

## **PRESS RELEASE**

### **Trade fair 'gardiente – Home of Outdoor Living' suspended for 2024**

***Frankfurt am Main, March 2024:*** The trade fair 'gardiente – Home of Outdoor Living' will not take place between 8 and 9 September this year at the Messecenter Hofheim Rhein-Main as originally planned. The decision was taken with the broad agreement of the industry and reflects the challenges facing the garden furniture sector at present.

“Since its launch in 2014, gardiente has established itself as a central meeting point for the Outdoor Living sector and has been valued ever since for its ‘small but perfectly formed’ character. Although the current situation with regard to bookings again promises an interesting portfolio of brands, with much regret we have to acknowledge that in terms of the jointly agreed objectives it is not enough to proceed with the fair”, explains Jens Frey, Managing Director of the organiser MUEVO GmbH. Verena Westphal, Project Manager for gardiente, adds: “We have always stressed that our actions are constantly guided by the ‘interests of the sector’ and we are remaining true to this philosophy now. After several rounds of talks involving intensive discussions with the sector, we have jointly decided not to go ahead with gardiente as a trade fair this year.”

The organisers do not, however, want to postpone gardiente without offering any alternative. For producers who are interested, a showroom event on a smaller scale could still take place on 8–9 September 2024, the dates originally planned, to which trade visitors and exhibitors would be invited for the purposes of ordering, dialogue and networking. “And in addition we shall, of course, remain in a close dialogue of partnership with the sector as usual, so that we can continue to operate gardiente in the future with a fresh and innovative approach. A shift of dates, for example, or a two-yearly cycle might be exciting ways of optimising the concept for the fair”, suggests Verena Westphal.

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**Press information and image material:**

<https://www.flickr.com/photos/193864045@N02/albums>

**High resolution images from gardiente 2023: [Pressebox](#)**

Photo credits, gardiente 2023: ©gardiente – Jennifer Wolters

**gardiente – Home of Outdoor Living:**

gardiente is an industry-focused trade fair for suppliers of garden furniture, sunshades and sunshade stands, BBQ products, textiles and high-quality accessories, with a product portfolio aimed at the specialist retail trade. Its central location close to Frankfurt am Main and its select exhibitor environment make gardiente an attractive platform for specialist retailers. The focus of the event is chiefly on ordering, information and networking.

**[www.gardiente.de](http://www.gardiente.de)**

**About the organisers MUEVO GmbH**

As the operator of Messecenter Hofheim Rhein-Main, MUEVO GmbH is your expert partner for events of all kinds. Not only do we offer a comprehensive set of skills but we also have all the services under one roof. As one of the largest fair organisers in the Messecenter Hofheim Rhein-Main, we understand the needs of our customers at the site very precisely, and can offer a solution to almost any requirement. Not only that – as a 100% subsidiary of CDH-Mitte (the wholesale and retail industry association for the German states of Hessen, Thuringia and Rhineland Palatinate), MUEVO GmbH can draw on over 60 years' experience in the trade fair business. And since 1997 and the founding of INNATEX, Europe's leading trade fair for sustainable textiles, MUEVO GmbH has been committed specifically to sustainability in events organisation.

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

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