

Press release

September 2019

Pure inspiration: the stationery trends of tomorrow now already at Paperworld

Ina Gerbig
Tel. +49 69 75 75-6082
ina.gerbig@messefrankfurt.com
www.messefrankfurt.com
www.paperworld.messefrankfurt.com

Paperworld, the international stationery, office supplies and writing materials fair, brings industry and retailers together on a single platform, and provides an insight into the product trends of tomorrow. From 25 to 28 January 2020 in Frankfurt am Main, both the exhibitors and Paperworld Trends will be presenting new products for commercial office supplies (the visionary office) and non-business stationery, writing materials and school supplies (the stationery trends).

The duo consisting of "the visionary office" and "the stationery trends" is reflected in the Paperworld Trends. They show innovative solutions for the office of tomorrow, and pioneering lifestyle trends for schools, gift-giving, packaging and celebrating.

On behalf of Paperworld, the bora.herke.palmisano style agency has looked into the question of what the trend products for the coming season will be. For this purpose, they draw on developments in fashion and architecture as well as product and furniture design, and transfer them to the paper, office supplies and stationery sector. They place selected products from a variety of exhibitors in a forward-looking context, thus forming the forecasts for the coming season.

New working environments are bringing about a new perception of office work. Well-being and flexibility are becoming increasingly important. The establishment of a creative atmosphere is also gaining in importance in parallel with the digital spirit of optimism and new, communal living and working concepts. "Essential impulses for the new design of office spaces are increasingly coming from home and product design. At the same time, a generation of restrained and modest consumers is coming of age, who are critically examining questions of sustainability," says Claudia Herke from the bora.herke.palmisano style agency. Recycling, upcycling, and a circular economy are becoming the decisive arguments for brands and products. This is the context in which the 2020 Paperworld trend worlds are taking place.

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

BLAZING HOTCHPOTCH



1 RECYCLED PLASTICS IN PROCESS, Envisions / ECO-oh! Photo: Ronald Smits. 2 ROLL PACK, BANANATEX® KOLLEKTION / Qwstion. 3 JC 23 CRUST, RAW-EDGES / Conde House, Photo: Sohei Oya, Nacása & Partners Inc. 4 LUND LUXE / Lund London. 5 BUREAURAMA, Jerszy Seymour / Magis

"Blazing Hotchpotch" – anything is possible

The "Blazing Hotchpotch" trend features a convincing mix of styles, colours and possibilities. Vibrant designs and colours are combined - patchwork, graphic surfaces, colour blocking, kaleidoscopic effects and shimmer are the hallmarks of this trend world. In addition, "Blazing Hotchpotch" focuses on movement, both in terms of colours and designs as well as with its expressiveness: Concepts for cooperative interaction in the office environment, freely designable co-working spaces, and solutions for the office-to-go are addressed. This dynamic is also reflected in the materials that are either recycled or made of alternative materials.

Paperworld - The visionary office and the stationery trends
Internationale Frankfurter Messe für Papier, Bürobedarf und Schreibwaren
Frankfurt am Main, 25.-28.1.2020



"Smooth Sorbet" - find calmness and harmony

This trend follows the desire for greater tranquillity and relaxation.

"Smooth Sorbet" is characterised by soft shapes and delicate colours.

The product world is reduced and aesthetic, at the same time, technology and lifestyle merge. The emphasis is on pastel colour nuances and pleasing surfaces that blend to create an inspiring living and working environment. Floral designs and subtle colour transitions underline the harmonious lightness of the trend world. The product range extends from fine writing instruments and haptic paperware to textile office design.



1 DUNKLE HOLZSTRUKTUR. 2 BOITSFORT, Jeroen Verrecht / Fosbury & Sons. 3 MARBLE WALL CLOCK, Norm Architects / Menu. 4 BLACK EDITION, Buero Harborth / e+m Holzprodukte. 5 BUCKETS, Mia Lagerman / Fritz Hansen

"Noble Barrique" - striving for perfection

The "Noble Barrique" trend world concentrates on premium, functional, and durable products with sophisticated details. Minimalism in the style of Bauhaus is combined with elegance and modernity. The exquisite material aesthetics are closely intertwined with the sophisticated design, which is distinguished by exceptional quality and refinement. The materials and colours are characterised by nature - wood, natural stone or leather lend structure and a special tactile feel. At the same time, the focus is on the durability of the products - fine writing instruments, desk accessories or notebooks.

The trend worlds at Paperworld

All three Paperworld Trends will be presented at the fair from 25 to 28 January 2020 in an exhibition area in Hall 3.1 J11 using products from the exhibitors. It is the first port of call for new products and is regarded as the most important information platform in the industry. "Trade visitors receive specific trend predictions with exhibitor and product information as well as guided tours with specialist presentations", says Michael Reichhold, Director of Paperworld.

The trend worlds developed by the bora.herke.palmisano style agency will be presented by Claudia Herke from Saturday to Monday at 11 a.m. and 3 p.m. in English and German with a guided tour and brief presentation. On Tuesday, it takes place at 11 a.m. Specific product

Paperworld - The visionary office and the stationery trends
Internationale Frankfurter Messe für Papier, Bürobedarf und Schreibwaren
Frankfurt am Main, 25.-28.1.2020

examples will be presented for each trend in the course of the tour. The products shown are marked with the manufacturer's name and appear on a list.

The complimentary trend cards are available at the Paperworld Trends information stand. The exact colour values, example materials and samples for every trend will be available in the high-quality print copies.

Note for journalists:

Image source per trend collage: Messe Frankfurt

Press releases and images:

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

Published online:

www.facebook.com/paperworld | www.twitter.com/paperworld

Paperworld – The visionary office. The stationery trends.

The leading international trade fair presents the latest products and trends in the paper, office supplies, and stationery sector every year in Frankfurt am Main. Paperworld offers the world's widest range of products in commercial office supplies (visionary office) and the private stationery sector (stationery trends). Last year, 1,665 exhibitors from 64 countries presented their products to 32,340 trade visitors from 143 countries. This makes Paperworld the highlight of the year for the industry and a source of innovative business ideas for wholesalers and retailers, booksellers, the Internet and mail order sector, and commercial consumers. In addition, the wide-ranging event and congress programme provides inspiration and knowledge transfer for retailers, architects, planners, facility managers, as well as heads of educational and seminar facilities who are interested in the latest office trends and interior design concepts.

paperworld.messefrankfurt.com

Conzoom Solutions - the platform for retailers

Conzoom Solutions' information platform offers consumer good retailers a wide range of services such as studies, future trends, workshops, and point of sale guidelines. It provides a detailed overview of Messe Frankfurt's international portfolio in the consumer goods sector, and brings together pooled information for the trade. 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 €715* 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

*preliminary figures 2018

Paperworld - The visionary office and the stationery trends
Internationale Frankfurter Messe für Papier, Bürobedarf und Schreibwaren
Frankfurt am Main, 25.-28.1.2020