

Ambiente 2027: New design encounters and strong partners for international project business

To bring industry professionals together in a targeted way, Ambiente 2027 is joining forces with strong partners in the Interior Design segment in Hall 3.1.



Photo: Messe Frankfurt/Jens Liebochen

New partnerships for the international project business are a key focus of Interior Design, including the Interior Looks branded area.

A high-calibre programme of talks at the Academy of the Interior Design & Architecture Hub, Guided Tours and –new– the Design Encounters for curated matchmaking organized by World-Architects create new business contacts for the interior and furniture industry and open up additional opportunities in the international project business.

Ambiente Projects brings together Ambiente's offerings for international project business. In Hall 3.1, this approach takes shape with renowned partners: the European Council of Interior Architects (ECIA), together with the German Association of Interior Architects (bdia), Prima Vier Verlag with its trade magazine *Office Rxxx*, and World-Architects with its international premium network for architects and building professionals.

New are the Design Encounters: a matchmaking format developed by World-Architects and Ambiente for the Sunday and Monday of the trade fair, complemented by Guided Tours. "Ambiente provides important international impetus for project business. With the Design Encounters, World-Architects and Ambiente bring together relevant decision-makers from architecture, interior architecture and industry from around the world in a targeted way. The curated meetings create space for concrete project opportunities and long-term collaborations," says **Renato Turri**, CEO and Partner at PSA Publishers, the publishing house behind World-Architects.

ECIA and bdia will jointly shape the programme on the Friday of the trade fair. "At Ambiente, the European Council of Interior Architects highlights the importance of Responsible Design in hospitality projects as a key driver for creating safe, inclusive, sustainable, healthy and future-oriented interior environments. Direct exchange between interior architects, designers and industry partners is vital for the European project market. It encourages knowledge sharing, sparks

innovation and strengthens professional networks across Europe," says **Thomas Seifert**, President ECIA.

Also new: for the first time, AIT-Dialog will take over the Saturday morning programme with a series of talks on architecture and hospitality. On Saturday afternoon, the Designers Day, organised in collaboration with the German Design Council, will move to the Interior Design & Architecture Hub, providing a new and thematically fitting setting for design inspiration, exchange and networking within the Designer Community.

The **Trend Forum for Modern Interiors** will take place on Tuesday under the direction of **Prima Vier Verlag**. "We bring the worlds of office and hospitality together. We are exploring how spaces for working and living need to evolve in order to remain contemporary and future-ready. Renowned speakers will present successful approaches, methods and best-practice examples," says **Dr. Robert Nehring**, Editor-in-Chief of *Office Rxxx* and Managing Director of Prima Vier Verlag. Speakers include **Patricia Möckesch**, Director Innovation and Design Bene/BGO, **Sven Wehlmann**, CEO Vitra Germany, **Inken Gierow**, Co-Owner & Managing Partner Joppich & Rieckhoff, and **Stefan Kiss**, Head of Workspace Innovation Leik.

Next trade fair dates

Ambiente, Christmasworld and Creativeworld will take place at the Frankfurt exhibition grounds at the end of January 2027. Once again, the Compass Talks will kick things off on the preceding day, 28 January 2027. Ambiente/Christmasworld: 29 January to 2 February 2027. Creativeworld: 29 January to 1 February 2027.

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