

ambiente **christmasworld** **creativeworld**

Online Event "Sustainability meets Design": The new beautiful is sustainable

Frankfurt am Main, August 2022. The international consumer goods fairs Ambiente, Christmasworld and Creativeworld¹ have their own focus on design. Add to this the aspect of sustainability and the result is a forward-looking mix. Before the three leading trade fairs open their doors in Frankfurt am Main on 3/4 February 2023, free Online Events will ensure that you already have your finger on the pulse. Under the motto "Sustainability meets Design", three internationally renowned experts will report on current developments and trends in sustainability and design on 31 August.

What is Circular Design and how do sustainability and design fit together? What does Cradle to Cradle mean and can designers influence the change towards more sustainability? Is the thesis "The new beautiful is sustainable" future-oriented? These and many other questions will be answered by three experts at the free Online Event "Sustainability meets Design" on 31 August from 4:00 pm to 5:45 pm (CET).

"Design is about emotions - no one buys an ugly product, no matter how sustainable it is," says speaker Susanna Björklund. Is that true and do we pay more attention to design than to sustainability? The trend analyst and journalist talks about the importance of combining sustainability and design in her lecture "Sustainability and Empathy in Design". She argues that megatrends make us make better decisions - which is how many great design concepts have come about. She demonstrates this with examples and encourages us to rethink.

For Dr. Harald Gründl, Chairman Institute of Design Research Vienna, designers are agents of positive change, i.e. change makers. In his lecture "Circular Design Rules" he talks about the role of designers and how they can influence the sustainability of their product ideas. Circular design is one of the focus topics in his lecture, in which he also answers the question of how the path to the circular economy works.

"We expect the most far-reaching innovations for sustainable interior design to come from the biological cycle at the interface between biology and technology," says Dr. Sascha Peters, owner and managing director of the future agency for materials and technology Haute Innovation. How exactly is that meant and what does it look like in reality? The speaker will answer these and other questions in his lecture on "Sustainable Material

¹ As before, Creativeworld will start one day later on 4 February

Technologies". Peters will also present sustainable materials to promote recyclability and describe technologies that can be used to reduce emissions.

The online event provides designers, manufacturers and interested parties from the consumer goods industry with tips on how design and sustainability go hand in hand and shows innovative approaches and projects.

Agenda:

4:00 pm - 4:45 pm Welcome: Dorothe Klein, Head of Content Consumer Goods Fairs,
Messe Frankfurt Exhibition GmbH
Chair: Zackes Brustik

Sustainability and Empathy in Design:
Susanna Björklund, trend analyst and journalist

4:45 pm - 5:15 pm Circular Design Rules:
Dr. Harald Gründl, Chairman Institute of Design Research Vienna

5:15 pm - 5:45 pm Sustainable Material Technologies:
Sascha Peters, owner and managing director of the future agency for
materials and technology Haute Innovation

The expert presentations will be broadcast and recorded in German and English.

Pre-registration is required - once registered, you will automatically receive the dial-in link before the free event and can then attend all presentations.

Click here for free registration:

ambiente.messefrankfurt.com/sustainability-meets-design

christmasworld.messefrankfurt.com/sustainability-meets-design

creativeworld.messefrankfurt.com/sustainability-meets-design

The next online event will take place on 12 October 2022 on the latest developments in the Hospitality sector. Further information will follow shortly.

From February 2023, the leading international consumer goods fairs Ambiente, Christmasworld and Creativeworld will be held simultaneously at the Frankfurt exhibition centre.

Ambiente/Christmasworld: 3 to 7 February 2023

Creativeworld: 4 to 7 February 2023

Press releases & images:

<http://ambiente.messefrankfurt.com/presse>

<http://christmasworld.messefrankfurt.com/presse>

<http://creativeworld.messefrankfurt.com/presse>

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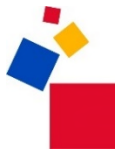
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Information on Ambiente

New perspectives open up undiscovered opportunities: As the leading international consumer goods trade fair, Ambiente maps the changes in the market with an eye to the future. For five days, it presents a unique mix of ideas and products - and is the platform for global trends. For Table, Kitchen and Housewares, the fair is the unrivalled No. 1 in the Dining segment. In Living, all styles and market segments can be experienced around the home, furnishing and decorating. Giving presents gifts and personal accessories in all facets and will in future offer high-quality stationery as well as articles relating to school supplies. The new Working section fleshes out the working worlds of tomorrow. With its future-oriented HoReCa and Contract Business segments, Ambiente also has a strong focus on the international contract business. The major themes of sustainability, new work, design, lifestyle, digital expansion of trade, and future retail accompany the event, as do a large number of industry events, young talent programs, trend presentations and awards ceremonies. Due to its unrivalled product range in terms of breadth and depth, it is unique worldwide and offers the best connections for making contacts and finding new business partners.
ambiente.messefrankfurt.com

Information on Christmasworld

Christmasworld focuses on the strongest-selling and most emotional time of the year and exploits the success factor of experience at the point of sale like no other consumer-goods trade fair. This makes it the world's most important ordering event for the international decorations and festive decorations sector. Every year in Frankfurt, it presents the latest products and trends for Christmas and all other festive occasions. In addition, it provides innovative concept ideas for the decoration of large and outdoor areas for wholesalers and retailers, shopping centres and city centres. Christmasworld offers the entire range of decorative and festive articles - from hand-blown Christmas tree baubles, ribbons and packaging to large-scale light displays for shopping centres and city centres.
christmasworld.messefrankfurt.com

Information on Creativeworld

Creativeworld is the world's leading trade fair for the international hobby, handicrafts and artists' requisites sector. At Creativeworld, exhibitors show their latest products, techniques and materials for decorative crafts, graphic and artists' requisites, handicrafts, textile design, graffiti, street art and creative hobbies. And, as a trend and business platform, the trade fair is the first important venue of the business year. Creativeworld is the ideal order platform for the wholesale, retail and specialist trades, DIY markets, garden centres, the internet and mailorder trades. With its multi-faceted complementary programme of events, Creativeworld is a source of new ideas, inspiration and expert knowledge.
creativeworld.messefrankfurt.com

Home of Consumer Goods - the new one-stop store for the global order season

Under the motto "Home of Consumer Goods", Ambiente, Christmasworld and Creativeworld will be held simultaneously for the first time at one of the world's most modern trade fair centers from February 3-4 to 7, 2023. The newly created combination of three successful leading trade fairs at one location at one time thus combines their strengths and thus offers an unprecedented, simultaneously available, future-oriented product range in quality and quantity. Global business with large volumes is intensified. Messe Frankfurt will continue to offer the largest platform for global sourcing outside China. Frankfurt is thus the center of the global order season, strengthening synergy effects and efficiency for all participants, and is thus the one, comprehensive inspiration, order and networking event for a globalized industry. This is where the newest trends are presented and the global metatrends are experienced and made visible.

Nextrade - the order and data platform for the home & living industry

The digital order and data management system Nextrade for brands and retailers in the consumer goods industry extends the trade fair and enables orders to be placed at any time of day or night, 365 days a year.
www.nextrade.solutions

Conzoom Solutions - the platform for retailers

Conzoom Solutions is a knowledge platform that offers the consumer goods industry a wide range of studies, trend presentations, workshops and guidelines for the point of revenue. It provides a complete overview of Messe Frankfurt's international portfolio in the consumer goods sector – bundling a wide range of information for retailers.
www.conzoom.solutions

Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar in our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).
For more information, please visit our website at: www.messefrankfurt.com