

Press release

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## Creativeworld 2022: Creativity connects

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**The international DIY sector is looking forward with anticipation to Creativeworld, from 29 January to 1 February 2022, in Frankfurt am Main. In terms of personal exchange and the haptic experience, a long dry spell lies behind the creative community. The world's most important leading trade fair for hobby, craft and artists' requisites will once again bring the sector together and show the trends for the coming season, the new products and the latest creative techniques developed over the past two years.**

"As the new head of Creativeworld, I am particularly looking forward to meeting in person on site and exchanging ideas with the industry. For 2022, we are planning a number of highlights to bring each other up to date and to know what moves the creative market", says Eva Olbrich, Director Creativeworld at Messe Frankfurt Exhibition GmbH. "We are very pleased with the great demand from manufacturers from abroad, so we will be well positioned internationally. Companies from France, the Netherlands, Italy and Spain, but also from the USA, Japan and Korea will be there in January."



Creativeworld offers the entire creative product portfolio

Photo: Messe Frankfurt

Numerous manufacturers are looking positively and expectantly to Creativeworld and agree that real meetings on site are needed for successful business. Because it quickly became clear that digital exchange cannot replace real encounters in the long term. Creative products live from the haptic experience. Colours, papers, brushes, pens want to be tested and new techniques will be learned.

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

Renowned manufacturers such as Fedrigoni, FILA group, Lyra, Molotow, Rico and Staedtler will be at the 2022 event. They will show their creative assortment in the product groups hobby and handicrafts, graphics and artists' supplies, graffiti and street art as well as handicrafts and textile design.

### **Supporting programme offers added value for the trade**

"We show tomorrow's trends and offer the trade workshops and product demonstrations for the new latest materials and tools", explains Eva Olbrich. "What the trade needs to serve the individual needs of creative customers can be found with us at Creativeworld."

**Creativeworld Trends** are at the top of the list when it comes to inspiration. For trade visitors, they are a creative treasure chest. Here, they can learn what no assortment should be without for the 22+ season and discover new ideas for working with different materials and tools. For the coming season, the trends are themed "Manual Movement". With the three themes: "colour statement", "organic traces" and "lovely keeping", old favourite pieces are given a new lease of life, urban space becomes a canvas and nature is used to search for traces.

For further inspiration and expertise, there is the **Creativeworld Academy**. On the stage, there will be lots of workshops and product presentations on the latest creative materials and techniques. The focus here is particularly on personal exchange. Specialist dealers will learn directly from the manufacturer how to use the latest products and what helps them in their consulting and sales activities. In addition, the Creativeworld Academy provides retailers with ideas on how to hold workshops in their shops and how to be a competent advisor to customers.

### **Additional digital offers intensify networking**

A supplementary online platform for Creativeworld increases the international reach for exhibiting companies and trade visitors and also promotes new contacts, networking opportunities and knowledge transfer. Digital exchange via chat or video is already possible one week before and two weeks after the event.

Workshops from the Creativeworld Academy, for example, will be streamed live and can be experienced digitally. In this way, the trade fair highlights can also be experienced by visitors from overseas who will not be able to travel to the fair in 2022 due to travel restrictions. The videos will be made available afterwards on the Conzoom Solutions knowledge platform. With the Nextrade order and data management portal, there is another digital service already established by Messe Frankfurt. Nextrade enables digital 24/7 business relationships between retailers and suppliers. As the first digital B2B marketplace for Home & Living, the platform digitally brings together supply and demand from the entire industry and thus creates great added value for both sides.

### **Safe trade fair visit thanks to safety and hygiene concept**

Messe Frankfurt's hall and infrastructure is not only unique, but also an important component of the safety and hygiene concept.

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Hobby, Bastel- und Künstlerbedarf  
Frankfurt am Main, 29.1.-1.2.2022

To make the personal encounter at Creativeworld as safe as possible for all participants, Messe Frankfurt makes use of various control. These go far beyond the measures taken in the public sector and make the Frankfurt's exhibition halls into excellent and safe meeting places, even in times of pandemic. The measures include 100 per cent fresh air supply, generous design of halls and entrances to maintain safety distances, intensive cleaning measures, a hygiene-adapted catering concept and the proven wearing of mouth and nose protection.

### **Business trips to Germany possible without quarantine**

According to the current status, entry into Germany is possible for business travellers from almost all countries without quarantine. The prerequisite for this is a business reason, which is participation in the trade fair. In addition, visitors require proof of complete vaccination, recovery or a current antigen test (3G).

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](https://creativeworld.messefrankfurt.com/presse)

### **On social media:**

[www.facebook.com/creativeworld.frankfurt](https://www.facebook.com/creativeworld.frankfurt)  
[www.instagram.com/creativeworld.frankfurt/](https://www.instagram.com/creativeworld.frankfurt/)  
[www.linkedin.com/company/creativeworldfrankfurt](https://www.linkedin.com/company/creativeworldfrankfurt)  
[https://twitter.com/Creativeworld\\_](https://twitter.com/Creativeworld_)

### **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

### **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](https://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

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goods sector – bundling a wide range of information for retailers. [www.conzoom.solutions](http://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](http://www.messefrankfurt.com)