

Press Release

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Creativeworld 2020: the vibrant meeting place for the international DIY world

Kerstin Winkel
Tel. +49 69 7575-3620
kerstin.winkel@messefrankfurt.com
www.messefrankfurt.com
www.creativeworld.messefrankfurt.com

Creativeworld, Leading International Trade Fair for Hobby, Arts and Crafts Supplies, is set to transform the exhibition halls of Messe Frankfurt into a creative marketplace from 25 to 28 January 2020. Creativeworld is where creativity meets business – with more than 350 manufacturers and over 9,000 buyers. Creativeworld shows what is driving and advancing the market: future-oriented trends, the latest materials and heaps of expertise.



The trend towards Do it yourself continues.

The great demand for creative materials, products, tools and applications continues unabated. To use one's own hands to make, repair or recycle things produces a positive feeling. 'Self-made' has developed into a new status symbol, a countertrend to the rapid pace of digitalisation and the many other changes that are omnipresent in both private and business life. However, digitalisation cannot satisfy all consumer needs. And this is the source of the widespread consumer wish for greater individuality and creativity.

A creative market needs a platform where it can show what it has to offer. And this is exactly where Creativeworld has a vital role to play. "When we launched Creativeworld as an independent trade fair for the creative sector ten years ago, we chose not only the right time but also

Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main

the right way to go about it. Since then, that small segment has developed into the creative meeting place for the whole world”, says Michael Reichhold, Creativeworld Director, Messe Frankfurt Exhibition GmbH. “Being unrivalled worldwide is a great responsibility. Accordingly, we are very well aware that our job with Creativeworld is to reflect the world market, to be a trend barometer and source of ideas, and to advise the sector.”

Large number of registrations and creative variety

The outlook for Creativeworld 2020 is positive: more than 350 manufacturers from all over the world have registered for the coming event to show the entire creative spectrum of materials, tools and products in five product groups:

- The **hobby, arts and crafts** is extremely well represented by companies such as Creative Company, Sizzix, Buntpapierfabrik Ludwig Bähr, Eberhard Faber, Max Bringmann/Folia, Rayher Hobby, Rico Design, Carioca and Staedtler.
- In the **graphic art and artists’ requisites** segment, registrations have been received from, for example, Tombow, Clairefontaine, Lascaux, Art Select, Marabu, Lyra, Kreul and H. Schmincke.
- The manufacturers showing a broad spectrum of products for **graffiti and street art** will include Feuerstein GmbH (Molotow), Never be quiet, Royal Talens, Montana Color and Ghiant Aerosols.
- In the **handiwork and textiles design** segment, the latest products will be shown by Hotex - Hollmann, Stafil, Hardick and Groves.
- The exhibitors in the **decorative handicrafts** include Efco Creative and Glorex.

Complementary programme of events offers value added for the trade

“We present tomorrow’s trends, offer concept areas on subjects relevant to the sector and hold workshops and product demonstrations for the specialist trade”, explains Michael Reichhold. “At the fiercely competitive point of sale, everyone must spotlight their core areas of expertise to entice customers. We see personal advice and visual communication as being the particular strengths of the specialist trade”.

At Creativeworld, the trade can be sure of finding what it needs to serve the individual requirements of creative customers.”

Creativeworld Trends: ‘Work in progress’

An important source of inspiration for the trade are the Creativeworld Trends in Hall 4.1 (Stand F 52/53). Everything that finds its way into the Trend Area is unique, having been made using products and materials supplied by exhibitors. New creative ideas are added, and innovative techniques tested. For the specialist trade, the Creativeworld Trends are a veritable treasure trove. There, retailers find inspiration for window dressing and in-store presentations – with which they can attract customers into their shops. In the Trend Area, trade visitors can learn the individual techniques and ask questions. In this way, they can expand their area of expertise, pass on this knowledge to their customers and

spotlight tomorrow's trends.

For the 2010/21 season, Stilbüro bora.herke.palmissano, the design studio responsible for developing the trends on behalf of Messe Frankfurt, has developed three trend statements under the motto 'work in progress': 're-form', 'work-out' and 'up-date'.

Street Art goes education

Creativeworld is continuing its focus on street art with a concept area revolving around the subject of education in 2020. Together with Carlos Lorente of Style Scout – Graffiti Academy, Creativeworld will prepare the top theme for the specialist trade and give retailers the opportunity to learn about graffiti materials and techniques. In this connection, the emphasis will be on the provision of expert advice. Retailers will have the opportunity to discover how street art works and explain it to their customers. For only retailers who are able to offer authentic and expert advice can hope to generate additional sales and retain customers.

Creativeworld Academy – a new name with a proven concept
Creativeworld Forum is now the Creativeworld Academy and will continue to offer numerous workshops and product presentations on the latest creative materials and techniques. Retailers learn directly from the manufacturers how to use the products and what they need to know when it comes to advice and sales. Moreover, Creativeworld Academy offers retailers ideas for holding workshops at their stores and positioning themselves as expert partners for their customers. This interesting and varied programme will be hosted by DIY icon and TV presenter Martina Lammel.

Creative Impulse Award celebrates its 15th anniversary with new categories

The Creative Impulse Award is the most important distinction for the hobby, handicrafts and artists' requisites sector and will be given for the 15th time in 2020. To mark this occasion, Messe Frankfurt and the bit-Verlag publishing company have decided to include two new categories. "In addition to the existing awards for the product, complete set, tool and book of the year, we are adding the artist's product of the year in 2020, for example, brushes, easels and paper", explains Michael Reichhold. The second innovation is a special category entitled 'sustainable product'. All products entered for the Creative Impulse Award will be on show in Hall 4.2 (Stand F45/F46). Exhibitors interested in entering their products can register on the internet at creative-impulse.de from October.

NEW: a successful launch

With the new **BMW Area** in Hall 4.2, which will be available to young companies for the first time in 2020, Creativeworld offers innovative start-ups from the creative sector a platform for making international business contacts and gaining a foothold in the international market. The deadline for registration is 11 October 2019. To qualify, companies must have been founded less than ten years ago, have fewer than 50 employees and an annual turnover of max. € 10 million. Their products, processes or services should be characterised by new developments or

verifiable improvements. The promotional area is an initiative of the Federal Ministry of Economics and Energy (*Bundesministerium für Wirtschaft und Energie – BMWi*). Registration address: creativeworld.messefrankfurt.com/bmwi-areal

NEW: the Newcomer Package

Aimed at new exhibitors, this no-worries package includes a fully equipped, nine-square-metre exhibition stand and the Media Package. Messe Frankfurt is responsible for setting-up the stand and providing the fixtures and furnishing. On arrival, the manufacturer simply moves onto the finished exhibition stand and decorates it with the appropriate products. In other words, preparing for the fair could hardly be easier!

The next Creativeworld opens its doors from 25 to 28 January 2020.

Further information, including photographic and video material, can be found at:

www.creativeworld.messefrankfurt.com/presse

www.creativeworld.messefrankfurt.com

Always up to date with the Creativeworld Blog:

www.creativeworld-blog.com

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Creativeworld

Creativeworld is the world's leading trade fair for the international hobby, handicrafts and artists' requisites sector. In 2019, a total of 362 exhibitors from 44 countries made presentations to 9,152 trade visitors. At Creativeworld, exhibitors show their latest products, techniques and materials for decorative crafts, graphic and artists' requisites, handicrafts, textile design 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 mail-order trades. With its multi-faceted complementary programme of events, Creativeworld is a source of new ideas, inspiration and expert knowledge

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 sale. 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

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500 employees at 30 locations, the company generates annual sales of around €718 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout 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. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food

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services. Headquartered 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