highlight: The Hotelier's Day on Monday, 29 January 2024

An exciting programme awaits the hospitality industry on Hotelier's Day: The day includes trend tours and special offers at selected exhibitor stands. The HoReCa Academy has a tailor-made lecture programme in store: from 12:00-12:30, **Corinna Kretschmar-Joehnk**, founder and partner of JOI-Design Innenarchitekten AD joehnk + partner, will focus on attention to detail. Authenticity, added value and sustainability are becoming increasingly important for guests in times of sensory overload. The "Quiet Luxury" trend stands for new values, discoveries at second glance and concepts with added value. Its motto: real content instead of loud storytelling. **Erik Nissen Johansen**, Creative Director and founder of Stylt Trampoli, will also be one of the top speakers. From 13:30-14:00, he will explain how to create strong hotel experiences with captivating storytelling. The Swedish keynote speaker will be bringing along illustrative examples and giving practical tips on how to turn emotional stories into extraordinary experiences.



The power of colour: celebrity chef Jozef Youssef conducts a survey exclusively for Ambiente. Photos: Kitchen Theory.

A first-class event

At the end of the Hotelier's Day, the HoReCa Academy invites to an intensive exchange of ideas and personal networking at a get-together. **Jozef Youssef** will kick things off: the award-winning celebrity chef and creative force behind the design studio Kitchen Theory will present his latest research in the field of gastrophysics under the title "The power of colour: a survey on how coloured tableware influences the perception of food". Starting at 18:00, visitors will find out what effects colours have on the sense of taste and what cultural influences may be behind them. Following his keynote speech, the celebrity chef will be serving a specially created finger food menu.

Ambiente will continue to be held at the same time as Christmasworld and Creativeworld at the Frankfurt Fair and Exhibition Centre:

Ambiente/Christmasworld: 26 to 30 January 2024
Creativeworld: 27 to 30 January 2024

Note for journalists:

Discover inspirations, trends, styles and personalities on the [Ambiente Blog](#) and further expert knowledge on [Conzoom Solutions](#).

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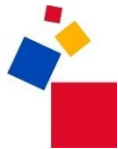
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Your contact:

Magdalena Gredel

Tel.: +49 69 7575-6221

magdalena.gredel@messefrankfurt.com

Messe Frankfurt Exhibition GmbH

Ludwig-Erhard-Anlage 1

60327 Frankfurt am Main

www.messefrankfurt.com