

news +++ Creativeworld
4 to 7 February 2023

creativeworld

And the Creative Impulse Award goes to...

Frankfurt am Main, 04 02 2023. Just about a month before the Oscars in Hollywood, Creativeworld honors the most innovative new products with the Oscar of the hobby, craft and artists' supplies sector. The Creative Impulse Award was presented today on the opening day of the leading international trade fair. The crowds at the ceremony were huge and the excitement about who will win an award in one of the five categories was palpable.

"I am so pleased to be able to stand here with you in the fully booked Hall 1 and finally welcome you back live to Creativeworld and to the presentation of the Creative Impulse Awards 2023," said Julia Uherek, Vice President Consumer Good Fairs at Messe Frankfurt, opening the festive awards ceremony. "54 products will enter the race for the coveted prize this year. And I would like to thank the jury, who had no easy task in choosing the winners. After all, all the products that were submitted represent the innovative power that lies within the creative sector. I'm always impressed by the ideas manufacturers come up with and how they use them to create new incentives for end consumers to get creative and try out new techniques."



These are the winners of the Creative Impulse Awards 2023.
Image: Messe Frankfurt/Jean-Luc Valentin

The Creative Impulse Award was offered for the first time in 2023 in cooperation with the Verlag Chmielorz and its trade magazine "Cutes & Friends". In her speech, Elke Sondermann, the property manager of the industry magazines "Cutes & Friends" and "Business Partner PBS", explained how it came about that the Verlag Chmielorz created

the new magazine "Cutes & Friends" for the creative industry and accompanied the Creative Impulse Award: "My whole team and I are absolutely thrilled by the great products submitted, the extremely nice manufacturer contacts all over the world, the highly professional jury and, of course, the committed partners of Messe Frankfurt. While the manufacturers can score points in their marketing activities with the Creative Impulse Award, the award-winning products promise better sales opportunities for retailers and thus also new inspiration for many creative users," says Sondermann.

The Creative Impulse Award 2023 was presented in five categories: Creative Product, Creative Tool, Creative Complete Set, Artist Product of the Year and Sustainable Product of the Year. The expert jury consisted of industry experts Craig de Souza, De Souza Co, Eva Olbrich, Director Creativeworld and Christmasworld at Messe Frankfurt, Lisa Tihanyi creative blogger with www.meinfeenstaub.com, Martina Lammel, DIY designer, book author and well-known from TV, Peter Nowotny, Chairman of ART Creativ eG, Silke Bosbach, from Atelier Silke Bosbach - Studio for contemporary textile Arts, and Thomas Holland-Letz, Deputy Managing Director of Fachverband Werkzeugindustrie e.V. "For me, everything is new at Creativeworld this year. I am experiencing it live and in color for the first time after the two Corona years, and I was part of the jury for the first time. This has given me a good overview of the industry and its creative work, and I have found the collaboration with the other jury members very enriching. What strikes me most about the creative industry is its liveliness and the joy of discovering and trying out new things. This is what distinguishes the community and will continue to develop it," says Eva Olbrich, Director Creativeworld and Christmasworld at Messe Frankfurt.

These are the winners 2023:

Category: Product of the Year

- 1st place: Colop Art & Crafts Digital
"e-mark go"
- 2nd place: Colop Art & Crafts SA
"LaDot Cosmetics Temporary Tatoos"
- 3rd place: Global Solutions, Inc.
"Sealing Wax Set"

The jury was enthusiastic about the "e-mark go" app stamp and its large selection of digital motifs as well as the individual design options. This stamp can be used to put your own logos or handlettering on a wide variety of products. In addition, the simple and intuitive use as well as the hold of the images on almost all absorbent surfaces such as paper, napkins, cardboard, wood, stone or leather were convincing.

Category: Tool of the year

- 1st place: Heindesign
"The box maker"
- 2nd place: Efco Creative GmbH
"Paper Workshop"

3rd place: Zahn Pinsel GmbH
"Triangular Liner"

The tool made of local wood, with its ecological and practical features directly captivated the jury. The "box maker" can be used to make small boxes that serve as gift packaging, for example. It is a board with attachment and three strips of different widths, which serve to determine the height of the box.

Category: Complete set of the year

1st place: DerivanPty Ltd
"Derivan Screen Printing Starter Kits"

2nd place: Glorex Ltd.
"Do-it-yourself natural cosmetics: Hand cream with orange oil"

3rd place: Kremer Pigmente GmbH & Co.KG
"Kremer Pigments Dyeing with Indigo Set"

In the case of the "Derivan Screen Printing Starter Kits", the jury agreed that this clever product is an absolute novelty and has revolutionized the otherwise complicated screen printing process. With the kit, you can get creative and develop your own techniques even without prior knowledge.

Category: Artist product of the year

1st place: Kremer Pigmente GmbH & Co.KG
"Kremer Pigments Set historical ink formulations"

2nd place: Zahn Pinsel GmbH
"Casin Vegan Watercolor Paintbrush Series"

3rd place: H. Schmincke & Co. GmbH & Co.KG
"Horadam Watercolor – Supergranulation"

The jury called the "Kremer Pigments Set" a likeable product. The historical background as well as the relevant information on the vegetable colors were convincing, as was the fact that one can continue to work with the creative, homemade products even after use. The set for the production of historical ink contains dyes, binders and auxiliaries as well as the recipe for the production of various inks. The inks are made from natural, synthetic and water-soluble dyes. Their color intensity and luminosity is enormous.

Category: Sustainable Product of the Year

1st place: H. Schmincke & Co. GmbH & Co.KG
"Liquid Charcoal"

2nd place: Kremer Pigmente GmbH & Co.KG
"Kremer Pigments Plant Dyeing Set"

3rd place: Efco Creative GmbH / Aladine SAS
"Gomille wood-based decorative parts"

The "Liquid Charcoal" is created by charring fruit seeds from the EU area, is vegan and natural. The supply chains are traceable and there is regional thinking. These points were decisive for the jury in choosing the first place. The clean, dust-free way of painting, charcoal drawing and underpainting was also highlighted. The charcoal from the tube can be used to work on particularly large areas quickly, and the paint can be smudged by hand and removed with water.

For all trade visitors, the special Creative Impulse Award area in Hall 1.1 Stand B01 is the perfect source of inspiration for their own product range design. The three winning products per category will be exhibited here. All winners and detailed product descriptions can also be viewed on the Creativeworld website in the digital booklet:

<https://qr.messefrankfurt.com/K398b>

Creativeworld will be held at the Frankfurt exhibition center from February 2023, at the same time as the leading international consumer goods trade fairs Ambiente and Christmasworld.

Creativeworld: 4 to 7 February 2023

Ambiente/Christmasworld: 3 to 7 February 2023

Note for journalists:

For further information, please visit: creativeworld.messefrankfurt.com

Press information and photographic material:

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

Links to websites:

Facebook: www.facebook.com/creativeworld.frankfurt

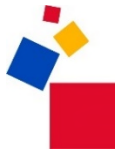
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Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: www.messefrankfurt.com/sustainability

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).

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* Preliminary figures for 2022