

messe frankfurt

creativeworld

7.–10. 2. 2025

NEW: Friday to Monday

FRANKFURT/MAIN



# EYES ON CREATIVITY!

Wow the experts: exhibit  
at Creativeworld 2025



# A WORLD OF DIY FOR THE INTERNATIONAL TRADE

## Big reach, big ideas – big business!

In early 2025, Frankfurt will once again become the creative centre of the universe. Creativeworld is the planet's biggest, most important specialist DIY trade fair. Once again, all eyes will be on creativity! This is the only place you can present your latest product ideas, techniques and materials to so many international trade visitors, highlighting all their detailed features. Our product groups span Hobby & Handicrafts, Graphic & Artists' Supplies, Handiwork & Textile Design and Graffiti & Street Art. This is the place to develop contacts with new and existing customers. Present your new products – internationally! You'll get closer to your target groups here than at any other event.

**NEW**  
FRIDAY TO MONDAY

## GET READY FOR YOUR TARGET GROUP

### You'll find top decision makers from ...

- Retail
- Retail chains
- Speciality stores
- Department stores
- Discounters and self-service
- Wholesale and import/export
- Mail order and e-commerce
- Services, healthcare and education

### ...who specialise in ...

- Hobby, handicrafts and artists' supplies
- Home improvement, building and gardening
- The toy trade
- Food, health and beauty
- Floristry, decoration and gift shops
- Industry and craft

### ...as well as ...

- Opinion leaders and influencers like journalists and bloggers



## FIGURES

FINE FIGURES FOR  
2025!\*

\*As at February 2024, subject to FKM check



# PRODUCTS FOR THE WHOLE WORLD

Showcase your offer tailored to the DIY world – and benefit greatly from the buyers our broad product groups attract to Creativeworld. **This is the perfect environment for you to conclude international business!**

## FOUR MAJOR PRODUCT GROUPS

### HOBBY & HANDICRAFTS

Handicraft materials and sets, batik dyes, gemstones, felt, glass paints, hobby and handicraft books, sequins, beads, porcelain painting supplies, scissors, face paints, wax crayons, silk paints, ribbons, edging, decorative articles, florists' materials, gift wrapping, mosaics, packing and binding materials, polystyrene articles and tools

### HANDIWORK & TEXTILE DESIGN

Sewing machines, wool, yarns, buttons, textile materials, fabrics for embroidery and sewing plus everything you need for knitting and crocheting

### GRAPHIC & ARTISTS' SUPPLIES

High-grade paints and paper, canvases, brushes, easels, water-colour accessories, chalks, charcoal, creative tools as well as writing and drawing instruments

### GRAFFITI & STREET ART

Airbrush and accessories, primer and fixative, spray cans, acrylic markers and paints, paint pens, graphic markers, calligraphy pens and nibs and water brush pens

# TRENDS & EVENTS

### Bring on the new season.

Only at Creativeworld can buyers get up close and personal with the full range of tomorrow's international creative trends! It's the main trade fair for the hobby, handicrafts and artists' supplies sector and offers specialist retailers an overview of the latest industry fashions, as well as an order platform.

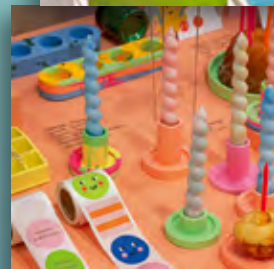
An exceptional programme of events attracts your target groups – offering valuable knowledge and great business opportunities.

Your prospects will want to check out your latest products, materials and tools in person.

Present them – it will start conversations with both regular and new customers.

### Your benefits:

- Are you looking to be a trendsetter for the coming season? If so, exhibit your products in the eye-catching Trend Area at Creativeworld Trends 2025/2026!
- Register to give a workshop at the Creative Academy, where customers can try out your products.
- Enter the Creative Impulse Award to attract even greater interest in your company and products.
- Exhibit your sustainable products as part of the sought-after Ethical Style by Creativeworld special interest programme.
- Simplify your business with nmedia.hub, the order and content platform for the Home & Living sector that makes it easier to order (and reorder) and to manage product data.





# TAKE PART TO GO GLOBAL

Make sure you book a place at the world's largest DIY trade fair in good time. By exhibiting, you can energise international trade customers at Creativeworld, from 7 to 10 February 2025.

## Only here in Frankfurt can you:

- Forge valuable contacts with national and international decision makers.
- Meet new and existing target groups.
- Make the most of opinion leaders in the press and influencers on social media.
- Experience first-hand which trends and innovations are most positively received.
- Negotiate deals at the fair itself with high-quality decision makers from the wholesale, import/export and retail sectors.
- Take advantage of our unique infrastructure and comprehensive range of services – including our Exhibitor Media Package.
- Benefit from outstanding synergy effects with the concurrent Ambiente and Christmasworld consumer goods fairs.

## Don't miss out!

TYPE OF STAND	STAND RENTAL PRICES
1 side open	€ 222.00/sqm*
2 sides open	€ 251.00/sqm*
3 sides open	€ 268.00/sqm*
4 sides open	€ 278.00/sqm*

\* Excluding € 4.30/sqm environmental contribution, € 0.60/sqm AUMA contribution (Association of the German Trade Fair Industry) and VAT. Mandatory media package € 985.00 ex. VAT.

## Creativeworld 365 days a year? Yes, really!

Our online formats let you network, present your products virtually and enjoy numerous online events before, during and after the trade fair. Use of the platform is included in your Exhibitor Media Package. The online exhibitor search engine and the nmedia.hub digital order platform are available all year round.



LOOKS LIKE IT'S  
YOUR YEAR!

## SITE PLAN

Want to look at the ideal infrastructure for your stand ahead of time? Simply check out the current Creativeworld site plan on our website.



VIEW THE  
SITE PLAN

## 3 IN 1

**Ambiente** and **Christmasworld** will run alongside **Creativeworld**. Many international visitors from the consumer goods industry see this as the perfect opportunity to gather information and garner inspiration from all three fairs at once. **Take advantage of the great synergy** and look forward to more potential purchases!



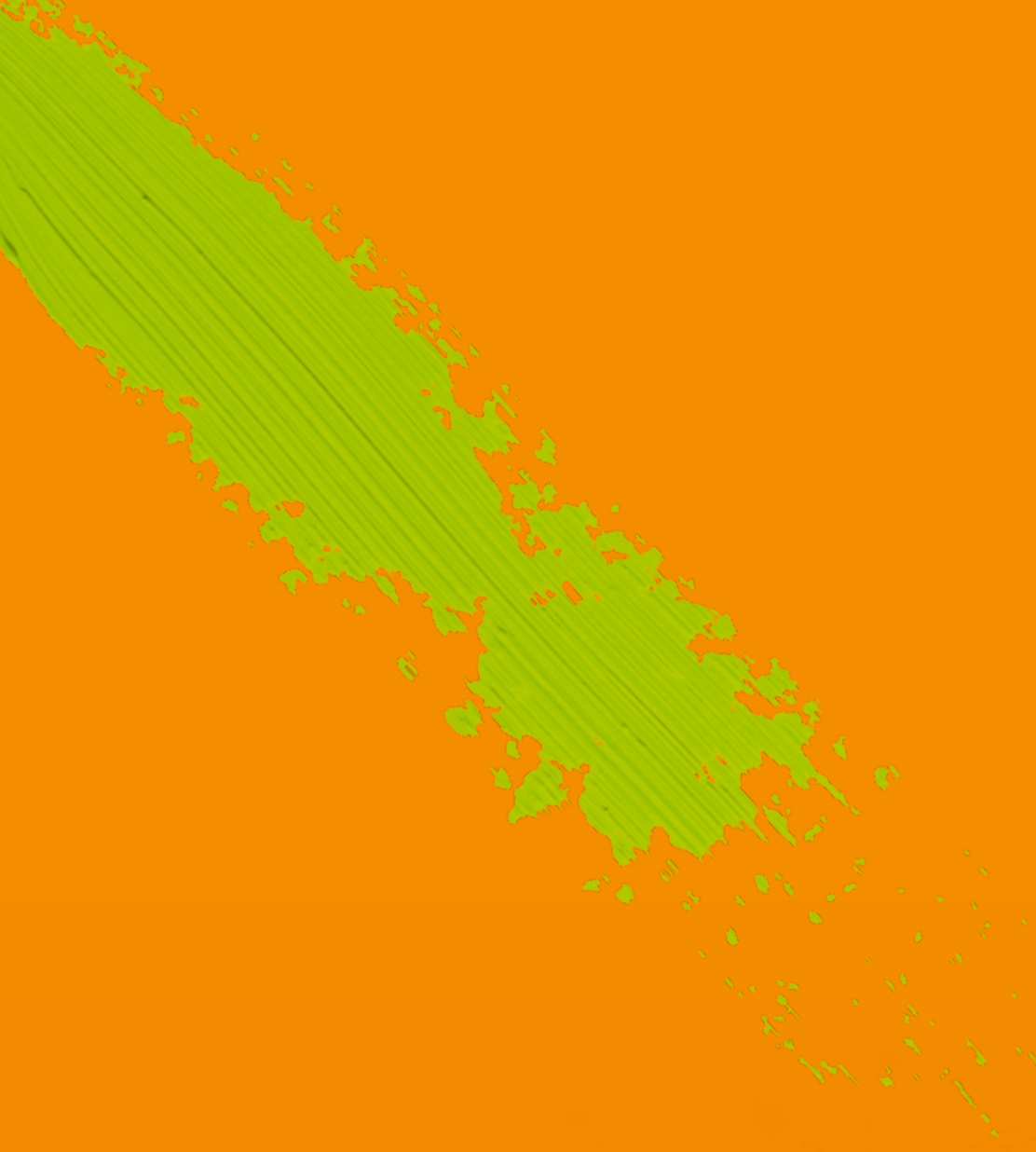
IT'S ALL COMING  
TOGETHER NICELY

WE LOOK FORWARD TO  
HELPING YOU IN PERSON.

Christopher Huth  
+49 69 75 75-5710  
christopher.huth@messefrankfurt.com

For all the latest  
information:





**Creativeworld**  
Messe Frankfurt Exhibition GmbH  
Postfach 15 02 10  
60062 Frankfurt am Main, Germany

Tel. +49 69 75 75-0  
[creativeworld@messefrankfurt.com](mailto:creativeworld@messefrankfurt.com)

[creativeworld.messefrankfurt.com](http://creativeworld.messefrankfurt.com)