

## ambiente

### Ambiente 2024: Strong brand hotspot at Working with Future of Work highlight

**Frankfurt am Main, October 2023. The meta theme New Work plays into all areas of life. The combination of home and office, lifestyle and workstyle will continue to define our living and working environments in the future. Ambiente Working shows where the journey is heading - not only for the classic stationery trade and the international high-volume business, but above all for commercial contract furnishing of all kinds. The highlight is the Future of Work area, including the Academy with a top-class programme of speakers in cooperation with B.A.U.M e.V., Chmielorz Verlag, Prima Vier Verlag and World Architects as well as the Association of German Interior Designers (bdia).**

Hybrid working calls for innovative products, solutions and new offers - whether for one's own home or public spaces. Ambiente brings together the relevant market players on a global level. "We are extremely pleased that the office & stationery sector is coming back in full force at Working 2024 in the 'Office Heroes' brand area and that we have also been able to attract innovative suppliers for smart furnishing concepts. This makes the synergies with Living, Interior Design and Contract Business even more tangible and a very heterogeneous visitor target group, from global wholesalers and retailers to corporate buyers, major commercial customers, facility managers, interior designers, architects, office furnishers, project planners and international hotel chains and restaurants, will find concentrated inspiration in Frankfurt when it comes to furnishing and equipping contemporary workplaces or public places", emphasises Yvonne Engelmann, Director Ambiente Living, Giving and Working.

Ambiente Working will feature internationally renowned companies such as Country Living, Koenig + Neurath and Vario Büroeinrichtung at **Office Design & Solutions (Hall 3.1)**. Bungarten, Cornilleau SAS, Hey-Sign, Kühnle'waiko Büromöbel, Mauser Einrichtungssysteme, Mute-labs, Studio Antti – Evavaara Design und Woodtec are new exhibitors among others. Visitors can thus look forward to flexible, sustainable office furniture and furnishings - but also to new solutions for mobile working and intelligent concepts for work spaces, collaboration, meetings and conferences, including optimised acoustics and room partitioning. The **office segment (Festhalle 2.0 and Forum 0)** will also be stronger and more varied than ever before - especially in the 'Office Heroes' brand area in Forum 0 in cooperation with the Association of the Office & Stationery Brand Industry - with exhibitors such as Casio, Durable/Luctra, Edding International, Jakob Maul, Novus-Dahle, Sigel and Tesa. They will be showing a wide selection of products that make the workplace better organised and at the same time more attractive - with an exciting crossover from commercial office supplies and technology, writing instruments to LED designer luminaires and agile office equipment for modern working environments. In addition, **Remanexpo (Congress Center and Forum 1)**, the platform for remanufactured printer components, will also be present with a remanufacturer brand area and European brands and distributors of ETIRA, European Toner and Inkjet Remanufacturers' Association. Here everything revolves around remanufacturing, sustainability, eco print

solutions and environmentally friendly solutions. All exhibitors registered to date for Ambiente 2024 can be found in the [Online Exhibitor and Product Search](#).

**Highlight: Area Future of Work focuses on sustainability**

The area Future of Work in an attractive interior design environment in Hall 3.1 opens up new perspectives on conceptual solutions for office organisation that take sustainability into account and encourage it.



What will the office of the future look like? The Future of Work area shows suppliers and solutions for the working world of tomorrow. Photo: Messe Frankfurt/Pietro Sutera.

The core theme is the modern office and its equipment. Here, products from premium suppliers are assembled in a forward-looking setting and modern work spaces are presented that meet the need for more flexibility and mobility. The workplace is increasingly changing towards social places where interaction and social exchange take place - at the same time, it is important to integrate zones for rest and concentration. Accordingly, the architectural firm MTTR Architekten + Stadtplaner from Berlin curates the exhibits on the topic of New Work.



Draft of the Dome Educate: With the lecture programme in the Future of Work Academy and the Sustainable Office Day, sustainability in the office industry becomes a top issue. Graphic: MTTR

In four dome constructions made of wood, the curators develop working worlds that stage the different requirements: "Socialize" combines solutions for the business lunch, coffee break and after-work areas. Collaborate" focuses on constructive exchange - whether face-to-face, digitally, in pairs or in groups. "Concentrate" focuses on acoustic and visual concentration solutions for focused work. "Educate" houses the lecture area of the Future

of Work Academy and presents innovative techniques for self-training, education and presentation that simplify learning. "With the Future of Work Area, we want to represent the entire spectrum of contemporary work situations: Concentration, collaboration, training, and communication. Good design and functionality cannot get the job done, but it can make it more efficient and pleasant," emphasise André Schmidt and Joris Fach, architects and founding partners MTTR.

### **Future of Work Academy offers top-class speaker programme**

On all five days of the fair, industry experts will discuss current trends and the latest developments in the working world of tomorrow on the Future of Work Academy stage in Hall 3.1, B10. The partners organising the programme include the Association of German Interior Designers (bdia), the Federal German Working Group for Environmentally Conscious Management (B.A.U.M e.V.), Chmielorz Verlag, Prima Vier Verlag and World Architects.

Together they invite discussion and further education. Selected lectures will be recognised by the architectural associations as further training. Participating architects, interior designers and facility managers will receive one continuing education point per lecture. The lectures will be simultaneously translated into English and German. A special programme highlight of the Future of Work Academy is the Sustainable Office Day on the Tuesday of the trade fair, which, in cooperation with B.A.U.M e.V., will make sustainability in the office industry the top topic.

Overview daily order Future of Work Academy:

- Friday, 26.01.2024: Office Trend Forum, moderated by Dr. Robert Nehring, Prima Vier Verlag with the trade journal Office Roxx.
- In addition, the bdia will organise selected lectures and guided tours.
- Saturday, 27.01.2024 and Sunday, 28.01.2024: Architect Day, chaired by Thomas Geuder, World Architects with two Guided Tours each
- Monday, 29.01.2024: New Work - New Tools. The new understanding of (collaborative) work, Moderation: Michael Smith & Elke Sondermann, Verlag Chmielorz with the trade journals BusinessPartner PBS/Cutes&Friends/C.ebra
- Tuesday, 30.01.2024: Sustainable Office Day, Moderation: Dieter Brübach, B.A.U.M. e.V.

The programme will soon be available on the website in the event calendar under [themes and events](#).

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/](http://www.ambiente-blog.com/) and further expert knowledge on [Conzoom Solutions](http://Conzoom Solutions).

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