

ambiente

Interior trends 2024: Natural feel-good spaces and visionary experimentation

Frankfurt am Main, March 2024. Pure nature, digital innovation, traditional craftsmanship, fascinating new materials: Ambiente 2024 impressively demonstrated which styles will define the interior in 2024 and how these will take shape in the form of furniture, home accessories and decorations. The three Ambiente Trends 24+ identified by style bureau bora.herke.palmisano, which were reflected in the offerings at the trade fair stands, provided a compact overview - both in terms of colour worlds and in the area of new developments. The Ethical Style programme set sustainable accents for the product selection



Recozy gets to the heart of the circular design approach. The German company produces for example vases locally using 3D printing. Photo: Messe Frankfurt/Jens Liebchen

Cosy living environments, natural colours and simple materials: the longing for tranquillity, clarity and a sustainable lifestyle unfolds in a variety of design approaches that are reflected in the Ambiente trend "QUALITY OF SILENCE_pure + familiar". Leading manufacturers and exciting boutique brands show their high appreciation for existing raw materials, local strengths and a future worth living across all products. The design realisation is versatile and individual: the Danish brand Hübsch, for example, brings a touch of nostalgia with its Forma series. Inspired by the strict formalism of the 70s and 80s, the oak furniture adds an edgy touch to any room. With its special combination of elegance and functional minimalism, the A-Collection from Zone Denmark connects indoor and outdoor areas. The powder-coated, durable stools, benches and side tables fulfil a wide range of functions and can be combined in many different ways. Both indoors and outdoors, real flames create a cosy ambience. The Tenderflame brand makes them

safe and environmentally friendly with a new bio-fuel that is not only non-toxic but also flame-retardant.

Visionary eye-catchers

Pure nature is only one side of the 2024 living trends, however. The Ambiente trend "AURA OF PROGRESS_visionary + elemental" shows just how intense interior design can be. Products such as the sculptural glass vase "Amara" from Philippi are pars pro toto for this style between elemental force and futurism. Its artfully enclosed bubbles give the impression of having frozen space and time in an underwater world. The strong colour world of this trend is represented by the "Dorotea Living" collection from the Gense brand, among others. In its radiant colours, it picks up on the unique spectrum of the northern lights. The range consists of 91 per cent recycled stainless steel, a material that can in principle be reused an infinite number of times. With its circular design approach, the Rekozy label gets to the heart of how vision, technology and responsibility work. The German company produces locally using 3D printing, which enables a special variety of shapes. For example, the asymmetrical silhouette of the "Bent" vase changes its shape depending on its orientation, turning it into a versatile highlight.

Poetic and conceptual

In the fusion of modern aesthetics, craftsmanship and colour sophistication, the "SPIRIT OF CRAFT_bold + poetical" trend opens up a range of conceptual product ideas that respond to changing living conditions. The Noble Denmark brand, for example, is presenting "Boomerang", a concept that makes it possible to create different furniture from just one mould. Depending on requirements, a stool, chair, lounge chair, bench or table can be assembled from 13 or 19 identical components. Cotodama from Japan combines technology and poetry: the company converts song lyrics into writing or graphics and displays them on the screen in real time - to sing along to or simply enjoy. Products such as the "Koto" series from Klatt Objects, whose elements can be used as vases, bowls or cachepots, show just how contemporary traditional craftsmanship can be in this context. The handmade graphic line pattern makes each object unique. The "Elephant Feet" stoneware series from Maomi, on the other hand, fascinates with its unique glazing technique, which dates back to ancient China. With its striking shades of green, it harmonises perfectly with the colour scheme of Ambiente Trends 24+.

Ethical style in high demand

Across all interior styles, the megatrend of sustainability is increasingly taking centre stage. With the curated Ethical Style programme, Ambiente is therefore deliberately drawing attention to exhibitors with sustainable products and approaches. MADE51, for example, does a lot of good. The initiative of the United Nations Refugee Agency (UNHCR) works together with partners from the world of business to open up prospects for refugee artisans worldwide. Contemporary handmade collections, including distinctive home accessories, are created in the workshops. The Madame Stoltz label also offers beautiful products with a social mission. Particular eye-catchers include blankets made from discarded saris or mirror boxes and shelves made from used brick moulds. The Finnish company Mifuko, which works with female artisans in rural areas of Kenya, Ghana and Tanzania, bridges the gap between contemporary design and targeted aid. The project, which has now been active for 15 years, empowers local women, promotes fair trade and honours traditional craftsmanship. The fair trade-certified label Original Home pursues a strictly sustainable line. Its handmade home textiles, for example, are made from recycled fibres or cotton remnants, while small pieces of furniture are made from wood waste from old houses or boats. Anyone looking for contemporary, sustainable

solutions for smaller homes will find what they are looking for at the Handed By brand, which presents a series of tables and chairs that can also be used for storage.

Trade fair dates 2025

Ambiente, Christmasworld and Creativeworld will continue to take place at the same time at the Frankfurt exhibition centre. They will, however, be moved to the beginning of February to ensure that major global trade fair dates are aligned.

Ambiente/Christmasworld: 07 to 11 February 2025
NEW: Creativeworld: 07 to 10 February 2025

Note for journalists:

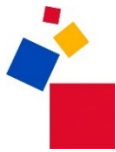
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