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Authenticity by Design: Architect Ester Bruzkus explores conscious hospitality

Frankfurt am Main, 14 May 2025. In an increasingly digital world, the desire for genuine and meaningful experiences continues to grow. But what does this mean for the design of hotels, restaurants and hospitality spaces? On 4 June at 10:00 a.m., the consumer goods fairs in Frankfurt will host an online event exploring exactly this question. Under the title “Conscious Hospitality - Creating Authentic Spaces”, participants will gain insights into how mindful design is transforming our expectations of hospitality experiences.



In the online event, architect Ester Bruzkus takes a closer look at mindful design and its power to shape authentic hospitality spaces. Picture: © Messe Frankfurt

Internationally acclaimed architect Ester Bruzkus highlights the need to transcend standardised and interchangeable design concepts. Instead, the goal is to create hospitality spaces that reflect local identity and cultural context. Drawing on her own projects, Bruzkus demonstrates how to design with purpose – creating spaces that are distinctive, strong in character and far from generic. “Travellers long for authentic experiences that convey a true sense of place and history,” says Bruzkus. “That’s exactly where conscious hospitality comes in – with cultural sensitivity, sustainable design and a strong ethical stance.”

Ester Bruzkus is the founder and partner of the Berlin-based firm Ester Bruzkus Architekten, which has been implementing award-winning projects for international restaurants and hotels for over 20 years. Her work has received multiple accolades, including the FRAME Award 2024, and has been widely published in leading industry

media. With a signature style that shifts between minimalism and opulence, she is widely regarded as one of the leading voices in contemporary architecture and design.

With the Digital Academy, Messe Frankfurt's consumer goods trade fairs offer online events on a joint platform on topics that move the industry – free of charge, digital and international. Events are available in both German and English.

Register free of charge at: <https://consumergoods.digital.messefrankfurt.com>

Upcoming trade fair dates:

The next editions of the consumer goods fairs will once again take place simultaneously at Frankfurt Fair and Exhibition Centre in early February.

Ambiente/Christmasworld: 06 to 10 February 2026

Creativeworld: 06 to 09 February 2026

Note for journalists:

Discover 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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