

# Press

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Ambiente  
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Talent\_Straßer\_AM\_gb

## **A reproduction of a reproduction of a reproduction – porcelain stories by Laura Strasser**

### **New Talents venue at Ambiente 2009 - 29 exhibition stands in Hall 6.0**

Laura Strasser took the opportunity of a study stay in New York to work with porcelain for the first time. Since this spontaneous fascination, almost all the young product designer's designs have revolved around the theme of porcelain. Strasser's work translates anecdotes, the extraordinary and curious from the centuries-long tradition of material into the product world of today. "History provides orientation amidst the current product deluge", explains the designer. "Some porcelain has always been purchased by collectors and my aim is to create collectors' items which tell a story." Strasser's collector's items will be on show at the next Ambiente in Frankfurt. From 13 to 17 February, the pieces of porcelain created by Strasser for her final degree project at the Bauhaus University in Weimar will be on show in the Talents special display area. In 2009, Messe Frankfurt will be adding nine exhibition stands to this tried and trusted platform for young designers, bringing the total number of exhibition stands available to 29 in all. The Hall 6.0 location is also new.

When the Meissen porcelain factory was first founded, it produced replica Chinese porcelain figures, which were basically only exposed as mere castings due to the fact that they were 14% smaller than the originals. During the agglomeration process, porcelain shrinks by exactly this percentage when the glaze is fired, a feature Strasser used as the concept for her china chandelier "14%". Each of the ceiling light shades is a casting of the preceding larger shade, simultane-

Messe Frankfurt Exhibition GmbH  
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ously serving as the template for the subsequent smaller shade, a reproduction of the reproduction of the reproduction, five times over. Two other features of the material underline the process - the form distorts and the body loses something in terms of contour due to the glaze. The result is an almost organic looking transformation of the china shades, a subtle family likeness. And the design references very discretely the copy/original theme.

### **Ambiente, the world's leading fair for the consumer-goods sector**

Ambiente is the world's biggest trade fair for consumer goods. Every year, it attracts 140,000 trade visitors and 4,600 exhibitors from around the world to Frankfurt's exhibition halls. Ambiente is a must, not just because of its unique product range, which is practically unrivalled in breadth and depth, Frankfurt also offers a host of exhibitions and special shows. For example, the "Design Award of the Federal Republic of Germany" is one of the highlights of the international design scene. Not only is the award presented at Ambiente, Frankfurt is also the first stop for the temporary exhibition (in the Foyer of Halls 5.1 and 6.1). On the other hand, the Design Plus Award, featuring new products from Ambiente exhibitors which impress due to their outstanding design, function and concept, demonstrates the innovative strength of the consumer goods industry. Another new highlight was launched in 2008 – the trend show in the Galleria.

### **Register now: Talents at Tendence 2009**

The next time young designers will have the opportunity to exhibit as a Talent in Frankfurt will be at Tendence from 3 to 7 July 2009. The registration documentation can be downloaded at:

[www.tendence.messefrankfurt.com](http://www.tendence.messefrankfurt.com)

**Note for journalists:**

A list of Talents, detailed information and high resolution photographic material is available from the Ambiente press team:

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For general Ambiente related information and photographic material go to the homepage (press pages):

[www.ambiente.messefrankfurt.com](http://www.ambiente.messefrankfurt.com).

**Background information on Messe Frankfurt**

With annual revenues of € 424 million (2007) and over 1,400 employees around the world, Messe Frankfurt is Germany's biggest fair and exhibition company. The corporate group has a global network of 29 subsidiaries, five branch offices and 48 international sales partners, which represent Messe Frankfurt in over 150 countries of the world. Events 'made by Messe Frankfurt' are held at over 30 venues worldwide. In 2007, the Messe Frankfurt group organised a total of 112 fairs, 68 of them outside Germany.

At present, the Exhibition Centre can boast 322,000 square metres of exhibition space with nine exhibition halls and a congress centre. The company is publicly owned with 60 percent being held by the City of Frankfurt and 40 by the State of Hesse.

Further information: [www.messefrankfurt.com](http://www.messefrankfurt.com)