

PRESS RELEASE

Fairs create space for inspiration and new ideas

Frankfurt, May 2018. Many members of the garden-living-sector are all agreed: **gardiente has become THE annual platform for the industry, featuring a rounded and clearly defined product portfolio. This year, gardiente is cooperating for the first time with the concurrent Tendence in Frankfurt, offering trade visitors an even more extensive insight into the latest trends.**

Commenting on the event, Jens Frey, Managing Director of MUEVO GmbH, states: “The timing and geographical proximity of the fairs gives rise to synergies and thus also opportunities for both formats. We’re delighted about this partnership and firmly believe we can offer our trade visitors added value as a result. Besides an even wider spectrum of products, buyers will find the most relevant innovations for the coming season early on.” A free shuttle service during gardiente will provide a quick and convenient connection between both locations from 1–3 July 2018. Tickets are valid for both fairs and can be exchanged at each venue.

Renowned brands such as Alexander Rose, Glatz, Hartman, Jan Kurtz, Kettler, Müsing, Schaffner, Sieger, Stern, Karasek, Zebra and Zumsteg have already confirmed their appearance at gardiente. Among this year’s newcomers are Solpuri and Apple Bee. In addition, the BBQ Area has been redesigned and has several new ideas in store for visitors. Not only has the area been extended quite considerably – driven by the increase in exhibitors – but it is also being integrated more effectively into the overall concept. Monolith, Napoleon and Weber are just some of the exhibitors returning to this space.

After a successful debut, the “gardiente Outdoor-Living-Awards” are to be presented again at gardiente 2018 and will constitute one of the highlights of the fair. This year’s jury has welcomed a new member, Ursula Geismann, press officer of the German wood, furniture and prefab industry associations (Verbände der deutschen Holz-, Möbel- und Fertigungsbauindustrie). She joins Prof. Auwi Stübbe, Helmut Merkel, Prof. Jan Armgardt and Bianca Schmidt who are tasked with viewing the entries and selecting the finalists which will be displayed at gardiente in a high-exposure location in the TrendArea. The winning products will be chosen at the fair on 1 July 2018, culminating in the Awards Ceremony at “gardiente night” where the three best-placed products will take centre stage. Last year’s nominations demonstrated that the Awards also bring opportunity. Contrary to expectations, the Gold Award did not go to a furniture manufacturer but to Danish newcomer PLINTHIT, whose parasol stand constitutes a genuine innovation.

Trade visitors can once again look forward to attractive networking formats and a stimulating supporting programme. Keynote speaker Pierre Haarfeld will give valuable insights into successful e-commerce strategies in his talk “Garden E-Commerce – Back to the Beginning”. On the Sunday evening (1 July 2018), the “Who is Who” of the outdoor-living-sector will gather for “gardiente night” – the networking event for retailers, exhibitors, industry service providers and journalists. On the Monday morning, Helmut Merkel, Editor-in-Chief of German furniture trade magazine MÖBELMARKT, will shed light on next season’s innovations in the TrendArea. Subsequently, Peter Ludwig, Managing Director of PL Media GmbH and E.F. Ludwig GmbH, will reveal in his talk “Online versus offline” how a planning program can transform the furniture retail trade. On the last day of the fair, design experts and students from the Universities of Applied Sciences in Potsdam and Mainz will come together for a panel discussion.

The gardiente event logo is available to download at <http://gardiente.muveo.de/presse/downloads>.

Impressions of past events:
<https://www.flickr.com/photos/gardiente/albums>

Information on the “gardiente Outdoor Living Awards” and the Jury of Experts:
<http://gardientewp.muveo.de/messeprogramm/gardiente-award/>

Questions about the Awards and the application process should be directed at Verena Westphal (Project Manager gardiente): westphal@muveo.de.

gardiente – Trade Fair for Garden Living

gardiente is an industry-focused trade fair for suppliers of garden furniture, sunshades and stands, BBQs, textiles and premium accessories that have a retail-centric product portfolio. Its central location close to Frankfurt/Main, its early timing in July, and its select exhibitor environment make gardiente an attractive platform for the retail trade. Its focus lies on orders, dialogue and networking.

www.gardiente.de

www.meetatgardiente.de

MUVEO GmbH

Muveo GmbH, the wholly owned subsidiary of CDH Mitte (Wirtschaftsverband für Handelsvermittlung u. Vertrieb Hessen, Thüringen und Rheinland-Pfalz e. V.) has been successfully organising trade fairs and congresses for more than 50 years. Since the establishment in 1997 of INNATEX, Europe’s leading trade fair for sustainable textiles, MUVEO GmbH has been committed to sustainability in event organisation.

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