

Press Release

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## Creativeworld 2019: numerous exhibitor registrations and the latest trends

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**The leading international trade fair for the hobby, handicrafts and artists' requisites sector is a business platform, order fair, innovation forge and trend barometer in one. Creativeworld 2019 will open its doors from 26 to 29 January with an unrivalled range of products and a programme of events revolving around subjects of topical interest to the DIY sector.**

Creative design and handicrafts are more than just hobbies. They represent a trend for all generations. Do-it-yourself and painting promote children's motor skills and intellectual development. Adults follow the trend towards colouring and hand lettering as counterbalances to everyday digital life. Handicrafts are popular among senior citizens because they help maintain fitness and promote communication. "Creativity is booming and so will Creativeworld. In 2019, it will once again do justice to its role as the biggest and most international platform for the sector. Over 300 companies from all over the world have already registered as exhibitors. They include numerous manufacturers of proprietary products and many newcomers. With their portfolios of brand-name products, our exhibitors serve all major DIY segments", says Michael Reichhold, Creativeworld Director, Messe Frankfurt Exhibition GmbH.

### **TOP exhibitors and product variety at Creativeworld**

Creativeworld presents an unrivalled spectrum of products in the fields of hobby and handicrafts, graphic artists' and artists' requisites, handiwork and textile design and decorative handicrafts.

The **hobby and handicrafts** product segment will be represented by prominent companies such as Creative Company, Sissix-Ellision Europe and the German manufacturers Buntpapierfabrik Ludwig Bähr, Eberhard Faber and Staedtler. Among the newcomers to Creativeworld are Robert Bosch AG with its subsidiary, Dremel, which will present multi-functional products for turning, milling and cutting. The product segment encompasses handicrafts materials and sets, paints, gemstones, felt, hobby and handicrafts books, porcelain painting, scissors, face paints, wax crayons, silk paints and other DIY articles.

Registrations from the **graphic artists' and artists' requisites** segment have been received, for example, from Royal Talens, Pebeo, Clairefontaine and Lascaux, as well as German companies, such as Art Select, Edding, Marabu, Lyra, C.Kreul and H. Schmincke. Among the

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products on show will be high-grade paints and paper, palette knives, brushes, easels, watercolour sticks, chalks, charcoal, graphic artists' accessories, creative tools and street-art articles. On the subject of **street art**, manufacturers, such as Montana Cans from Germany, Montana Colors and NBQ from Spain and, for the first time, Feuerstein GmbH with its own Molotow brand, will present the latest paints and materials.

Trade visitors will find sewing machines, wool, yarns, fabrics for sewing, crocheting and embroidering in the **handiwork and textile design** product segment. There, exhibitors such as Brother Sewing Machines, Hotex - Hollmann and Stafil will be showing their latest products and innovations.

In the **decorative handicrafts** segment, registrations have already been received from Artemio, Efco Creative and Glorex. The spectrum of products in this segment ranges from ribbons, edging and decorative articles, via florists' materials and gift-wrapping materials, to mosaics, floral foam and materials for wiring and taping, as well as polystyrene articles.

Additionally, trade visitors to Creativeworld will find many internationally renowned **full-range suppliers** including Rayher Hobby, Rico Design, Max Bringmann and Hobbygross Erler.

### **Creativeworld a magnet for top decision makers**

Every year, Creativeworld in Frankfurt am Main attracts more than 9,250 trade visitors, 67 percent of them from outside Germany in 2018. Over recent years, the leading trade fair for the sector has developed into the sector's most powerful magnet for top decision makers from the wholesale, retail and specialist trades. This applies equally to DIY markets, garden centres, the internet trade, mail-order companies and commercial users, such as art academies, educational institutes and care facilities. Product offers, such as creative and handicrafts materials in user-friendly complete sets, represent interesting supplementary product lines for the toy and book trades, as well as food retailers and drug stores. More and more buyers from these segments are using Creativeworld as their order platform.

**NEW:** The Creativeworld Business Matchmaking Programme. Exhibitors and visitors with common interests can make contact with each other and lay the foundations for new business relationships even before the fair begins. Thus, the visit itself can be made even more successful and efficient. The Business Matchmaking Service is free of charge and possible from November. All trade visitors with a valid admission ticket can access the service via the Creativeworld website. Exhibitors are automatically enrolled in the programme.

### **Creativeworld events: in touch with the latest trends**

Creativeworld is inspiring, lively and future-oriented. The most innovative products are honoured, the latest trends shown and exciting subjects, such as street art, are presented within the framework of the extensive programme of events.

Creativeworld  
Internationale Frankfurter Messe für  
Hobby, Bastel- und Künstlerbedarf  
Frankfurt am Main, 26 to 29 January 2019

**NEW:** The **Trade Concept 4.0 'Upgrade your store'** will put the spotlight on street art in 2019. To hold its own at the fiercely competitive point of sale, the bricks-and-mortar trade must retain customers with conceptual shopping experiences and a feeling of well-being. "With 'Upgrade your store', we aim to show how specialist retailers can integrate the subject of street art and reach new target groups. To this end, we are supported by Feuerstein GmbH (own brand: MOLOTOW™)", says Michael Reichhold.

**NEW:** Also devoted to the subject of street art will be the new '**Urban Art Lab' special show** with Carlos Lorente, CEO and coach of Style Scouts - Graffiti Akademie. The content of this indoor special show includes the history, tools and the future development of graffiti and street art. Additionally, there will be an activity outdoor area with a big Graffiti Wall covered with different surface materials, such as wood, cardboard, awnings and concrete, to demonstrate the diversity of street art and the materials used.

The creative heart of the trade fair is the **Creativeworld Forum** in Hall 4.2. There, the big stage is the setting for workshops and product demonstrations on all four days of the fair. "Our varied and interesting workshop programme is a veritable magnet for trade visitors. Therefore, we will be concentrating once again on product demonstrations this year. Numerous manufacturers use the Creativeworld Forum to present their latest innovations", says Michael Reichhold. Compère for all four days will be DIY icon and television personality Martina Lammel: "The feedback I receive from trade visitors tells me that, through the workshops, they experience the fascination that their customers love – being creative, which relaxes and makes them happy!" Participation in the workshops is included in the price of admission.

The Forum is also the setting for the presentation of the **Creative Impulse Awards**, which Messe Frankfurt gives in cooperation with Hobby Art magazine. From November, manufacturers can enter their innovative products for the coveted awards in four categories (Creative Product, Creative Tool, Complete Set and Creative Book of the Year). All entries for the awards will be on show at a special exhibition in Hall 4.2 throughout the fair.

An absolute must for all manufacturers and visitors are the **Creativeworld Trends** in Hall 4.1. Commissioned by Messe Frankfurt, the designers of Stilbüro bora.herke.palmisano present the latest techniques and products and, in three trend worlds, show what the coming DIY season has to offer. For each trend world, there will be workshops in the Creativeworld Trends Workstation where trade visitors can gather tips and inspiration and experiment with the materials with expert guidance on all four days of the fair.

The complementary programme of events at Creativeworld has something for everyone. Trade visitors wanting even more creative input need only go to the exhibition stands where international manufacturers present their latest products and provide opportunities for the visitors to try them for themselves.

Creativeworld takes place from 26 to 29 January 2019.

**Note for journalists:**

Further information and photos at:

[www.creativeworld.messefrankfurt.com/press](http://www.creativeworld.messefrankfurt.com/press)

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**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With over 2,400 employees at 30 locations, the company generates annual sales of around €669 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

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) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)