

news +++ Ambiente  
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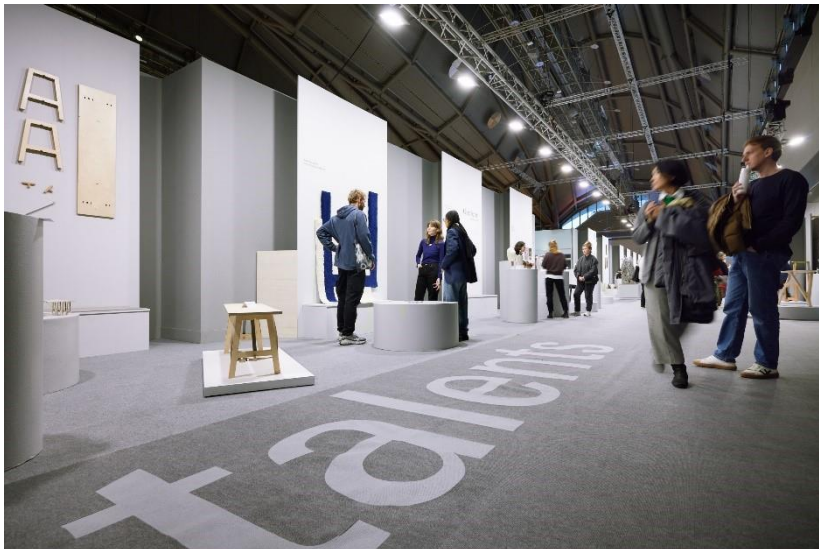
## ambiente

### Individual, creative and brave: the Talents at Ambiente 2024

**Frankfurt am Main, December 2023. As a pathfinder for the next generation of design, Ambiente offers new talents from the area of living an adequate stage to present their innovative concepts at the leading trade fair for consumer goods. The 19 up-and-coming designers represent a variety of countries - from Germany, the Netherlands and the UK to India and Japan.**

They work with unconventional solutions and provoke with unusual perspectives: In the Talents Area in Hall 3.1, the next generation of design shows how we can shape society, life and consumption in a stylish and future-oriented way. The concepts of the 19 creative minds are not only inspiring and surprising, but also provide with their innovative accents clear design answers to the questions of tomorrow.

"With passion and a clear understanding of responsibility, the newcomers are redefining the boundaries of design and shaping a sustainable vision for the world of tomorrow. Our funding programme supports the selected designers in their projects and offers them the opportunity to present their future-oriented concepts to a broad audience and to network internationally," says Julia Uherek, Vice President Consumer Goods Fairs, Messe Frankfurt Exhibition GmbH.



Visitors can find the innovative design products of the newcomers in the Talents Area in Hall 3.1. Photo: Messe Frankfurt / Jean-Luc Valentin.

#### **Radical materials combined with stylish design**

An inspiring design concept is shown, for example, by British designer **Salma Nassef's** sustainable jewellery collection: her innovative approach is based on transforming seemingly useless materials, such as dying plants and food waste, into precious

resources for her jewellery line. "With this project, I want to illustrate that waste, which is thrown away and often considered unattractive or useless, is a gift from nature that can be used to create something beautiful," says the young designer. The developed biomaterial not only reflects her sustainable vision, but also underlines her passionate commitment to environmentally conscious and solution-oriented design.



Salma Nassef explores the creative potential of natural materials through the development of her jewellery collection. Photo: Salma Nassef.

**Nicholas Plunkett** presents a thought-provoking design concept with his "11 Percent" tableware set. The special feature of his collection lies in the innovative combination of materials: filtered cellulose fibers from a wastewater treatment plant, which contain eleven percent of wastewater residue, are combined with recycled porcelain. Together with the Dutch company ReCell, the young designer from Germany artfully processes the unique material. The result is a porcelain collection with striking black accents which draws attention to the sustainable use of resources.



Disgust or enjoyment? Nicholas Plunkett's tableware set provocatively questions society's use of resources. Photo: Nicholas Plunkett.

## Tradition meets contemporary design

A harmonious interplay of emotions and innovative design is reflected in the concept of Japanese designer **Atsushi Shindo**: inspired by the feeling of lightness and comfort when wearing a traditional Japanese haori kimono, the designer has developed a product that transfers the elegant form and feeling of comfort to the world of interior design. The result of his creative reflection also carries the name "Haori" - a lighting object that stands out with its minimalist and customizable design.



The light softened by the Haori shape conveys a sense of comfort and calmness - a feeling that the designer also experienced when wearing his first Haori. Photo: Atsushi Shindo.

## Between industry and craftsmanship: selected works by HBKsaar students

The university project "In Serie...!" at HBKsaar focuses on the reinterpretation of standardized processes through the development of creative design approaches. In this creative process of the design students, the boundaries between industry and craftsmanship are first being reviewed and then transformed into sustainable products. The results of the series surprise with their diversity and respond innovatively to the critical issues of our time. Selected products from the university project will be exhibited in Hall 3.1.

## Funding programme Talents

Every year, the successful funding programme Talents offers international students and graduates, design studios and craftspeople the opportunity to showcase their skills at Ambiente and network with exhibitors and the international design scene. Messe Frankfurt supports them beyond the free trade fair appearance with advice and public relations work. This information represents only a selection of the 19 talents. Further information on all design talents can be found on [the website of the funding programme](#).

Ambiente, Christmasworld and Creativeworld will continue to take place at the same time at the Frankfurt exhibition center.

Ambiente/Christmasworld: 26 to 30 Januar 2024  
Creativeworld: 27 to 30 Januar 2024

## Note for journalists:

Discover inspirations, trends, styles and personalities on the [Ambiente Blog](#) and further expert know-how on [Conzoom Solutions](#).

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