

Press

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Creativeworld
International Frankfurt Fair for Hobbies, Arts & Crafts and
Artists' Requisites
Frankfurt am Main, 27 to 30 January 2018

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Creative Impulse Award 2018 presented at Creativeworld

The most important international award for the DIY sector was presented to the best innovations of the year for the 13th time on 27 January 2018. The awards ceremony was held at Creativeworld, the leading international trade fair for hobbies, arts & crafts and artists' requisites.

The Creative Impulse Award is a trend barometer that reflects the great innovative power of the DIY sector. "This year, we have set a new record for the number of entries with 74 products, tools, sets and creative books battling it out for the coveted award", says Julia Uherek, Group Show Director Consumer Goods, Messe Frankfurt Exhibition GmbH. At the beginning of January, a jury of top experts from the trade, industry and media met to assess, test, discuss and evaluate in detail all entries for the four categories. To this end, the members of the independent jury were able to draw on their experience from the fields of trade, sales and consumer demand, as well as their own skills in a wide variety of creative techniques. "I attended the meeting of the jury and was able to make my own impression of the products and tools that are being honoured here today. I am constantly amazed at the innovative power of the sector. The host of new ideas illustrates the potential inherent in do-it-yourself. I have great respect for the manufacturers who invest lots of energy and expertise in the development of new products and thus inject new life into the market", said Julia Uherek at the awards ceremony. She also thanked Messe Frankfurt's Cooperation Partner, the Bit-Verlag publishing company, and the editorial staff of 'HobbyArt' magazine for the long-running, good working relationship, reflected by the success of the Creative Impulse Awards.

The winners of the four categories – 'Creative Product of the Year', 'Creative Tool of the Year', 'Complete Kit of the Year' and 'Creative Book of the Year' – were announced during the ceremony at the Creativeworld Forum.

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

The winners in 2018:

Award Category: Creative Product of the Year

1st place: H. Schmincke & Co. 'Josef Horadam Watercolour Wheel'

2nd place: A. Hausmann 'Hato Tex Fluorescent Paints'

3rd place: MH&P Montag, Hampf & Partner 'Aqua – Canvas'

H. Schmincke & C. took first place with the 'J.H. Watercolour Wheel' because it presents Horadam's historical watercolours in a unique design. The jury was also persuaded by the extremely high-grade and timelessly elegant design, as well as the exclusive material of the product. Through the integrated and lockable water tank and the practical brush rest, the Watercolour Wheel offers a high level of painting comfort, e.g., artists can also work professionally outside the studio.

Award Category: Creative Tool of the Year

1st place: Heindesign / Beate Winkler 'StampCover'

2nd place: Jacquard Products 'YouCAN – Refillable Spray Can'

3rd place: Rayher Hobby 'Embossing Punches'

The innovative product covers the stamp motif exactly and thus permits new forms of expression of creative stamping in the twinkling of an eye. In other words, 'StampCover' by Heindesign increases the range of creative applications for stamps. Techniques, such as 3D or layering, can now be used without smearing. The film covers are unique and completely new, which greatly impressed the jury.

Award Category: Creative Kit of the Year

1st place: Frechverlag 'Bookies Crochet Kits'

2nd place: efco creative 'IZINK Pigment Textile – Stamp and Ink Pad'

3rd place: Online Schreibgeräte 'Masterset'

Frechverlag was chosen by the jury as the winner for its 'Bookies Crochet Kits' because, on the one hand, the product is characterised by an attractive and modern design and, on the other hand, appeals to different target groups: crochet fans and book worms. Moreover, thanks to the delightful packaging, it also makes a great gift. The practical instructions are available online and offline, which makes following them easy and, via the internet connection, is particularly interesting to young people.

Award Category: Creative Book of the Year

1st place: Frechverlag 'Handlettering Watercolour'

2nd place: Christophorus Verlag 'Awaken your creativity'

3rd place: Frechverlag 'Soxxbook'

The jury selected the 'Handlettering Watercolour' book by the Frechverlag publishing company for the appealing combination of the hand-lettering trend and classic watercolour painting. Particularly interesting for the jury was the spectrum of watercolour painting and the design. Basics and vivid examples, as well as online videos and exercise pages, make it easier to implement the water-painted messages.

All winning products and entries will be on show at Creativeworld in Frankfurt am Main (Hall 4.2, Stand B90) until 30 January.

The Creative Impulse Award 2018 expert jury:

Silke Bosbach	Atelier Silke Bosbach, Overath
Martina Lammel	Designer, author, Ettlingen
Joanna Masiuk	Head of DIY Marketing, DaWanda Berlin
Peter Nowotny	Art Creativ Dormagen
Michael Reichhold	Director Creativeworld Frankfurt
Lisa Tihanyi	Creative blogger with meinfeenstaub.com
Stella Lindemann	Strategic Partnerships Manager DaWanda
Craig de Souza	Executive Director of AFCI.UK

About the Creative Impulse Award

The 'Creative Impulse Award' was launched in 2006 and is a collaboration between Messe Frankfurt Exhibition and 'HobbyArt' magazine at Creativeworld. This innovation award is open to companies from the sector and those with products and offers for the sector. The winners are selected by an independent jury of specialist retailers and experts. All winners receive a certificate and a logo that can be used for promotional purposes. Additionally, the first-placed entrant in each category is also presented with a glass trophy.

Further information about the Creative Impulse Award, Creativeworld and photographs can be found at:

www.creativeworld.messefrankfurt.com

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With over 2,300 employees at some 30 locations, the company generates annual sales of around €647 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. 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 | www.congressfrankfurt.de | www.festhalle.de