

SPACE TO INNOVATE - The revolution in furniture making has begun

The young company ambigence from Herford has set itself the task of consistently implementing the longing for purism, invisible technology and creative freedom.

With established, well-known partners from the international furniture and furniture supplier industry, they want to revolutionize the furniture industry.

Every revolution begins with a first radical thought. And the latter may very well be quite surprise. At the Salone del Mobile 2018 in Milan, ambigence is pioneering the product vision of the first hour - the functionalized furniture element. This involves the technological implementation and introduction of a new product category for more freedom in the design of furniture.

Norbert Poppenborg (Marketing & Business Development Director) describes the vision "The panel is the new fitting" as the drive and the incentive for the development of this first solution. Ambigence creates space for creative solutions that motivate and inspire courageous ideas and new trends.

The integration of functions creates a furniture element that opens up hitherto unfathomed possibilities for designers, furniture manufacturers, technology partners and users - SPACE TO INNOVATE.

ambigence is not a furniture or fittings manufacturer. The company, which is located in the heart of the furniture region of East Westphalia, sees itself as a networking center for anyone who wants to be successful with new ideas in the furniture industry. ambigence's goal is to successfully implement the marketing and development of new product categories, innovative solutions and business models with a network of technology partners, integrators and furniture manufacturers.

Inspiring, surprising, reliable and successful, ambigence presents itself as a partner for innovation and technology in furniture design and function. The network partners are supported in the implementation of technologies and processes, as well as in the area of marketing and communication for specific target groups.

Not only cooperatively, but also collaboratively - in an interdisciplinary network of successful partners, the revolution of the furniture industry appears to be the only sensible consequence. Together we have the courage to venture new ideas and drive change. Our first network partners include xxx, xxx, xxx, xxx.

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