

Press release

September 2019

Creativeworld trends 2020/21: 'Work in progress'

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The creative future looks colourful and experimental when it comes to arts & crafts, hobbies and artists' requisites. With the motto 'Work in progress', Stilbüro bora.herke.palmisano illustrates the creative developmental process with the Creativeworld trends for the upcoming season.

We are surrounded by trends. There are trend motifs such as owls, unicorns and monstera leaves. We encounter them on the street, in shops, and in the media, and they influence designers, product developers, retailers and, of course, end consumers. There are some megatrends, such as individualisation and mindfulness. All of this has an influence on the creative sector as well. The Creativeworld trends convey an overview, or bundling, of all the trends and current ideas, showing international retailers what's in vogue for the upcoming DIY season.

"We are commissioning Stilbüro bora.herke.palmisano to select our trends. The designers gather information throughout the year from across all disciplines. They draw their inspiration from fashion, product design and lifestyle, and they adapt what they've seen to the creative sector", says Michael Reichhold, Director of Creativeworld, Messe Frankfurt Exhibition GmbH. "This is the way the Creativeworld trends come into being every year, giving manufacturers and retailers inspiration and a look ahead, and showing what's on trend across the world."

At Creativeworld, from 25 to 28 January 2020, the trends will be showcased in Hall 4.1 (stand F52/53), providing an almost endless abundance of creative ideas. The particular benefit in this for trade visitors lies in the creative realisation of the individual themes. Here they will find inspiration for their product ranges and the design of their own shop windows and retail spaces. This is because DIY is brought alive with the Creativeworld trends: all the exhibition pieces are specially made by a creative team of designers and artists. They are unique items that have been created from products from the companies who are exhibiting. What is more, the products, materials and tools are exhibited in such a way that the trade visitors can follow the developmental process.

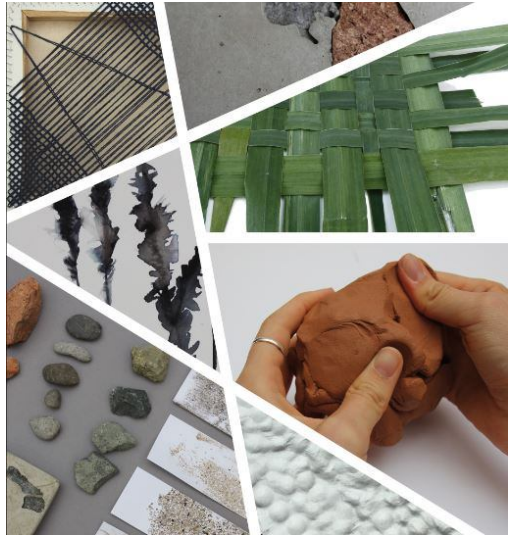
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"For the 2020/21 trends, we'll be highlighting the developmental process. There are no barriers to finding new ideas when working intensively with

different materials and techniques. We're calling for people to push the boundaries and accept failed attempts in order to come up with new approaches", says designer Claudia Herke, from Stilbüro bora.herke.palmisano. "Mixed media art is the key to creativity here. There's not just one technique for a particular product: different results come from experimental trial and error."

Three 'style worlds' have emerged from this: **work-out**, **re-form** and **up-date**. They bring together one concept: being open to new ideas.

Work-out: making things by hand



In this trend world, creativity comes particularly to the fore. The focus here is on making things with our own hands and on rough work with raw materials such as concrete, plaster and cement. There are attractive techniques here for achieving strong surface effects with irregular, original and imperfect textures. So an amalgamation of building rubble, granite, pebbles and waste materials can be poured into a mould to create concrete

with a rough and matt appearance. In addition, delicate natural materials, such as seaweed, willow and rattan, are used. These are plaited, knotted or woven, and serve as natural home accessories, such as seat cushions, table runners, table mats and curtains. Iron blueprint with solar photographic paper is a very special technique for visualising shadows and silhouettes. Using this special light sensitive paper from the early days of photography, the contours and structures of leaves, plants and flowers can be reproduced to achieve beautiful graphic effects. Prints such as these can be used on invitations, on the wall or to cover notebooks, for example.

Re-form: colourful transformation



Keywords, such as multicolour, collagen, action painting, batik, dip dyeing and patchwork, sum up the 're-form' style world. Intensive colours and multi combinations of different materials and techniques reach their experimental peak in this trend world. Everything goes; there's nothing that can't be done. So patterned designs are overprinted, T-shirts, rucksacks and trainers are decorated with paint sticks, scrap wool is woven or knitted, regardless of structure

and colour, and a wide variety of colours are applied and squeegeed

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onto canvases with spatulas. The materials are mainly recycled or upcycled. This is where fabric remnants, scrap wool and leftover paint can be put to good use. For a patchwork effect, different yarns, leftover wool, beads and other materials, such as paper strips, cut up plastic bags and fabric offcuts, can be interwoven to make a wall hanging or cushion cover.

Up-date: bringing things up to date



This trend world is aimed at the younger generation. It is experimental, rather than following the norm, and it is about free application of scribbled, cut out, hand-painted or sprayed writing. The emphasis is on creativity, as opposed to the calligraphic writing used in hand lettering. The focus here is on customising everyday objects, and it's very popular across all generations. Whether it is a graffiti technique, intarsia

knitting, appliqués or paper creations, such as cut out art, it is the personal touch that makes rucksacks, pencil cases, hoodies, laptop cases or even furniture items into unique pieces. Mixed media art comes into its own here: materials such as markers, paint brushes, foil transfers or casting resin can be used for every kind of technique.

The next Creativeworld will take place from 25 to 28 January 2020.

You can find further information, as well as image and video material at:
www.creativeworld.messefrankfurt.com/press
www.creativeworld.messefrankfurt.com

Stay up to date with the Creativeworld blog:
www.creativeworld-blog.com

You can also follow us on Facebook.

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

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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 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

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