

**Press Release**

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## Style as a therapy

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**From entertaining to curative – sensory impressions are no less important for the soul than the interior. The challenge: stimuli must continuously be generated anew.**

All around the world, creative minds are working untiringly on innovations, season after season. At the same time, they are influenced by factors such as sociology, science, politics and art. Sometimes, it is possible to see parallels in different products – in terms of colour, form, material, texture or application. Sometimes, these commonalities multiply rapidly, which soon draws the attention of trend scouts who spotlight patterns, illuminate the origins and make prognoses. With the results, they pave the way for market research, industry, trade and interior design. Then, suddenly, a variety of developments become visible and navigable.



Creative process – how stilbüro bora.herke.palmisano. came up with 'Inventive Collages', the Light + Building Home Trend. Source: stilbüro bora.herke.palmisano.

To ensure the best possible overview, Light + Building holds the Trend Forum every two years. For 2020/2021, it comprises three Home Worlds:

**Organic Sculptures****Studied Masterpieces****Inventive Collages**

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

Although each Home World is relevant for a different group of users, each one represents a trend in itself, in parallel. The trend experts from stilbüro bora.herke.palmisano. have deciphered the complex interrelationships and backgrounds. The aim: to present each trend as clearly as possible. And to provide an intuitive guide for visitors. A delight in details and individual trend discoveries are preprogrammed.

**To the Digital Trend Forum → [www.light-building.com/trends](http://www.light-building.com/trends)**

+++ Light + Building will be held in Frankfurt am Main from 13 to 18 March 2022. +++

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**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With just under 2,600 employees at 29 locations, the company generates annual sales of some €736 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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. Headquartered 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](http://www.messefrankfurt.com)