

# AMBIENTE 2014

## Ambiente 2014 posts highest attendance in a decade

U.S. NAMED 'PARTNER COUNTRY' FOR 2015

BY SUSAN DICKENSON

AMBIENTE 2014, HELD FEB. 7-11 in Frankfurt, Germany, was the most well attended in a decade, with 144,000 buyers from 161 countries – an increase of 3.5% over 2013's numbers.

A total of 4,724 exhibitors from 89 countries, many of whom don't show in the U.S., presented their products in nearly 3.5 million square feet of fully booked exhibition space, organized by category in 10 multi-floored buildings. Approximately half of those exhibitors were showing home décor, textiles, and indoor/outdoor furniture and accessories, with the other half divided among the tableware, kitchen, gourmet, gift, jewelry and seasonal décor segments.

This edition of Ambiente was the most international to date, with more than half of the buyers coming from countries other than Germany, according to Detlef Braun, board member of fair organizers Messe Frankfurt GmbH. "This confirms our positioning of the Ambiente brand as the world's leading trade fair for the consumer-goods market," Braun said. "The positive economic climate in Germany and the upturn in the world economy have given the fair a substantial boost."

Heike Tschewinka, director general of the European Lifestyle Association, said, "Many of our members were euphoric – the sort of mood we last experienced 20 years ago."

The top 10 visiting nations (after Germany) were Italy, France, the Netherlands, the U.S., Great Britain, Switzerland, Spain, China, Turkey and Russia. The fair saw a 20% increase in visitors from Japan, the Ambiente 2014 partner country, a program that spotlights the country's culture, people and products with a number of special events and exhibits.

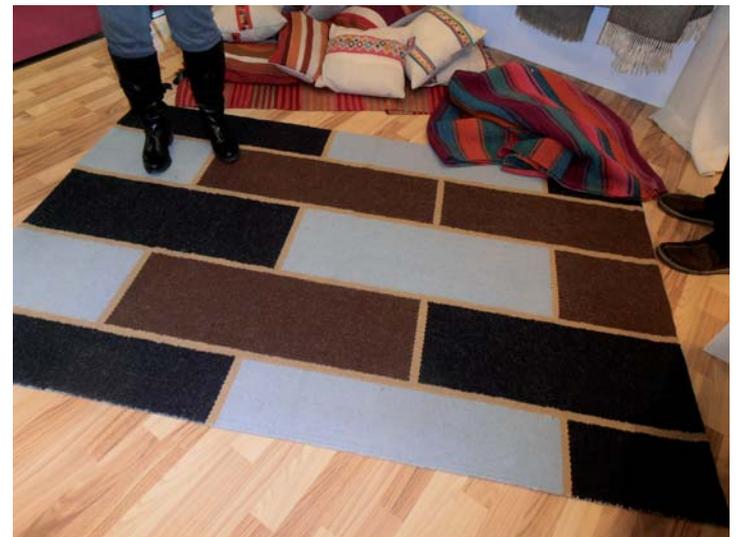
"Frankfurt is distinguished by a high degree of internationality ... and an outstanding overview of the latest trends and innovations," said Thomas Grothkopp, director general of the German Association for Tableware, Housewares and Home Décor. "The good overall climate of consump-



PRO, a 2014 German Design Award-winning chair that "is as easy to sit on sideways as astride" by Floetotto.



Blue Collar bottles from Royal Delft's Blue D1653 Collection combine "the best Dutch design of two eras."



Woven wool rugs at Allpa, an organization that sources fair trade handcrafted products from Peru.



Pendant lanterns, Fink Living, Germany.



Origami cranes, a popular motif at this year's show, on pillows by Aspegren, Denmark.