

ambiente

Ambiente Designer 2025 Fabian Freytag sets new standards in hospitality with „The Lounge – Shades of Space”

Frankfurt am Main, 3. September 2024. Free-spirited and merrily edgy, unrestrained and full of curiosity - these are the design principles on which the new Ambiente designer bases his creative work. With „The Lounge –Shades of Space“, Fabian Freytag is designing the new special presentation in Galleria 1 as an inviting meeting place for everyone. With the choice of this multiple award-winner, Ambiente once again emphasizes its competence as a focal point for the international design scene and further expands the growth segments of hospitality and contract business. The range for the hospitality industry will be conceptually realigned and expanded for Ambiente 2025.

“Roaming, restaurants, rooms – that’s where I get my inspiration from,” explains Fabian Freytag. “The diversity of Europe with its different cities, architecture and rich cultural landscape is still the source of my creativity today.” Born in Hamburg in 1984 and based in Berlin, the cosmopolitan, who likes to describe himself as a “gentle radical”, creates interiors for fans of the new, for advocates of the unseen and for lovers of bold decisions. He integrates artificial intelligence (AI) into the creative process. With his design for The Lounge, Freytag uses selected exhibitor products to create inviting worlds of style for the hospitality space of tomorrow and offers visitors from the hospitality and contract business sectors maximum inspiration for their business.

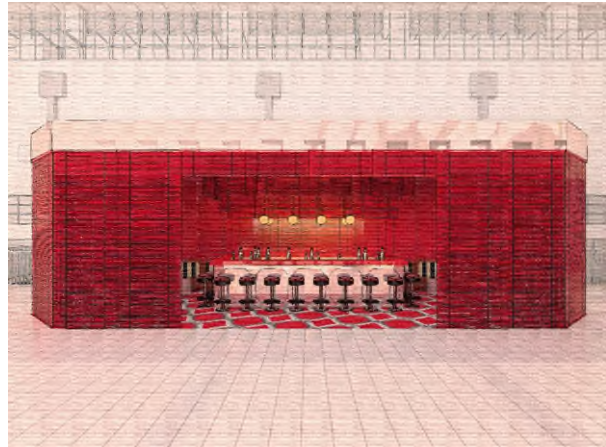
New views and insights are guaranteed - also in a figurative sense: Accordingly, Fabian Freytag invites the visitors: "Let’s open our eyes and learn to see."

Ambiente 2025: Product stage for outfitters of commercial properties

With Ambiente 2025, the world's leading international trade fair for consumer goods is repositioning its offering for industrial consumers: With an eye to the future, Ambiente is expanding the portfolio for furnishing and fitting out commercial properties. This applies both to the hospitality sector and to properties outside the hospitality industry, such as international real estate projects or workspaces. From next year, anyone furnishing and equipping hospitality properties will find a comprehensive range of products under the “Hospitality” banner:

In addition to the range for the hospitality industry in Hall 11.0, previously known as HoReCa, the **Special Interest Hospitality** also includes suppliers from other Dining halls with their own product lines for the hospitality industry as well as exhibitors from the Living area of Ambiente such as Interiors & Decoration in Hall 3.0 and Interior Design in Hall 3.1. Exhibitors from the Office Design & Solutions range at Ambiente Working in Hall 3.1 will now complement the comprehensive range for the hospitality industry.

As a result, commercial buyers will be directed even more specifically to companies with expertise in equipping hotels, restaurants, caterers, cruise ships, etc. with dining or interior ranges and product lines for the hospitality industry. Similarly, furnishers and fitters of real estate outside the hospitality industry will find a comprehensive range of products and services under the **Special Interest Contract Business**. Exhibitors from both programs will be summarized in a separate printed guide, which will be available at the event, and will be labelled accordingly at the stand and in the online exhibitor search.



Ambiente Designer 2025 is Fabian Freytag (left). Picture: Kozy Studio Berlin. Freytag designs The Lounge under the title Shades of Space in Galleria 1 with selected exhibitor products. Picture: Fabian Freytag.

Note for journalists:

Discover inspirations, trends, styles and personalities on the [Ambiente Blog](#) and further expert knowledge and ideas for retail on [Conzoom Solutions](#). With the [Conzoom Circle](#) network, Messe Frankfurt links the most important international platforms for the global consumer goods and retail industry and bundles industry knowledge and expertise.

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Your contact:

Antje Janes-Linnerth

Tel.: +49 69 75 75-5083

antje.janes-linnerth@messefrankfurt.com

Messe Frankfurt Exhibition GmbH

Ludwig-Erhard-Anlage 1

60327 Frankfurt am Main

www.messefrankfurt.com

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