

Press release

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Facing Forward: Christmasworld and Paperworld Trends 2022+ open up new design possibilities

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"Facing Forward" - this is the motto of the Christmasworld and Paperworld Trends 2022+. The three joint trend statements "hearted+minimal", "mystic+originate" and "local+vital" show the relevant themes, colours, materials, inspirations and styles for 2022+. They provide the international decoration and stationery trade with orientation for individual assortment compilation. A new feature is a broader colour spectrum per trend - for even easier colour combinations in the presentation of goods.



Facing Forward: a look into the future with the trends of Christmasworld and Paperworld for 2022+

Image: Messe Frankfurt

After the experiences in the pandemic, the consistent look ahead opens up new perspectives. This also applies to the Christmasworld and Paperworld Trends 2022+, which are oriented towards the changing needs of consumers. Thus, the Trends 22+ use exemplary projects and products to describe how poetry, goodwill and a sense of responsibility produce modern and powerful designs that remain valid beyond one season. "They stand for a good, lively and intergenerational togetherness as well as for mindful products that bring us real joy in our virtual everyday lives", says designer Annetta Palmisano from Stilbüro bora.herke.palmisano, which develops and designs the Christmasworld and Paperworld Trends on behalf of Messe Frankfurt.

The product and style worlds around seasonal and festive decorations, commercial office supplies as well as stationery and school supplies

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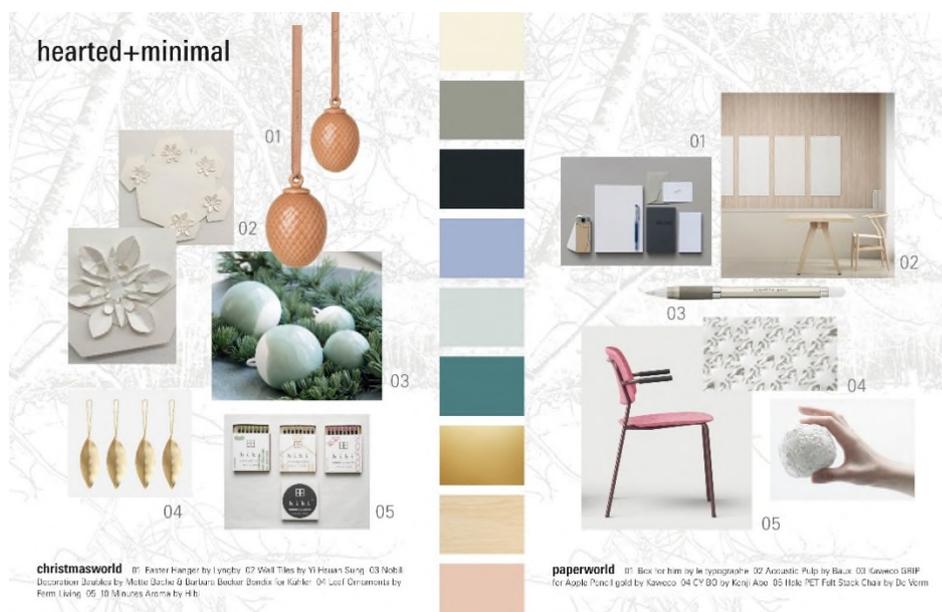
reflect worldwide consumer trends. Modern living and working concepts are dissolving their classic boundaries. Sustainability, longevity and a return to tradition are increasingly coming to the fore. These themes are also shaping the design of living space and home office - they are reflected in the design of the favourite café, in hotel furnishings and in contemporary office landscapes. "Products with permanence and meaning are increasingly in demand. And traditions, cherished rituals and familiar togetherness have also taken on a new, more weighty significance," emphasises designer Claudia Herke. These aspects are reflected in the product selection and the general trend statements for 2022+, which apply across the board of Christmasworld and Paperworld.

Christmasworld and Paperworld Trends 2022+ extend design possibilities with a wider range of colours

New in the orientation of the three joint trends, "hearted+minimal", "mystic+originate" and "local+vital", are the broader colour palettes, which give retailers more variety and scope for design: In each trend world, three neutral, three cool and three warm colour nuances are shown, which can thus be combined even more individually. "With this, we want to create an even better basis for an individual, trend-oriented assortment composition in the shop and in the window dressing. When retailers use this as a guide to define their own style, they hit the nerve of the times and also underline their personal sense of style and their advisory skills," adds Palmisano.

"hearted+minimal" stands for the conscious use of resources

This style combines the cosy with the minimalist. Clear lines, restrained colours and natural materials create a calm and pleasant living atmosphere. The feeling of intimacy and the expression of one's own personality come to the fore through the products - whether in the decorated living room or in the office, the sentimental value of the objects gains in importance. Cross-seasonal ornaments and motifs, timeless décors and durable materials convey permanence, both in the world of festive decorations and in the world of stationery.



Paperworld - The visionary office and the stationery trends
 Christmasworld - Seasonal Decoration at its Best
 Frankfurt am Main, 28./29.1.-1.2.2022

With light colours and fine products, "hearted+minimal" puts natural materials in the foreground.

Image: Messe Frankfurt

"mystic+originate" blurs reality and imagination

This enigmatic and nature-loving style combines reality and imagination. Surprisingly artistic, nature-related and unreal results with a mystical aura emerge from this. Patterns close to nature characterise this style world, but they are surprising because they do not occur in nature at all - everything seems familiar and yet strange.

New, alternative materials imitate familiar materials and surprise with new solutions. Lasting values and carefully crafted products, such as precious paper goods, calligraphy and high-quality printing techniques, are as important as rituals. "mystic+originate" makes beautiful values of togetherness and celebrations come alive, depending on the occasion.



"mystic+originate" immerses visitors in natural yet surreal worlds. Image: Messe Frankfurt

"local+vital" creates closeness and cheerfulness through local products and characteristic design

This style focuses on location-based projects, local products and characteristic design. The aim behind this is to promote cheerfulness and creativity as well as to create a sense of commitment and closeness to the places we love. The immediate surroundings and the neighbourhood are more important than ever. Private and public outdoor spaces are desirable open spaces that can become the centre of life. Work and many activities are increasingly decoupled from firmly defined spaces. DIY and joy play a decisive role in this, which flows in as life optimism at celebrations and in the office with environmentally conscious aspects.

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"local+vital" brings cheerfulness through striking colours and local products. Image: Messe Frankfurt

The trends at Christmasworld and Paperworld

All three trends will be presented at the fairs from 28/29 January to 1 February 2022 in two areas, each with a focus on Christmasworld and Paperworld products respectively.

Christmasworld and Paperworld Trends are an important source of inspiration for the trade and the first port of call for new products. They offer concrete ordering assistance and helpful guidelines for a modern and, at the same time, sales-driving assortment design and product presentation. Trade visitors receive concrete trend statements with exhibitor and product information on the spot.

For years, trend scouts Claudia Herke, Cem Bora and Annetta Palmisano from Stilbüro bora.herke.palmisano have been partners of Messe Frankfurt and each season derive their forecasts from the current global trends in fashion, society and interior design.

For more information, please visit:

christmasworld.messefrankfurt.com

paperworld.messefrankfurt.com

Press information and photographic material:

christmasworld.messefrankfurt.com/press

paperworld.messefrankfurt.com/press

Links to websites:

www.facebook.com/christmasworld/

www.instagram.com/christmasworld.frankfurt/

www.linkedin.com/company/christmasworldfrankfurt

<https://twitter.com/ChristmasworldF>

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Paperworld - The visionary office and the stationery trends

Christmasworld - Seasonal Decoration at its Best

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Christmasworld: Seasonal Decoration at its best

Christmasworld focuses on the strongest-selling and most emotional time of the year and exploits the success factor of experience at the point of sale like no other consumer-goods trade fair. This makes it the world's most important ordering event for the international decorations and festive decorations sector. Every year in Frankfurt, it presents the latest products and trends for Christmas and all other festive occasions. In addition, it provides innovative concept ideas for the decoration of large and outdoor areas for wholesalers and retailers, shopping centres and city centres. Christmasworld offers the entire range of decorative and festive articles. In 2020, it welcomed 1,063 exhibitors from 47 countries and 42,834 visitors from 128 countries (FKM-verified figures).

Paperworld – The visionary office. The stationery trends.

Next event: 29 January to 1 February 2022 in Frankfurt am Main.

The international trade fair presents the latest products and trends for paper, office supplies and stationery in Frankfurt am Main. Paperworld offers the world's largest range of products for commercial office supplies (visionary office) and private paper and stationery supplies (stationery trends). This makes it a source of innovative business ideas for wholesalers and retailers, booksellers, internet and mail-order businesses and commercial consumers. In addition, the multifaceted complementary programme offers inspiration around the themes of lifestyle trends and Future of Work / New Work for retailers, architects, planners and facility managers. In 2020, Paperworld welcomed 1,591 exhibitors from 69 countries and 30,723 trade visitors from 141 countries.

Further information at paperworld.messefrankfurt.com.

The Nextrade digital marketplace

The Nextrade digital order and data management system for suppliers and retailers in the consumer goods sector extends the trade fair and enables orders to be placed at any time of day or night, 365 days a year: www.nextrade.market

Conzoom Solutions - the platform for the trade

The knowledge platform Conzoom Solutions offers the consumer goods trade a wide range of services such as studies, trend presentations, workshops or instructions for the point of sale. It provides a complete overview of Messe Frankfurt's international portfolio in the consumer goods sector and compiles information for the trade in a bundled form.

www.conzoom.solutions

Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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. We are expanding our digital expertise with new business models. 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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