

Press Release

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Street art brings fresh air to the retail trade

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In order to compete successfully at the point of sale, high street retailers need to win their customers' loyalty with ideas and concepts for new shopping experiences. Creativeworld presents some exciting solutions for shop design and provides the expert knowledge that specialist retailers need in order to advise their customers confidently and competently.

Creativeworld, International Trade Fair for Hobby, Arts and Crafts Supplies, will be giving insights and overviews relating to the DIY sector from 26 to 29 January 2019. One of the major themes looks at the challenges currently facing the retail trade. High-street retailers are in direct competition with an increasing number of online sellers. In addition, customers have become more demanding. Whilst it remains true that selection on the basis of price is no longer as strong an influence as it was in the noughties, when the slogan was 'the cheaper the better', consumers want to see something for their money. So, it falls to the high street to offer customers conceptually stimulating shopping experiences and knowledgeable advice.

And Creativeworld, with its 'Street Art' theme, has lots of perspectives on this. Street art is very much on trend – it appeals to a broad target audience, ranging from teenagers and graffiti artists to the older generation. Accordingly, street art is ideal for inclusion in traditional fine arts and creative goods retail shops. "At Creativeworld we have been following the growing enthusiasm for urban art and graffiti for some years now. And we welcome numerous manufacturers, such as Montana Cans, Montana Colors, NBQ, Royal Talens and Feuerstein GmbH with their own brand Molotow, who offer products and materials for it," says Michael Reichhold, Director of Creativeworld at Messe Frankfurt Exhibition GmbH. "For the traditional high-street retail shop, however, the inclusion of relevant products remains a continuing challenge."

Creating shopping experiences: 'Specialist retail concept 4.0 – Upgrade your store'

With 'Upgrade your store' (Hall 4.2, Stand C13) trade visitors will be able to learn more about street art and graffiti. With the help of a shop with a traditional range of hobby and creative-crafts products, the display shows how street art displays can find a place amongst the existing product range and, thus, how new target groups and potential sales can be accessed as a result.

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



In this dedicated section, visitors will be taken round on guided tours, will be able to have all their questions answered and take away with them some important and helpful tips. Also in this special exhibition, there will be demonstrations of how to work with some of the materials in order to break down barriers in situ. Creativeworld is being helped and supported in the creation of this special show by Feuerstein GmbH and their own brand: MOLOTOW™. Jürgen Feuerstein, CEO / Molotow, Feuerstein GmbH, says: “As an entrepreneur, one needs to be open to change and to new trends. Only then do new opportunities become possible. This also involves further development on the part of staff and it means people going outside their comfort zone – and it leads to the concept of a professional retail trade, a long way from the notion of a ‘large-scale distributor’!”

This is Street Art: a look back, a look forward and a look at some tools of the trade in the ‘Urban Art Lab’

Alongside an appealing design for the shop, one of the keys to success is the ability to give knowledgeable advice. This is where the specialist shop is particularly strong: in direct interpersonal dialogue between retailer and customer. For this reason, Creativeworld is offering the ‘Urban Art Lab’ action zone (Hall 4.2 Stand C11). In this joint collaboration with the Style Scouts®Graffiti Akademie, the emphasis will be on the history, the future and the development of graffiti and street art, as well as on the tools used. That way, visitors to the show, all members of the trade, will get important information about the subject together with lots of specialist knowledge.

Carlos Lorente, Managing Director of the Style Scouts®Graffiti Akademie, says of this special exhibition: "The ‘Urban Art Lab’ will be the action zone for street art, graffiti, urban artwork and creativity. There will be several work stations where professional artists will be giving insights into the wide variety of urban art materials. From the black-book sketch to work on canvas using a mixed technique - visitors who are interested in this area will be able to get a good impression of the ways in which the tools can be used."

Creativeworld
International Trade Fair for Hobby, Arts
and Crafts Supplies, Frankfurt am Main,
26 to 29 January 2019

The highlight of the 'Urban Art Lab' is the design of the stand. It is the work of internationally famous graffiti artist, Bond TruLuv, in collaboration with Style Scouts®. Enriched with some fascinating elements of augmented reality, the display portrays the development from cave painting to the post graffiti era in a lively and compelling way and enables the trade and professional visitors at the show to experience it for themselves.

Press releases & images:

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About Creativeworld:

Creativeworld is the world's major trade fair for the international hobby, art and craft supplies sector. In 2018, 336 exhibitors from 39 countries presented themselves, their products and services to the 9,266 visitors. Exhibitors showcase new products, techniques and materials for decorative craft work, graphic work, art, handicrafts, textile design and creative hobbies. The trade fair is a trend and business platform and represents the first rendezvous point in the business year. It is the ideal time to order for wholesalers, retailers and specialist outlets, building suppliers, DIY stores and garden centres, as well as for internet sellers and the mail-order trade. With its varied events programme, Creativeworld provides the sector with new ideas, inspiration and knowledge.

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 2,400 employees at 30 locations, the company generates annual sales of around €669 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