

news +++ Ambiente/Christmasworld/Creativeworld  
26/27 to 30. January 2024

ambiente

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creativeworld

## Digital Academy invites to the exclusive panel discussion "Women Leaders in Design: A Conversation with ByDesign TV"

Episode 3 of the event series on 6 September 2023, 4:00 - 4:55 p.m.

Frankfurt am Main, August 2023. Women's power is at work in the next episode of the Digital Academy: three top international designers and architects share their views on the challenges, opportunities and successes of women in architecture and design-related fields. Esha Gupta, Founder and Editor, Design Pataki, India, Molly McGowan, Management Partner, Ennead Architects, USA, and Shida Salehi, Founder and Principal, Customs Bureau, England talk about their different experiences and share their requirements for the future. The discussion will be hosted by Mike Chapman, co-founder and executive producer of the television series ByDesign TV.

**ONLINE EVENT**  
**Women Leaders in Design: A Conversation with ByDesign TV**  
6.9.2023  
at 4.00 p.m. CET  
Host: **Mike Chapman**  
Co-Founder and Executive Producer, ByDesign

**Molly McGowan**  
Management Partner,  
Ennead Architects

**Shida Salehi**  
Founder and Principal,  
Customs Bureau –  
Interior Designer  
& Architect

**Esha Gupta**  
Founder and Editor,  
Design Pataki

The graphic features three circular portrait photos of the speakers: Molly McGowan (top center), Shida Salehi (bottom right), and Esha Gupta (bottom left). The text is arranged around these photos in a clean, modern font.

Save-the-date: On 6 September 2023, the Digital Academy of the Frankfurt consumer goods fairs invites to a panel discussion with three strong women in the design and architecture industry.

What opportunities are there to encourage young women in design and architecture? What are the stories behind successful career journeys? What obstacles still need to be overcome? These are the questions three outstanding businesswomen will explore in the Digital Academy's upcoming panel discussion on 6 September 2023 from 16:00 to 16:55. The three pioneers come from three different continents - Asia, North America and Europe

- and provide exciting insights into their careers. Together they encourage others to assert themselves with their own visions.

**Esha Gupta, Founder and Editor, Design Pataki, Mumbai, India:** Esha is the founder and editor-in-chief at Design Pataki, India's leading digital magazine for luxury interiors, decor, lifestyle, and art. With nearly 200,000 followers on Instagram, Design Pataki has become an essential voice of luxury design in India. Her desire to create a dialogue on global design, architecture and art in India inspired Esha to start Design Pataki. Based in Mumbai, Esha is an interior designer and creative consultant who previously worked in the interior design and architecture industry as the managing director of Artisan Furnishings. She studied interior design at Parsons School of Design in New York and with Rachana Sansad in Mumbai. She supports young women in design through a variety of initiatives such as fundraising and panel discussions.

**Molly McGowan, Management Partner, Ennead Architects, New York, USA:** Molly McGowan is a Partner at Ennead Architects, and manages many complex new construction and renovation projects across a range of sectors, including education, performing and visual arts, research, and commercial mixed-use. Molly embraces her role in the field as a change agent, both in terms of the innovative projects she delivers to clients and within the firm that she leads together with her partners. Thinking big is her starting point to then strategically deliver the best bespoke design. Throughout the planning, budgeting, design, and construction process, her leadership style fosters a collaborative environment characterised by open communication, trust and a shared vision.

**Shida Salehi, Founder and Principal, Customs Bureau – Interior Designer & Architect, London, England:** Shida Salehi is the founder of Customs Bureau, an international design studio dedicated to creating luxury interiors for the hospitality industry. Over the years and following roles at Karim Rashid New York and Yabu Pushelberg Toronto, Shida has positioned herself as a driving force within high-end hospitality design. For example, she was responsible for the interior design and artwork selection at The Londoner super boutique hotel at Leicester Square. Shida evokes emotions through the spaces she curates and designs. She received her Master of Architecture from the Staatliche Hochschule für Bildende Künste Staedelschule in Frankfurt, Germany, and her Bachelor of Arts in Interior Design from Ryerson University in Toronto, Canada.

Mike Chapman brings these three different personalities and their perspectives together in one single conversation. As co-founder and executive producer of ByDesign, he is the perfect moderator for this strong group of women. His international TV & streaming programme has been very successfully presenting innovative design to a worldwide audience for years. Working closely with respected, internationally renowned designers in architecture, industrial design and entrepreneurship, Mike is a valued international design commentator. Ambiente has been a partner of the US television series America ByDesign since October 2022. With the first season Europe ByDesign, design innovations from Europe are currently also coming to US screens.



Mike Chapman, Co-Founder and Executive Producer, ByDesign TV

With the Digital Academy, the three consumer goods fairs Ambiente, Christmasworld and Creativeworld offer regular target-group-specific online events on a joint platform on important topics that are currently moving the consumer goods sector. They take place every two months throughout the year, can be followed in German and English and, with impulse lectures and discussion rounds by experts, provide profound industry knowledge, inspiration and practical tips. Participation in the 55-minute events is free of charge.

Registration for the Digital Academy can be made at <https://consumergoods.digital.messefrankfurt.com/>

In addition to access to the range of lectures, all participants of the Digital Academy receive further added value: they benefit from the AI-supported matchmaking function during the year. This enables them to network and exchange business ideas throughout the year.

Ambiente, Christmasworld and Creativeworld will continue to be held simultaneously at the Frankfurt exhibition centre:

Ambiente/Christmasworld:	26 to 30 January 2024
Creativeworld:	27 to 30 January 2024

**Note for journalists:**

Discover inspirations, trends, styles and personalities on the [Ambiente Blog](#) and further expert knowledge on [Conzoom Solutions](#).

**Press releases & images:**

<http://ambiente.messefrankfurt.com/presse>

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### **On social media:**

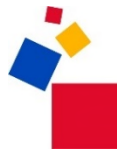
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### **Information on Ambiente**

New perspectives open up undiscovered opportunities: As the leading international consumer goods trade fair and platform for commercial equipment and furnishings in all areas of life, Ambiente maps the changes in the market with an eye to the future. For five days, it presents a unique mix of ideas and products - and is the platform for global trends. For Table, Kitchen and Housewares, the fair is the unrivalled No. 1 in the Dining segment. In Living, all styles and market segments can be experienced around the home, furnishing and decorating. Giving presents gifts and personal accessories in all facets and will in future offer high-quality stationery as well as articles relating to school supplies. The new Working section fleshes out the working worlds of tomorrow. With its future-oriented HoReCa and Contract Business segments, Ambiente also has a strong focus on the international contract business. The major themes of sustainability, new work, design, lifestyle, digital expansion of trade, and future retail accompany the event, as do a large number of industry events, young talent programs, trend presentations and awards ceremonies. Due to its unrivalled product range in terms of breadth and depth, it is unique worldwide and offers the best connections for making contacts and finding new business partners.  
[ambiente.messefrankfurt.com](http://ambiente.messefrankfurt.com)

### **Information on Christmasworld**

Christmasworld focuses on the strongest-selling and most emotional time of the year and exploits the success factor of experience at the point of sale like no other consumer-goods trade fair. This makes it the world's most important ordering event for the international decorations and festive decorations sector. Every year in Frankfurt, it presents

the latest products and trends for Christmas and all other festive occasions. In addition, it provides innovative concept ideas for the decoration of large and outdoor areas for wholesalers and retailers, shopping centres and city centres. Christmasworld offers the entire range of decorative and festive articles - from hand-blown Christmas tree baubles, ribbons and packaging to large-scale light displays for shopping centres and city centres.  
[christmasworld.messefrankfurt.com](http://christmasworld.messefrankfurt.com)

### **Information on Creativeworld**

Creativeworld is the world's leading trade fair for the international hobby, handicrafts and artists' requisites sector. At Creativeworld, exhibitors show their latest products, techniques and materials for decorative crafts, graphic and artists' requisites, handicrafts, textile design, graffiti, street art and creative hobbies. And, as a trend and business platform, the trade fair is the first important venue of the business year. Creativeworld is the ideal order platform for the wholesale, retail and specialist trades, DIY markets, garden centres, the internet and mailorder trades. With its multi-faceted complementary programme of events, Creativeworld is a source of new ideas, inspiration and expert knowledge.  
[creativeworld.messefrankfurt.com](http://creativeworld.messefrankfurt.com)

### **Home of Consumer Goods**

Under the motto "Home of Consumer Goods", Ambiente, Christmasworld and Creativeworld will be held simultaneously at one of the world's most modern trade fair centers from January 26/27 to 30, 2024. The combination of three successful leading trade fairs at one location at one time thus combines their strengths and thus offers an unprecedented, simultaneously available, future-oriented product range in quality and quantity. Global business with large volumes is intensified. Messe Frankfurt will continue to offer the largest platform for global sourcing outside China. Frankfurt is thus the center of the global order season, strengthening synergy effects and efficiency for all participants, and is thus the one, comprehensive inspiration, order and networking event for a globalized industry. This is where the newest trends are presented and the global metatrends are experienced and made visible.

### **nmedia.hub - The order and content platform for the home & living industry**

The digital order and content management for brands and retailers in the consumer goods industry extends the trade fair and enables orders 24/7, 365 days a year.  
[www.nmedia.solutions](http://www.nmedia.solutions)

### **Conzoom Solutions - the platform for retailers**

Conzoom Solutions is a knowledge platform that offers the consumer goods industry a wide range of studies, trend presentations, workshops and guidelines for the point of revenue. It provides a complete overview of Messe Frankfurt's international portfolio in the consumer goods sector – bundling a wide range of information for retailers.  
[www.conzoom.solutions](http://www.conzoom.solutions)

### **Background information on Messe Frankfurt**

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,160 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €454 million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability)

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)