

## PRESS RELEASE

### **gardiente 2023 scores highly for diversity, high trade visitor quality and an informal atmosphere**

***Frankfurt am Main, July 2023: With an exclusive brand portfolio, a new schedule and an interactive supporting programme, gardiente 2023 provided a varied community event over a compact area with an optimal symbiosis of new products, trends and networks.***

From July 1-3, around 50 market-relevant exhibitors were present at the ninth edition of gardiente at the Messecenter Rhein-Main. They presented their ranges from the areas of garden furniture, parasols and parasol stands, BBQ, textiles and accessories for the 2024 outdoor season. Considering the current market situation, gardiente was great success. Of particular note was the tailor-made quality of trade visitors in combination with interesting conversations and informal atmosphere:

We generally had very good discussions at the trade fair and were able to present our new products perfectly to specialist retailers. What we always enjoy at gardiente is the welcoming environment, where you can get talking to your customers. There is an interesting atmosphere here, the conversations are often very relaxed and personal and not as rushed as in large exhibition venues. It's always nice to come here," says Marco Hammes from Solpuri, summarising his impressions.

Andreas Paczia from Lafuma is delighted with the keen interest in his trade fair stand: "It was our first time at gardiente and we were extremely surprised in a positive way by the ambience and customer feedback. We had great footfall, especially on the last two days." Thomas Goupil from Schaffner AG summarises: "For us, gardiente is the perfect market with the perfect size. That's why we like to come back every year."

This year, the newly created showcase provided fresh impetus – a curated communal area for furniture, accessories and new products. Together with the brands Lafuma Mobilier, Jan Kurtz, the outdoor kitchen manufacturer bogason and the TREND agency Gabriela Kaiser and Marketmedia24, specialist retailers received valuable tips and adaptable impulses for the design of their own sales area at the POS by means of live decorations.

Under the motto "Outstanding", the gardiente Award celebrated its return at the trade fair with a new name and new concept. On the first day of the trade fair, a top-class jury of experts awarded prizes to the three best "Outdoor Living Stars" based on the criteria of aesthetics, innovation, function and sustainability. Lafuma Mobilier won the competition and received the Outdoor Living Stars Award in gold for their "Balcony II" furniture series. Silver went to 4 Seasons Outdoor for the "Sardinia" lounge and bogason received the award in the Bronze category for the "bogason Quasar" stainless steel outdoor kitchen. TREWA was also delighted to receive a special mention for the new "TREWA T" stainless steel outdoor tables with convenient folding mechanism. All winners and nominated applications were presented in the Trend Area and were admired during the trade fair.

As regards the new date for gardiente 2024, there is a clear trend in the industry: "We have spoken to many of our exhibitors and received very clear feedback: The next gardiente will return to a date at the beginning of September. We will also discuss the day's schedule with the industry again afterwards," says Verena Westphal, project manager at gardiente.

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**High resolution pictures: press box**

**Press releases & photo material:**

<https://gardientewp.muveo.de/presse/>

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

Photo acknowledgement gardiente 2023: ©gardiente - Jennifer Wolters

**gardiente is online:**

<https://gardientewp.muveo.de/>

[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 #tradeshowercenterheinmain #homeofoutdoorliving  
#tradeshowerfordenculture #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, Thuringia and Rhineland Palatinate), MUVEO GmbH has been successfully active in the trade fair business for over 60 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.

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