

## PRESS RELEASE

### **“gardiente Outdoor Living Awards” – and the nominees are...**

**Frankfurt, June 2018.** Following a successful debut, the “gardiente Outdoor Living Awards” will once again form one of the highlights of gardiente 2018. Twelve exhibitors have already asserted themselves against their competitors, making it through to the final: Amazonas, Doppler/Knirps, Jan Kurtz, Hartman, H. Gautzsch/Siena Garden, Höfats, Karasek, Nardi Spa, ScanCom, Stern, Weber and Zebra.

The products are judged on aesthetics, design, innovation, functionality and sustainability. The jury of experts – comprising Prof. Auwi Stübbe, Helmut Merkel, Prof. Jan Armgardt, Bianca Schmidt and Ursula Geismann – considered all the entries before selecting the finalists which will be displayed in a high-exposure location in the TrendArea. The jury will make its final decision at the fair on 1 July 2018. This will culminate in the Awards Ceremony at “gardiente night”, when the three best-placed products will be presented with the accolade.

The TrendArea will host not only the nominees for the Outdoor Living Awards but also, for the very first time, exhibits from the Universities of Applied Sciences in Mainz and Potsdam. On Tuesday, the students will have the opportunity to talk with design experts during a panel discussion and to pick up some practical tips and ideas.

Digitalisation is on the advance and is inevitably having a profound impact on consumer buying behaviour. In response, Peter Ludwig is supporting tomorrow’s furniture retailers with a digital planning tool that is both innovative and intuitive. In his presentation entitled “Online versus offline” and at his stand in the TrendArea, the Managing Director of PL Media GmbH, will show how a planning program can fundamentally transform the furniture retail trade.

At this year’s event, gardiente is bringing more diversity to the open-air area. The BBQ Area has been redesigned and is poised to unveil several new ideas. Not only has this zone been significantly extended – driven by rising exhibitor numbers – but it has also been integrated more effectively into the overall concept. Newcomers to this space include: Don Marco’s Barbecue, Grillson, Kamado-Kitchen, Lotus Grill, Mania/Happy Cocooning, McBrikett, Remundi, Vision Grills and Mr. BBQ. Returning to this area are players such as Clifton outdoor fires, Freiluftküche, Monolith, Napoleon, Weber and in the hall Landmann and Rumo Barbeque, JOE’s Barbeque Smoker, Everdure by heston blumenthal (newcomer) and Höfats.

Visitors to gardiente can hop on the free shuttle service from Frankfurt Airport to travel to the fair both easily and conveniently. Departure is at the MEETINGPOINT in Arrivals Area B (Level 1) of Terminal 1. Visitors will also benefit this year from the new partnership with Tendence Messe Frankfurt: During gardiente from 1–3 July 2018, a free shuttle service will create a rapid and comfortable link between the two locations. Tickets are valid for both events and can be swapped on site.

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/programme/gardiente-award/?lang=en>

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

[www.meetatgardiente.de](http://www.meetatgardiente.de)

**MUVEO GmbH:**

Muveo GmbH, the wholly owned subsidiary of CDH Mitte (Wirtschaftsverband für Handelsvermittlung und 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.

[www.muveo.de](http://www.muveo.de)

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