

## **PRESS RELEASE**

### **gardiente 2023 – Community event with strong brands, important incentives and a family atmosphere**

***Frankfurt am Main, June 2023: From the industry for the industry – that is the motto of gardiente 2023! From 1 to 3 July, around 50 well-known brands will be offering exciting new products and showing which materials, themes and trends are relevant for the coming season.***

This year, gardiente's exclusive brand portfolio consists of long-standing exhibitors who have been with us from the very beginning, well-known returnees and new relevant premium brands, some of which make a clear statement: manufacturers such as Best Freizeitmöbel, Lafuma Mobilier, Musola, Musterring, outdoorLabel, Schaffner, Sieger, solpuri, Stern and Zebra can be found in the German-speaking outdoor living area only at gardiente.

Anyone who knows the trade fair knows about the extraordinary and personal atmosphere that Germany's most central outdoor living platform has to offer. Visitors and exhibitors alike can not only close successful deals here, but also network and discover important innovations: special exhibition areas offer inspiring implementation concepts for the POS and display award-winning exhibits from exhibitors as well as sustainable materials.

Under the motto "Outstanding", the popular gardiente Award celebrates its comeback with a new name and new concept at the trade fair. On the first day of the trade fair, a top-class jury of experts will award prizes to the three best "Outdoor Living Stars" based on the criteria of aesthetics, innovation, function and sustainability. This year, both the final evaluation and the presentation of the exhibits will take place in-between the trade fair events. Together with the experts and designers from the jury and the brands, this creates direct discussions on the respective products.

gardiente night will also be one of this year's highlights. This is where the "Who's Who" of the outdoor living industry meets to round off the first day of the trade fair in a relaxed atmosphere and celebrate with colleagues whilst enjoying delicious specialities from BBQ Caterer Food & Fire.

As always, industry visitors can look forward to many visitor services. In addition to free entry, easy arrival in the centre of the main metropolis and preferential hotel terms, the high-quality inclusive catering throughout the entire trade fair day underlines the family atmosphere and pleasantly supports the lively hustle and bustle of the marketplace.

**Press releases & photo material:**

<https://gardiente.muveo.de/press/?lang=en>  
<https://www.flickr.com/photos/193864045@N02/albums>

**General Programme:**

<https://gardiente.muveo.de/programme/?lang=en>

**Industry visitor registration:**

<https://gardiente.muveo.de/visitors/registration/?lang=en>

**gardiente is online:**

<https://gardiente.muveo.de/?lang=en>  
[https://www.instagram.com/gardiente\\_outdoorliving/](https://www.instagram.com/gardiente_outdoorliving/)  
<https://www.linkedin.com/showcase/gardiente-home-of-outdoor-living/?viewAsMember=true>

**Hashtags:**

#gardiente #gardenliving #garden #tradeshowercentermain #homeofoutdoorliving  
#tradeshowergardenculture #muveogmbh #community #event

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**About the event organiser | MUVEO GmbH**

As a 100% subsidiary of CDH Mitte (Registered Association of Commercial Agencies and Distribution in Hessen, Thüringia and Rhineland Palatinate), MUVEO GmbH has been successfully active in the trade fair business for over 50 years. The trade fair formats – which we place very prominently in different industries – are always designed on the basis of industry-specific needs. The foundation of successful implementation is a close and very cooperative relationship with all stakeholders. Since the founding of INNATEX in 1997, Europe's leading trade fair for sustainable textiles, MUVEO GmbH has also been committed to sustainability in the area of event organisation.

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