

Press release

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Creativeworld Trends: Long live Handicraft

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With their creative themes, the Creativeworld Trends appeal specifically to the active DIY community, whose focus is on the resource-saving use of materials and products. Existing things are used and embellished to create new things and new materials. Above all, the focus is on handicraft, as the title for the 2022/23 season gets to the point: Manual Movement.

Community, personal exchange and conscious consumption have gained enormously in importance in the last two years. This has a particular impact on the DIY sector. The creative community has become even more important and exchange is no longer limited to the private sphere, but can be found in public places in the city. Thus, urban oases become places of encounter that are creatively designed in community projects. In addition to the community, conscious consumption provides for new craft developments. Ideas are developed to create something new out of what is already there, thus extending the life cycle of the products. This is how we meet our responsibility for the environment with creativity.



Quadra is a project to transform a former car park in Milan, by the Milanese association WAU!
 Picture: Serena Confalonieri - Quadra - Piazze Aperte Comune di Milano - WAU!Milano - Ph Alice Mantovani

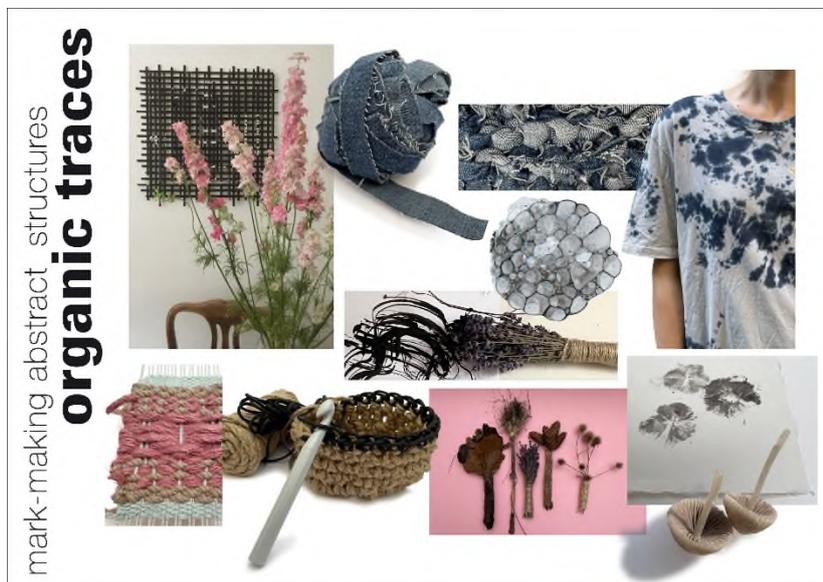
Messe Frankfurt Exhibition GmbH
 Ludwig-Erhard-Anlage 1
 60327 Frankfurt am Main

The stilbüro bora.herke.palmisano was commissioned by Messe Frankfurt to draw up the Creativeworld Trends 22+ and draw inspiration

Organic traces: Searching for traces in nature

The inspiration for "organic traces" lies in the abstract and the organic. Nature serves as a template for prints and designs, structures, textures and random surfaces. An infinite wealth of materials is right on our doorstep, so to speak. Roots, dry branches, grasses or twigs serve as brushes. They are bound, then briefly dipped in paint and leave abstract traces on paper, fabrics or ceramics. Coloured cord, jute or sisal can become woven accessories such as small coasters or doilies. This is where traditional craft techniques come into play, such as crochet, where baskets are crocheted from thick cord and ropes. The recycling or upcycling idea is also taken up. A worn pair of jeans becomes a new material by being completely cut up like yarn.

High-quality and handmade papers, blank greeting cards, cardboard, handmade paper, brushes and natural and stamping inks can be bought in the specialist shop, which are needed for the trail.



Organic traces: natural and abstract

Picture: Messe Frankfurt

Lovely keepings: longevity as a sustainable alternative

After the uncertain times that Corona has brought, people long for nostalgic memories, longevity and rediscovering beloved things. This romantic mood dominates "lovely keepings". The new romanticism is underlined by floral patterns, blossoms or ornaments that are applied to existing textiles such as old tablecloths, bed linen, lace blouses or vintage dresses. This is where traditional embroidery techniques come into play, such as stitching over, mouse teeth, decorating edges, ruffles, borders, backstitches or small decorative stitches. For the home, crockery, porcelain and decorative items are revived, decorated and worked on. The little things that lie dormant in the cupboards are embellished. Handkerchiefs are embroidered over and turned into napkins, beads are threaded on or hair clips are decorated with a floral pattern.

The range on offer in specialist shops is large and could include porcelain paints, brushes, yarns, crochet and knitting needles and of course offer the appropriate specialist literature or instructions for the traditional embroidery techniques.

Creativeworld
Internationale Frankfurter Messe für
Hobby, Bastel- und Künstlerbedarf
Frankfurt am Main, 29.1.-1.2.2022



Lovely keepings: nostalgic and romantic

Picture: Messe Frankfurt

As usual, Creativeworld will be held together with the international consumer-goods fairs Christmasworld and Paperworld at the end of January:

Christmasworld: 28 January to 1 February 2022

Paperworld and Creativeworld: 29 January to 1 February 2022

Press information & images:

creativeworld.messefrankfurt.com/presse

On social media:

www.facebook.com/creativeworld.frankfurt

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Creativeworld

Creativeworld is the world's leading trade fair for the international hobby, handicrafts and artists' requisites sector. In 2020, a total of 368 exhibitors from 39 countries made presentations to 9,201 trade visitors from 102 countries (FKM-verified figures). At Creativeworld, exhibitors show their latest products, techniques and materials for decorative crafts, graphic and artists' requisites, handicrafts, textile design, graffiti, street art 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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Nextrade – the digital marketplace

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

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

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