

ambiente

Ambiente 2024: The Dining area continues to grow – and serves great brands and new highlights

Frankfurt am Main, October 2023. The Dining section of Ambiente is the unrivalled number one worldwide when it comes to household, table and kitchen. For 2024, the successful segment of the leading international consumer goods fair will continue to grow in terms of space – and will once again occupy the entire western section of Frankfurt exhibition grounds. There, Ambiente presents a unique variety of products as well as the dining trends of tomorrow. As an important future field, the Special Interest HoReCa offers again innovative catering concepts for the international contract business. The HoReCa Academy has a new fringe programme for trade fair participants – and serves the needs of the hospitality sector in an even more targeted way.

Ambiente Dining is growing – and remains the most important global marketplace for international new products and ranges for the table, kitchen, and household. The range of products in the table segment is also increasing in the Global Sourcing section in Halls 10.2 and 11.1. To create more space in the halls for exhibitors' presentations, fringe programme presentations will therefore be placed in the foyers. "The registration level in the Dining segment is great – the western area is overbooked in terms of space," says Thomas Kastl, Director Ambiente Dining. "For example, in 2024 many (crystal) glass manufacturers are back at Ambiente and the glass industry in general returned. We are delighted about many returnees and exciting new exhibitors in all product groups. The big brands – the big players in the industry – are there." On a total of ten hall levels, the successful Dining area networks all relevant global market players. The focus continues to be on the special interest HoReCa as the leading platform for the front-of-house business for restaurateurs and hospitality decision-makers. In addition, the range of out-of-house and back-of-house products can now also be searched for here. With the Hotelier's Day, Ambiente is now dedicating a whole day of the fair with a tailored fringe programme to these heterogeneous target groups. "Ambiente Dining thus offers even more potential for new contacts and synergies: wholesalers and retailers or commercial traders, specialised contract business and hospitality buyers, outfitters, project planners, distributors or hoteliers and international hotel chains, caterers, chefs, F&B managers and restaurants will all get their money's worth in Frankfurt," says Kastl.

The big players are there

Ambiente Dining 2024 presents itself with strong brands: In the **Cook & Cut segment (Hall 8)**, exhibitors such as Franz Güde, Hurom, Kuhn Rikon, Novissa, Schulte Ufer, Severin and TVS will once again be at the start. In the segment **Modern Kitchen & Baking (Halls 9.0 and 9.1)**, companies like Fackelmann, Joseph Joseph, Mayer Group, Städter and T&G Woodware will be exhibiting again. For the **Clean Home & Storage Solutions** and **Top Deals & Collections** product areas (**Halls 9.2 and 9.3**), companies such as JJA and Keeeeper have registered. Big names such as BHS Tabletop, RAK Porcelain, Steelite and Villery & Boch will be exhibiting in **HoReCa Hall 11**, where Zwiesel Kristallglas will also have a stand and present its consumer product line for the first time together with its own hospitality brand. Visitors can also look forward to **Table & Table**

Select (Halls 12.0 and 12.1) with new exhibitor Gers van Well and returning exhibitors Bormioli Luigi, Narumi, Noritake, RCR, Rosenthal, Royal Tableware and Seltmann-Weiden. All exhibitors registered for Ambiente 2024 can be found in the online [exhibitor and product search](#).

New trade fair highlights for the hospitality industry

The **HoReCa Academy** in the North Foyer of Hall 11.0 will provide a tailor-made lecture programme. Over three days out of five of the fair from 27 to 29 January, renowned industry experts present inspiring hospitality trends, deal with current industry topics and developments and invite for discussion. Among the top speakers are Erik Nissen Johansen, Creative Director and founder of Stylt Trampoli, with a lecture on special hotel experiences through captivating storytelling and Joseph de Jong, co-founder of Younique Concepts, who will speak on the topic of leadership and Gen-Z. The entire lecture programme will soon be available on the website in the [event calendar](#).

With a newly designed fringe programme, the hospitality industry will have its own day: The Monday of the fair will be proclaimed **Hotelier's Day** in order to serve the needs of the industry even better. The monothematic theme day is aimed specifically at hoteliers, restaurateurs, chefs and F&B managers. Among other things, the Hotelier's Day includes trend tours in German and English with visits to exhibitor stands of interest to hoteliers and restaurateurs. Selected exhibitors offer these target groups special programmes at their stands on this day. In addition, the HoReCa Academy with its tailored supporting programme invites to exciting lectures as well as intensive exchange and personal networking. **Jozef Youssef**, the award-winning celebrity chef and creative force behind the design studio Kitchen Theory, will kick off the joint get-together at the HoReCa Academy. Under the title "The power of colour: a survey on how coloured tableware influences the perception of food", he will conduct a survey exclusively for Ambiente. On Hotelier's Day, he invites industry participants to take part in a live self-experiment and share his findings.

Ambiente 2024 is starting with another highlight: the multi-award-winning product designer and artist Elena Salmistraro from Milan is **Ambiente Designer 2024**. She designs 'The Lounge', a special presentation in Galleria 1 that creates a thematic interface between interior design and HoReCa. This is the starting signal for an ongoing project: every year, Ambiente will now select an up-and-coming designer with an exclusively designed special show.



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

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 www.ambiente-blog.com/ and further expert knowledge on Conzoom Solutions.

Press releases & images: <http://ambiente.messefrankfurt.com/press>

On social media:

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

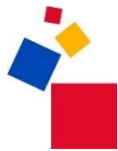
www.instagram.com/ambientefair | www.ambiente-blog.com

www.linkedin.com/company/ambientefair

Hashtags: #ambiente24 #ambientefair

Background information on Messe Frankfurt:

www.messefrankfurt.com/background-information



Ihr Kontakt:

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