

news +++ Light + Building Autumn Edition  
2 to 6 October 2022

**light+building**  
autumn edition

## Preview: Light + Building Trends 22+23

**Frankfurt am Main, 21.06.2022. Ambitious climate targets, sustainable raw materials, advancing digitalisation - what moves society is also reflected in trends. In a constantly changing world, values such as authenticity, longevity and responsibility are essential drivers. Accordingly, Light + Building Trends 22+23 stand for freedom and security in complicated times.**

Light is the centre of an intelligently connected world. Digitalisation and holistic thinking are changing luminaire design and will strongly influence it in the future. The designers from the bora.herke.palmisano style agency will present how this is affecting them in daily lectures at Light + Building Autumn Edition in the Design Plaza in Hall 3.1. In addition, the three themes "sensuous + imaginative", "serious + unfeigned" and "judicious + eminent" are presented in close proximity.

### A first look at the three trends



Source: Messe Frankfurt Exhibition GmbH

### **sensuous + imaginative**

The great inspiration of this theme is digital development. Designers use dreamy renderings and visualisations from gaming worlds as models. From this, virtual furniture and luminaires are created that only go into production on demand. The type of aesthetics changes accordingly. There is experimentation; innovative ideas are implemented. The luminaire forms appear as if they have grown out of organic, amorphous silhouettes. Translucent and satin surfaces take the comfortable lighting experience into the diffuse and dematerialised.

**sensuous + imaginative**



Dream structures for emotional terrains. Nothing is unsettling, everything is in flux. Source: Messe Frankfurt Exhibition GmbH

**serious + unfeigned**

Nature is the inner glow of this theme. Accordingly, sustainability plays a major role. Designers use sophisticated material innovations for their holistically conceived designs. Scientific research on this topic is picking up speed. As a result, the variety of materials designers can use for their creations is growing. For example, fruit fibres are used to make cellulose fabrics that are used in lampshades. Sustainability also implies flexibility. Cable-independent luminaires bring light to wherever it is needed. The colour palette is also determined by naturalness: Warm earth and mineral tones refer to the origin of organic life.

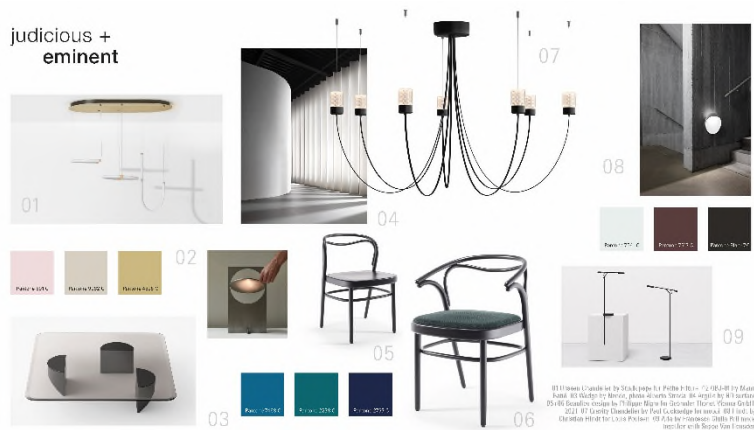
**serious + unfeigned**



Turning to artisanal creation. Very close to nature. Impulses that last. Source: Messe Frankfurt Exhibition GmbH

**judicious + eminent**

An elegant, measured style with surprises: The basis is a familiar, geometric design language. Subtle technical details add a touch of novelty. Especially in clear rooms with high design requirements, minimalist lighting objects surprise with interactive sophistication: For example, LED frames can be activated and opened like windows. Classic chandeliers are given new shapes by gravity. Strict lines are balanced out by designers with physical lightness. When it comes to materials, velvety velour looks are predominant. The colour range is elegant with dark and strong nuances, the blue portion is striking. Lighter colours soften linear overall designs.



Targeted contrasts and architectural elements finalise lighting effects of great elegance. Source: Messe Frankfurt Exhibition GmbH

### Style agency bora.herke.palmisano

The trend forecasts for Light + Building are based on worldwide research by the bora.herke.palmisano style agency. On behalf of Messe Frankfurt, the style experts regularly analyse the most style-defining, relevant and trend-setting lighting and luminaire designs. In addition to a concentrated overview of trends and design currents, they offer clear orientation and assistance for product purchasing. Developments thus become visible at an early stage.

Inspiration and all information on Light + Building Trends 22+23 can be found here: <http://light-building.com/trends>.

The Light + Building Autumn Edition will take place from 2 to 6 October 2022. Parallel to this, the Intersec Forum will open its doors from 3 to 6 October 2022. The Light + Building Digital Extension is accessible from 2 to 14 October 2022.

### Information for journalists:

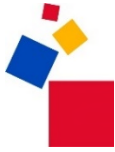
This is where references to information for journalists are placed (e.g. a blog).

### Press information and photographic material:

[www.light-building.com/press](http://www.light-building.com/press)

### Social Media:

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**Background information on Messe Frankfurt**

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300\* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140\* million after having been as high as €736 million in 2019 before the pandemic. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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. We are expanding our digital expertise with new business models. 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)

\* Preliminary figures for 2021