

## AMBIENTE 2010

### Three leading world trade fairs under one roof Dining, Giving and Living

12 to 16 February 2010 in Frankfurt

#### PRESS RELEASE

#### Excitingly Different

**Auckland, 19<sup>th</sup> of October 2009** – The international trade fairs Dining, Giving and Living under the umbrella of Ambiente will host some 4,300 international exhibitors and 180,000 square metres of net floor space. Everything revolves around tableware, kitchenware and household goods, gift items and decorations as well as home and furnishing accessories.

**Dining** is the trade fair for the tableware, kitchenware, household and gourmet products sector. Sustainability, nature and colours have been the trends at the last fair, with durable, high-quality products, timeless design and recycled materials as hallmarks. The theme of wellness in the home is getting bigger as well. Premium brands such as Alessi, Bodum, Fissler, Le Creuset, Rosenthal, Villeroy and Boch will be on display with their latest innovations

**Giving** is dedicated to the world of creative gifts. Inspired by the world of fashion and interior decorations, furnishing and decorating products are combined with vivid colours. Currently, more and more manufacturers are buying into texture. For example, fine structures and openwork adorn porcelain, clay and metal surfaces. Handicrafts such as crochet, knitting and embroidery are experiencing a revival. Companies represented at the fair include the Boltze Group, Gilde Handwerk, Goldbach, Philippi and Raeder.

**Living** refers to everything to make the home a more beautiful place with exhibitors such as Authentics, Design House Stockholm, Henry Dean, Lambert, Nic Duysens, O Living and Scholtissek. In the home, genuine values and sustainability clearly continue to be a subject for reflection. Distinctly high-quality materials and manufacturing is becoming more important according to a trend survey.

With around 4,500 exhibitors Ambiente is not just the largest consumer goods trade fair in the world; it also offers a complete spectrum of individuals, decision makers, themes, products and concepts from various different sectors. Almost half the visitors to Frankfurt come from outside Germany.



# ambiente

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