

ambiente

christmasworld

creativeworld

Next Digital Academy on 4 September 2024 about *Discovering Taiwanese and Japanese design culture*

Frankfurt am Main, August 2024. Innovative design concepts from Taiwan and Japan stand for economic success and are attracting more and more international attention. Culture, design, and sustainability can be combined to offer future-proof solutions for companies. But how? Our experts Johnny Chiu, Founder of JC. Architecture & Design based in Taiwan, and Eisuke Tachikawa, CEO/Founder of NOSIGNER from Japan, will talk about this topic at the online event of Messe Frankfurt's consumer goods fairs on 4 September 2024 from 10:00 to 11:00 a.m. (CET)



Save-the-date: The next Digital Academy online event will take place on 4 September. Graphic: Messe Frankfurt

The next Digital Academy will be presented in cooperation with the Taiwan Design Research Institute. Find out more about the design practices from Taiwan and Japan that have already been used to successfully realize projects in the past. Johnny Chiu shows you how cultural elements can be used to create unique and appealing designs. Eisuke Tachikawa talks about "Evolutional Creativity". A method that promotes creativity and is based on the processes of biological evolution. Both experts will provide you with practical insights into creative designs and progressive practices that you can use to efficiently strengthen your company and develop solutions for a sustainable future.

With the Digital Academy, Messe Frankfurt's consumer goods trade fairs regularly offer online events on a joint platform on topics that are currently moving and changing the industry. The online events can be followed in German and English and provide in-depth industry knowledge, food for thought and hands-on advice from experts. Registration is free of charge at <https://consumergoods.digital.messefrankfurt.com/>

Next trade fair dates

Ambiente, Christmasworld and Creativeworld will continue to take place at the same time at the Frankfurt exhibition centre. However, they will be moved to the beginning of February to ensure that the trade fair dates are harmonised.

Ambiente/Christmasworld: 07 to 11 February 2025
NEW: Creativeworld: 07 to 10 February 2025

Note for journalists:

Discover inspirations, trends, styles and personalities on the [Ambiente Blog](#) and further expert knowledge and ideas for retail on [Conzoom Solutions](#). With the [Conzoom Circle](#) network, Messe Frankfurt links the most important international platforms for the global consumer goods and retail industry and bundles industry knowledge and expertise.

Press releases & images:

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Background information on Messe Frankfurt

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Sustainability at Messe Frankfurt

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