

news +++ Ambiente
06 to 10 February 2026

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Ambiente 2026: Spotlight on Hospitality

Frankfurt am Main, November 2025 – With an enhanced focus on hospitality and interior design, fresh formats and a clear commitment to the industry, Ambiente 2026 is the meeting place for all those who aim to create a guest experience that lasts. From 6 to 10 February 2026, the hospitality sector will gather in Frankfurt.

Visitors to the world's leading trade fair for dining culture and hospitality can look forward to plenty of new features, offering insight into the pleasure worlds of tomorrow – with even more exchange, live formats, and targeted matchmaking for industry professionals.

Ambiente Projects – Your host for planning, furnishing & equipping

Under this name, Ambiente brings together its B2B2B portfolio in one coherent format – precisely tailored to various target groups, from specialised wholesale to interior designers and hospitality professionals. Visitors will find the Special Interest areas HoReCa, Hospitality Interiors and Contract Business all under one roof.

Interior Design & Architecture Hub: Knowledge and Inspiration



From furniture to lighting, Ambiente 2026 showcases how interiors become experiences. Image: Messe Frankfurt

Another highlight is the new *Interior Design & Architecture Hub* with an integrated Academy in Hall 3.1, designed by Ambiente Designer 2026 Katty Schiebeck. The Barcelona-based interior designer of Uruguayan origin is known for combining sensory clarity, natural materials and emotional lighting into a harmonious whole. Her walk-in installation demonstrates how hospitality takes spatial form – from material selection to lighting design. Also located in Hall 3.1, *Interior Looks* offers a focused platform for buyers from the hospitality and contract sectors, where selected interior brands showcase their design solutions for professional environments. From furniture and lighting to home textiles – the selection is hand-picked, design-focused, and perfectly tailored to the hospitality sector.

Additionally, the material showcase *At the table with nature*, realised in collaboration with Healthy Materials Lab Europe and the interior design studio Raumgesichte, offers inspiration for healthy and sustainable building materials.

Hospitality Academy: Knowledge for Hosts

New in 2026 is a partnership with Westwing, the renowned European home & living platform, which will curate the *Hospitality Academy* in the foyer of Hall 11.0. This new feature forms the conceptual bridge to Hall 3.1 – the hotspot for interior design, hospitality interiors and contract business. In addition to best practices, trade visitors can expect inspiring impulses on design trends in the hospitality sector, curated brand presentations and expert insights within an integrated academy. More information about guided tours, the speakers and their presentations will be available in the online event calendar from mid-November and will be updated continuously: [Themes & Events | Ambiente](#)



Inspiring ideas for the hospitality of tomorrow: The Hospitality Academy at Ambiente offers impulses, stories and strategies from leading industry voices. Image: Messe Frankfurt/Petra Welzel

Hotelier's Day – Saturday as the industry meetup

For the first time, the trade fair Saturday will be dedicated to the *Hotelier's Day*, specifically addressing decision-makers from the hotel, restaurant, kitchen and F&B management sectors. "Personal exchange and trust – no digital tool can replace that," says Thomas Kastl, Director of Ambiente Dining. Through panels, guided tours and networking events, the focus will be on presenting concrete solutions to the industry's current challenges: staff shortages, rising costs and changing guest expectations.

Experience it live: Kitchen Show & immersive brand presentations

Another highlight is the Kitchen Show – Spot on Kitchen Essentials, featuring live cooking sessions and renowned personalities from the culinary scene in Galleria 1 South. At the same time, exhibitors such as Bonna, BHS tabletop, Nachtmann, Spiegelau, Villeroy & Boch and RAK Porcelain Europe will demonstrate how creative storytelling works in the B2B world.

Those who shape hospitality will find at Ambiente 2026 the stage where visions take form. Frankfurt showcases what hospitality means tomorrow: spaces that inspire – and experiences that stay with you.

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 February.

Ambiente/Christmasworld: 06 to 10 February 2026

Creativeworld: 06 to 09 February 2026

Note for journalists:

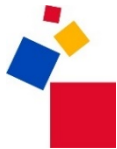
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**Your contact:**

Antje Janes-Linnerth

Tel.: +49 69 7575-5083

antje.janes-linnerth@messefrankfurt.com

Messe Frankfurt Exhibition GmbH

Ludwig-Erhard-Anlage 1

60327 Frankfurt am Main

www.messefrankfurt.com

Background information on Messe Frankfurt

www.messefrankfurt.com/background-information

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