

news +++ Creativeworld
4 to 7 February 2023

creativeworld

Creative Academy – Great Stage of Creativity

Frankfurt am Main, November 2022. You see a long line in Hall 1.1 at Creativeworld and wonder what people are waiting for? Well, for the next workshop at the Creative Academy, of course! The 40 seats in the Academy area are much sought-after. This is where trade visitors can experience and learn the latest creative techniques, materials and products from national and international Creativeworld exhibitors.

The Creative Academy is often referred to as the heart of Creativeworld. And it rightly bears this title, as the great demand for the workshops shows. "The industry meets at the Academy and tests the manufacturers' new products, exchanges ideas and gives impulses and suggestions. Because being creative together is what Creativeworld is all about. It gives it the lively, colourful and enterprising flair that makes it the world's most important DIY event of the year", says Eva Olbrich, Director Creativeworld and Christmasworld.



Test the latest products live on site, at the Creative Academy.
Photo: Messe Frankfurt/Jean Luc Valentin

Martina Lammel, DIY designer, book author and TV personality, has been with the Academy from the very beginning and will be leading the creative workshop programme at the 2023 event together with Dorina Nowotny, social media coach and blogger. "After such a long break, I am particularly excited about the Creative Academy and look forward to being able to accompany the workshops again as a moderator and to meeting the familiar faces of the industry, but also the Creativeworld team," says Martina Lammel. "What's new for me is that the team has been strengthened by Dorina Nowotny, whom I met at Creativeworld in 2019 and was able to inspire to join me in supporting the

workshops. That's a great thing, because it gives me time to look at the exhibition myself again after years."

Numerous exhibitors have already registered for workshops on their new products. Marabu, for example, will be presenting its YONO marker. Under the motto "Acrylic meets YONO", unique works of art will be created with acrylic paint and YONO marker. The marker creates fascinating possibilities for more highlights and effects on acrylic. On the theme of FIMOair - no bake JUST MAKE! Staedtler will be presenting its air-drying modelling clay that sets without baking. And the US company Polyform Products will show workshop participants how to make earrings from Sculpey polymer clay. Here, the popular terrazzo trend is taken up. Different techniques will be presented and the finished earrings can be taken home afterwards.

The **Creative Academy** will take place on all four days of the fair from 11 a.m. to 4 p.m. in **Hall 1.1, Stand D81**. You can find out about the individual workshops in the Creativeworld event calendar from January in the run-up to the event. The calendar will be updated regularly. creativeworld.messefrankfurt.com/events
It will not be possible to register for the workshops in advance.

From February 2023, Creativeworld will be held at the Frankfurt exhibition centre at the same time as the leading international consumer-goods 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

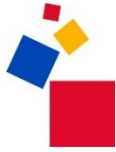
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Creativeworld Hashtags

#creativeworld23 #homeofconsumergoods #creativeindustry

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Information about Creativeworld

Creativeworld is the world's leading trade fair for the international hobby, handicrafts and artists' requisites sector. 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.

nmedia.hub: The order and content platform for the home & living industry

The digital order and content management for brands and retailers in the consumer goods industry extends the trade fair and enables orders 24/7, 365 days a year.

www.nmedia.solutions

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 one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar in our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's 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.

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