



Summer Nordstil 2023: Hub of the North with strong exhibitor participation and new exhibition area

Frankfurt am Main, April 11, 2022. After the successful Winter Nordstil, the trade fair will once again set course for Hamburg from 22 to 24 July 2023. A new feature is Anleger B3, which translates to jetty B3, an area for exhibitors who are dropping anchor at Nordstil for the first time or again after a break due to Corona. With Nordstil Forum and Village, Nordlichter and Buddelhelden as well as the Design Zentrum Hamburg, well-known partners and formats complement the summer fair with fresh impulses, lectures and special presentations. Exhibitor response to the summer edition of the fair is already high: four months before the fair opens, around 90 percent of the space has already been booked. Strong brands, innovative start-ups and creative manufactures are waiting to be discovered by visitors.

Nordstil sets sail for the summer edition with a novelty: the area Anleger B3 will be the new trade fair anchor for exhibitors from all product sectors who want to present themselves at Nordstil for the first time or finally return to the trade fair after a pandemic-induced break. The newly designed exhibition area offers not only an eye-catching location in Hall B3 but also an easy (re-)entry into the trade fair business thanks to modular bookable complete stands at a fixed price.

This summer, trade visitors can not only look forward to interesting trade fair (re-)entrants; numerous renowned manufacturers will drop anchor at Nordstil: In the Home & Garden area in Halls A1 and A4, companies such as PAD, Chr. Bollweg, Werner Voß, and Wikholm Form will show which furnishing trends will make buyers' hearts beat faster in the coming season. Exhibitors such as Zauberblume and San Marco will be showing how the garden can be beautifully designed as an extended living space. The latest in style and design in Halls A3 and A4 will be presented by renowned exhibitors such as the Danish company RICE with its candy-coloured, cheerful product universe; the Bochum-based manufacturer Räder will also be represented here with its timeless home accessories, which always tell a story. Product design made in Hamburg is brought to the fair by Goldenzebra with its brand Eulenschnitt. Dorothee Lehnen's studio presents products from their own manufactory. Visitors will find out what is in vogue for hosts and gourmets in Halls B1.0 and B1.1: everything there revolves around cuisine & indulgence. Exhibitors such as Le Creuset and Städter will present "what's cooking"; the Koriolis blacksmith's shop will have sharp items in store with its Deejo and Akinod brands. Beautiful things, not only for giving, take up a lot of space at Nordstil: The Gifts & Stationery category extends across Halls B1.0, B2.0, B3.0, where exhibitors such as Grätz Verlag, Grafik Werkstatt and ANDERSKARTIG present fine stationery and trend-oriented gift articles. Objects for the home and garden as well as handcrafted home accessories made of wood will be presented by the Herforder Werkstätten. Exhibitors such as Sigikid and bb Klostermann present accessories and gift ideas for children. With its fragrant trend products from the bath and cosmetics sector, accentra will bring gift ideas for all ages to Nordstil. Those who love fashion and jewellery

should head for Halls B3.0 and B4.0: For textile trends and accessories, those interested will find what they are looking for at exhibitors such as umjubelt and Malique. Trade visitors will find hand-made decorative items in the same hall at the stand of the Würzburg-based manufacturer STEPHISIMO. There will also be glitter and sparkle at the Tipico-Eigenart stand, at R. Klee from Idar-Oberstein and at goldsmith Marcin Zaremski with his contemporary Polish jewellery art.



Ground plan Summer Nordstil 2023, graphic: Messe Frankfurt

Nordstil: inspiration and expertise in one place

With an extensive supporting programme, the summer Nordstil will once again offer valuable market knowledge and practical inspiration for the trade on three days of the fair. In the Nordstil Forum in Hall B1.0, visitors can expect expert lectures, workshops, live and trend presentations for practical insights and tips. In addition to lectures on current industry topics, visitors will find the Trendinseln, an area that creatively showcases new ideas and styles in shop window design or at the point of sale. For trends in glass, the Buddelhelden are the right place to go: visitors will find special spirits and original gift ideas in bottle format here and can taste and order them straight away. Practical, animating and eye-catching - these are the product presentations that visitors will find in the Village. At the market place in Hall A3, 10 exhibitors will give inspiration in a joint presentation on how to encourage customers to enter, buy and linger with an imaginative design of the point of sale. Trade visitors will find creative handicraft businesses and unusual design in Hall A3 at the Nordlichter: Here, small manufacturers from Denmark, Sweden, the Netherlands, Germany and Romania will present their ranges; start-ups and design talents will showcase their innovative product ideas. Also in Hall A3, selected designers and young Hamburg brands, curated by the Design Zentrum Hamburg, will present their sustainable products and collections to a larger trade audience for the second time.

The next Winter Nordstil will take place from 13 to 15 January 2024.

Information for journalists:

Further details and photographic material of Nordstil can be found at www.nordstil.messefrankfurt.com/journalisten

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Nordstil

Nordstil is the order platform for Northern Germany and Scandinavia. It offers a comprehensive product range divided into the following product areas of Home & Garden, Style & Design, Kitchen & Gourmet, Gifts & Stationery and Jewellery & Fashion. For retailers, it is the regional ordering date for spring and summer business, as well as for fall, winter and Christmas business.

nmedia.hub: The order and content platform for the home & living industry

The digital order and content management for brands and retailers in the consumer goods industry extends the trade fair and enables orders 24/7, 365 days a year. www.nmedia.solutions

Conzoom Solutions – the platform for retailers

Conzoom Solutions is a knowledge platform that offers the consumer goods industry a wide range of studies, trend presentations, workshops and guidelines for the point of sale. It provides a complete overview of Messe Frankfurt's international portfolio in the consumer goods sector – bundling a wide range of information for retailers.

www.conzoom.solutions

Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and

Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: www.messefrankfurt.com/sustainability

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).

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* Preliminary figures for 2022