

ambiente

christmasworld

creativeworld

Ready for resilient networks, effective matchmaking and a premiere

Frankfurt am Main, 2 September 2025. The trade fair trio is further expanding its position as a global hub for modern lifestyle, seasonal decoration and creative DIY products, simultaneously taking networking to a new level. At the international press conference, Julia Uherek and Philipp Ferger, Vice Presidents Consumer Goods Fairs, presented the innovations for February 2026 – including a preview of the planned ‘Grandcreators’ event for premium brands in the furniture industry.

“Our trade fairs connect the global industry more efficiently than ever before – all year round, digitally and in person. In Frankfurt, we bring supply and demand together in a way that is even more tailored to individual needs – including completely new formats specifically designed for the furniture industry. This is our contribution to strengthening resilient networks in a volatile world”, announces Philipp Ferger. Supply chains, consumer behaviour and market conditions are changing rapidly – making personal encounters and resilient networks increasingly important. Frankfurt is and remains the central location where the global consumer goods industry meets, exchanges ideas and sets its course every year. The strong registration rates for Ambiente, Christmasworld and Creativeworld confirm this need. The exhibition grounds are once again fully booked. International industry giants and newcomers alike are using the momentum in Frankfurt to open up new business prospects – and are following the motto ‘Make the market moment yours.’ The growth areas of HoReCa, hospitality interiors, contract business, concept decoration and interior design, as well as furniture, will be further expanded. More interaction and more training opportunities are central to all three trade fairs.

Targeted business approaches instead of coincidental encounters

“We are also going one step further in digital networking. With the new digital networking tool, which is directly integrated into the event websites, networking becomes intuitive, year-round, cross-fair, and automatically available as soon as a ticket is purchased. An intelligent matching algorithm links interests and profiles and suggests verified, relevant contacts – for a new quality of targeted business approaches”, emphasises Julia Uherek. Exhibitors can activate their contact persons for this in advance. In addition, the digital lead management tool LeadSuccess offers clear advantages for exhibitors: trade fair contacts can be easily scanned, evaluated and transferred to their own CRM. This makes trade fair success more measurable and predictable.

There are numerous new highlights on the agenda for live matchmaking on site:

Christmasworld: Take Off, Coffee & Connect, Tropical Bounty

Christmasworld is fully booked with key players such as Blachere, Decostar, Edelman, Fotodiasiasi, Goodwill, Hoff, Inge's Christmas Decor, Kaemingk, Koopman International, Müller Kerzen and Weihnachtsland. In 2026, party goods and festive items will be expanded as a supplementary product segment in Hall 4.0 – with new exhibitors such as Dimav, Karaloon and Makotex. With a focus on the sales-boosting experience factor of Christmas and seasonal decorations, the Christmasworld Take Off programme is entering its second

round. With guided tours and keynotes, it is specifically tailored to decision-makers for large decoration projects – from 2026, it will take place on the Monday of the fair and will have an expanded European focus. The new Coffee & Connect format invites visitors to exchange ideas with suppliers from the core segment of visual merchandising & light. Further inspiration for added wow effect and stronger buying incentives at the point of sale is provided by the special presentation Decoration Unlimited with a multi-sensory staging, this time under the title 'Tropical Bounty'.

Creativeworld: Certified training for retailers

Creativeworld will be a vibrant event featuring brands such as Colart, Da Vinci, Fedrigoni-Fabiano, Ghiant, Gründl, Jacquard, Max Bringmann-Folia, Rico Design, Royal Talens, Schmincke and Staedtler. New exhibitors include Alize and De Bondt in Textile Design. To better match the creative community, the Creative Academy is becoming a certified training platform. Greater visibility and recognised certification provide an additional key competitive advantage. To optimise visitor flow, Creative Academy will move to Hall 1.2 and Creativeworld Trends to Hall 1.1. In addition, the new 'Graffiti Wall' hands-on special area allows visitors to immerse themselves in this urban art form.

There are exciting synergies with Ambiente in the Giving segment in the Urban Gifts, Stationery & School product range, with a very high-quality selection of design-oriented gifts, stationery, writing instruments and school supplies. Chic Mic, Donkey Products, Kikkerland, Maybach, Rössler Papier, Troika and Waldmann are among the exhibitors. New exhibitors include Faber-Castell and Rico Design, who will be exhibiting at both fairs, Creativeworld and Ambiente Giving.

Ambiente Dining with new live cooking show

Across ten hall levels, Ambiente Dining stays the global leader. Strong brands like ARC, Leifheit, Ritzenhoff, and Spirella are back, and exciting new exhibitors like Bodum and Michael Aram are also taking part. Aarke, De Buyer, Koziol, JJA, Victorinox, and Wüsthof are established key players. A special highlight: in the Galleria 1 South, new live cooking shows with celebrity guests will take place under the title 'Kitchen Show - Spot on Kitchen Essentials' - showcasing the interplay of products and culinary creativity.

Hospitality Academy & Hall 11.0: Focus on expertise and networking

Hall 11 remains the HoReCa hotspot with brands such as Bauscher Care, BHS tabletop, Kar Porselen, Nachtmann, Spiegelau and Villeroy & Boch. Westwing, Europe's well-known e-commerce platform for Home & Living, is partnering with the Hospitality Academy and its new special product show in Foyer 11.0 for the first time. This links up with the offerings in Hall 3.1, which focus on interior design for the hospitality industry and commercial spaces – marked with the Special Interests Hospitality Interiors and Contract Business. Another new feature is the special presentation 'Spot on Back of House' in Galleria 0 with HoReCa products and a tailored matchmaking format for selected exhibitors and trade visitors. Also new: Hotelier's Day will take place on the Saturday of the fair this time and will specifically cater to the needs of hoteliers, gastronomy professionals, chefs and F&B managers.

Interior Looks & Hall 3.1: Curated Interior Design

At Ambiente Living, different living environments merge in the interior design segment. This includes interior brands such as Blomus, Ethnicraft, Rohleder, Serax and Vario Büromöbel, as well as manufacturers such as Dibbern, Guaxs and Orrefors Kosta Boda, and selected suppliers of home design and accessories such as Designletters, Philippi and Sompex. The 'Interior Looks' offering for the furniture industry is growing here with furniture and interior design brands such as Bielefelder Werkstätten, JAB Anstoetz Group, Christine Kröncke Interior Design, Rodam, Scholtissek, Signet and, new to the line-up, Acapulco Design, Conde House Europe, Holtkötter Licht and Müller Möbelfabrikation. In

addition, the Talents are celebrating their 25th anniversary with a special showcase of past and present design works. Whether lifestyle or workstyle, Hall 3.1 is once again the central meeting place for interior designers, (interior) architects, contract furnishers and design-oriented retailers.

Premiere in 2026: 'Grandcreators – The signature design forum' in the Festhalle

With Grandcreators, Messe Frankfurt is creating a completely new curated format for internationally renowned premium brands in the interior design segment, such as COR, e15, Ligne Roset, Thonet, Zeitraum and Zimmer + Rohde. In collaboration with Stylepark, the focus here is on the global search for project partners in the hospitality and contract business segments. The cross-fair expertise in the international contract business of Heimtextil, Light + Building and ISH is incorporated to generate relevant new contacts. The Festhalle thus becomes a prominent stage for iconic design, dialogue and new business relationships beyond classic trade fair presentations, complemented by selected, visionary young brands.

“This great project for the premium furniture industry is just waiting for the industry's collective go-ahead. We would be very happy to implement the format as early as 2026, if the required 30 to 40 furniture brands participate, which at present seems very likely”, explains Ferger.



Grandcreators' vision in the festival hall. Graphic: Messe Frankfurt/Philipp Mainzer, e15

Ambiente Designer 2026: Katty Schiebeck designs the Interior Design & Architecture Hub

Katty Schiebeck is the Ambiente Designer 2026. She is an internationally celebrated designer of Uruguayan origin. Her Barcelona-based studio stands for timeless interior and furniture design at the highest level – particularly in the luxury and hospitality sectors. She is designing the new Interior Design & Architecture Hub in Hall 3.1. The area showcases the topic of hospitality, including selected exhibitor products from Halls 11 and 3.1. An integrated academy provides first-class expertise and knowledge transfer on the opportunities in the international contract business.

„Designing hospitality means creating experiences that live on beyond the space - experiences that create lasting memories, that connect, that awaken emotions”, says Katty Schiebeck. Katty's staging offers an immersive experience for interior designers, architects, interior designers, contract furnishers, retailers and hoteliers, from product and material selection to hospitality vision.

Closely linked to this, the 'Material Exhibition – At the table with nature', realised in collaboration with Healthy Material Lab Europe, offers inspiration for healthy and sustainable building materials.

Save the Date: Compass Talks & Media and Awards Day 2026

The Compass Talks, taking place on Thursday, 5 February 2026, at 1 p.m. — the day before the fair begins — will become the new central meeting place for media, exhibitors, associations and trade associations, as well as renowned representatives from politics and business. In a conference atmosphere, key industry topics will be addressed and discussed together. Motto: Envisioning the Future of the Global Consumer Goods Market.

The Media and Awards Day will follow on the Friday of the trade fair, focusing on the exhibitors' new products and outstanding achievements in the industry.

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:

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