

press

November 2017

Light + Building
Leading World Trade Fair for Lighting and Building Services Technology
Frankfurt am Main, 18 to 23 March 2018

Aleksandra Götz
Tel. +49 69 75 75-6144
Aleksandra.Goetz@messefrankfurt.com
www.messefrankfurt.com
www.light-building.com
11L+B-2018_Trendforum

Light + Building 2018 presents tomorrow's trends in the home and, for six days, becomes a hotspot for design

Once again, all next season's trends for our homes will be on display exclusively at Light + Building, the top international event in the world of lighting and building services. Alongside the presentation of new design trends in the lighting market and the high levels of designer expertise demonstrated by the exhibitors, the Trend Forum will once again be an inspirational beacon and rallying point for the specialist retail trade, interior architects, designers and architects alike.

Forming the centrepiece of the Trend Forum, the trends in homes for the 2018 / 2019 season will be staged in four fascinating scenarios at Light + Building, to be held from 18 to 23 March 2018. The focus will be on various different styles, which integrate the latest designs for the home with selected products to create unusual and original scenarios for living spaces. New product developments, well-loved classics and innovative technology will all find themselves in the limelight, alongside one another.

The identification of the trends and the realisation of the Trend Forum have been the responsibility of the internationally acclaimed bora.herke.palmisano Trend Bureau of Frankfurt am Main and Berlin.

Evoke emotions

The 'evoke emotions' scenario is about the evocation of mood and a sense of well-being. It is about designs that sensitise us to our feelings, that are directly linked to emotions, that transform emotions into the language of design and integrate emotion into everyday life – with the help of 'intelligent' materials and product developments.

Imagine mutation

The focus of 'image mutation' falls upon the notion of divergence and modification. Here we find an emphasis on designs that create a striking, artistic impression and make an impact. What dominate here are designs that are far from the everyday; designs that make an impact, rather like creations of modern art. They unashamedly celebrate anomaly and

Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main

diversity in an extrovert manner.

Revive homeliness

This trend is all about breathing life into simplicity. It involves designs that are honest, undemonstrative, clear, uncomplicated and simple. Lighting moods are inviting, warm, restrained and create a cosy, harmonious atmosphere – using reverential, intimate illumination which includes areas of darkness in the overall ambience.

Create history

The 'create history' scenario has set itself the target of evoking a nostalgic past, a sense of the historical. On the one hand, highly functional modern technology is embedded in a background of decorative living space. The appeal of the design for the room lies in its elegant colouration, together with antique and rare items and collectables, which hark back to former times – all of which create a kind of Aladdin's cave effect, full of wondrous things. On the other hand, technology has revolutionised the design: through the use of the latest technological developments, nostalgic reminiscences of history become something quite new, something almost mythological that has never before existed; full of historical allusion and future promise at one and the same time.

During Light + Building, the design consultants from the bora.herke.palmisano studio will be offering a series of daily lectures, with subsequent guided tours, in which they provide an opportunity to deepen one's impressions of the Trend Forum with additional detail and useful background information. Both the lectures and guided tours will be given in German, with simultaneous translation into English. The Trend Forum will be located in the entrance area in Hall 6.1. Illustrative material on this year's trends can be found at: www.light-building.com/trendforum

To complement the Trend Forum, the 'Trendspot Design' in Hall 1 offers an excellent opportunity to get a targeted overview of technical, design-orientated lighting and luminaires.

Background information on Light + Building

Light + Building, the world's biggest trade fair for lighting and building-services technology, opens its doors in Frankfurt am Main from 18 to 23 March 2018 and will be used by around 2,600 exhibitors to launch their latest lighting, electrical technology and house and building automation products onto the world market. A fair of innovations, Light + Building brings together all power-controlled systems from the field of building-services technology and promotes integrated building planning with a spectrum of products unrivalled both horizontally and vertically.

At present, the Light + Building family of events numbers twelve fairs worldwide – in Argentina, China, India, Russia and the United Arab Emirates. Information about the brands can be found at www.light-building.com/brand.

Light+Building
Frankfurt am Main, 18 to 23 March 2018

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With over 2,300 employees at some 30 locations, the company generates annual sales of around €647 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de