

creativeworld

Sustainable, nostalgic, fun-loving - Creativeworld defines the trends for 2024

Frankfurt am Main, September 05, 2023. As a trend platform, Creativeworld is the first port of call and guide for the hobby, craft and artists' supplies sector. On behalf of Messe Frankfurt, the trend bureau bora.herke.palmisano researches worldwide trends and techniques, materials, shapes and colours that will inspire the international creative community in the coming season. Organised in the three theme worlds Calm Essentials, Vintage Vibes and Funny Styles, the Creativeworld Trend Show from 27 to 30 January 2024 will give manufacturers and the trade live, on-the-spot orientation about what is to come.



The Calm Essentials trend statement: quality and reduction to the elemental. Image: Messe Frankfurt

genuine is in the foreground, for example in the mixture of light and dark clay for puristically beautiful ceramic works. Restrained colours from off-white, ecru and grey tones to black go well with this. Strong ochre and a charming, delicate red set warm accents. Simple sketches or structures become reduced motifs. Graphic embroidery, quilted lines and checks or accentuated edges add sophisticated colour accents and stylishly enhance textiles. In this way, cushions or linen blouses are processed by hand and given a personal touch. Minimalist is also the jewellery design with rod beads: simple techniques are used to create effective results such as simple filigree rings. Drawings with coloured pencil, chalk and fineliner enhance the appearance of greeting cards. Carved linoleum or eraser stamps can be used not only for single motifs but also for two-dimensional patterns, as the print templates can be shifted against each other or superimposed. Sculptural forms made of plaster, clay or concrete conquer the third dimension. Here it is possible to experiment wonderfully with complementary materials of

Calm Essentials focuses on what is elemental. "Less is more" is the credo. In limitation lie undreamt-of creative possibilities. Now more than ever, the quality of materials is gaining in importance: materials are recognized as precious - in the creative process they are valued accordingly. In the coming season, the choice falls on fine materials such as merino wool, cashmere and mohair: knitted fabrics feel even more valuable and are enriched by a sensual element. The natural and

their own sensual quality: Paper cast in plaster appears transparent and creates subtle effects - simple and surprising.



Vintage Vibes: With sophistication and new appreciation, cast-offs are artfully given new life. Image: Messe Frankfurt

give even the plainest second-hand objects a nostalgic and sensitive feel. Everything is enchanted by imaginative, creative techniques. Thus, self-designed print motifs are reminiscent of the typical hatchings of old copper engravings; elegant flower silhouettes are transferred with a brush onto delicately striped bed linen; decorative stitches transform coloured cardboard into poetic paper flowers - the coming season sees in bloom a new passion for things with vintage appeal. Fine, old tablecloths become fashionable accessories like a fabric handbag; collectible cups and sugar bowls are transformed into original candlesticks - each piece unique. More than ever, social trends are reflected in the creative process: in fashion, feminine details such as jewellery show up across gender lines. Brooches, self-threaded pearl necklaces or embroidery details can be found on masculine shirts; a blouse with a large bow can be put together from two typical men's shirts, commenting with a wink on the fluid boundaries between the sexes.

Vintage Vibes celebrate the charm of what has gone before: Nostalgic items are experiencing a revival. Heirlooms and flea market finds are artfully transformed into new favourite pieces. Old things are looked at anew with an unbiased eye; in the creative process, old things are appropriated anew: Textile designs, ceramics or papers are charmingly altered, painted and embroidered or simply serve as templates. Old buttons become unconventional stamps for sealing wax; floral motifs



Charmingly imperfect: inspired by comic motifs, pixel aesthetics and vibrantly powerful colours, cheerfully playful Funny Styles are created. Image: Messe Frankfurt

Hurray for humour and hilarity! **Funny styles** draw their inspiration from this. Strong, contrasting designs look cheerful, lively and full of energy. With dynamism and a twinkle in the eye, this style mixes different materials, contrasting colours and bold motifs in the coming season. Spontaneous, intuitive patterns and energetic neon tones take centre stage. For example, a crocheted mobile phone case with a carrying chain made of strikingly colourful beads becomes a fashionable exclamation mark. Colourful

accessories and decorative elements can be made from paracord, such as elaborate Japanese knots for good luck. Together with the striking gift box, they become a colourful team that gives joy. Graffiti effects, cartoon prints and the characteristic black outline of comics are strong design elements. Well-known comic motifs and funny animal figures such as the duck and Lucky Cat serve as stylised embroidery, knitting and painting patterns; pictograms and pixels, symbols of reduced aesthetics, become motifs and design elements in their own right. The Lego© letter-print technique follows precisely these aesthetics. Funny styles are lively, playful and humorous. They are created by a look that retains a childlike quality: Why shouldn't a pair of socks have two unequal sides? Even when modelling, the surfaces are allowed to be uneven: perfection is no longer a standard here: It is the imperfection from which craftsmanship now derives its charm.

The trend scouts: bora.herke.palmisano

With personal passion, the trend bureau bora.herke.palmisano analyses international trends in fashion and art, interior and lifestyle for Messe Frankfurt. From their design perspective, Claudia Herke, Cem Bora and Annetta Palmisano explore which techniques, materials, shapes and colours lend themselves to the trade. Their industry experience is the basis for ensuring that the forecasts for the new season reliably reflect current consumer wishes and market developments. Last but not least, they also try out all the materials and new craft ideas themselves. So, they can convincingly present their experiences and the creative results at the special presentation and in their lectures.

Creativeworld will continue to be held at the same time as Ambiente and Christmasworld at Frankfurt Fair and Exhibition Centre:

Creativeworld:	27 to 30 January 2024
Ambiente/Christmasworld:	26 to 30 January 2024

Press releases & images:

<https://creativeworld.messefrankfurt.com/frankfurt/en/press.html>

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