

Press Release

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## Creativeworld provides stimulus for the DIY sector

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**What is new on the DIY market? What areas offer new prospects for the specialist and retail sector and how can the up-to-the-minute trends be presented in individual shop windows? These and many other questions will be answered at Creativeworld in Frankfurt am Main.**

From 26 to 29 January 2019, the world's hobby, art and craft supplies sector will meet up at Creativeworld. More than 350 exhibitors from 44 countries will be exhibiting their new products to a national and international trade public. The products will be showcased in numerous workshops at their stands or presented on stage in the Creativeworld Forum. For four days, there will be demonstrations of everything that the creative heart desires: people will be making things, painting, tailoring, designing jewellery and packaging things, as well as sharing ideas and experiences with colleagues. The latest trends will be on show and, moreover, there will be prizes for the most innovative products. Two special presentations on the subject of Street Art will demonstrate new prospects for high-street retailers in terms of shopping experiences. "The life's blood of Creativeworld is its varied complementary programme of events, that we have developed in conjunction with our exhibitors. Visitors not only want to see the latest products and current trends, they also want to be able to get hands-on experience and try them out. As well, of course, as discussing issues of relevance to the sector," says Michael Reichhold, Director of Creativeworld at Messe Frankfurt Exhibition GmbH.

### **NEW: Trade Concept 4.0 – Upgrade your store**

One major theme, at the moment, relates to the challenges facing the retail trade. High-street retailers are in direct competition with a growing number of online dealers. So, it is up to the retail trade to be able to provide customers with imaginative shopping experiences and knowledgeable advice. With its street art theme, Creativeworld provides numerous perspectives on this. After all, street art is very much on trend and appeals to a broad target group that ranges from teenagers and graffiti artists to senior citizens. As a result, street art is the ideal thing to incorporate into retail outlets that cover traditional fine art and creative crafts. The 'Trade Concept 4.0 - Upgrade your store' (Hall 4.2, Stand C13) will help trade visitors become familiar with street art and graffiti, incorporating some stimulating new ideas for selecting an appropriate range of products. A specially constructed retail shop will demonstrate how street-art displays can find their place amongst an existing range of

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traditional hobby and creative craft supplies. Guided tours will take visitors through the special presentation and offer opportunities for questions to be answered and for discussion, as well as providing some important, useful tips to take away with them. In this area, there will, additionally, be demonstrations of the use of some of the materials, in order to remove any barriers or hesitation from the outset. Creativeworld has received help and support for this special presentation from Feuerstein GmbH and their 'Molotow' brand. Jürgen Feuerstein, CEO Feuerstein GmbH, says: "As an entrepreneur, you have to be open to change and new trends. They are what create new opportunities. And that involves the professional development of the staff, with everyone moving out of their comfort zone – as we shift from the concept of 'large-scale distributor' to one of professional specialist retailer."

### **NEW: This is Street Art: a look at the history, the future and the tools of the trade in the 'Urban Art Lab'**

A major key to success, alongside an appealing shop layout, is the ability to give knowledgeable advice. Indeed, that is where the strength of the specialist retail shop lies: in the individual dialogue between salesperson and customer. In collaboration with the Style Scouts Graffiti Academy, Creativeworld is putting on the 'Urban Art Lab' display (Hall 4.2 Stand C11), where the focus is on the history and the tools, as well as on the future and future development of graffiti and street art. It is a useful way of providing the trade visitors at the show with important information first-hand and imparting specialist knowledge, at the same time.

Carlos Lorente, Managing Director of the Style Scouts Graffiti Academy, says of the special presentation: "The 'Urban Art Lab' will be the demonstration area for street art, graffiti and other forms of urban art and creativity. At various points in the display we provide insights into a wide variety of urban art materials. Visitors with a particular interest in the field can get an overall impression of the various possible ways in which the tools can be used, from the black-book sketch to work on canvas, with a mixture of techniques."

The highlight of the 'Urban Art Lab' is the design of the stand itself, which has been created by the internationally renowned graffiti artist, Bond TruLuv, in collaboration with Style Scouts. Assisted by some fascinating augmented-reality elements, the trade visitors will be able to get a sense, at first hand, of the development from the early cave paintings to the post-graffiti era.

### **Creativeworld Forum – a creative hub**

Carlos Lorente, from Style Scouts, will also be on the stage of the Forum and will be offering a workshop on 'Urban Art'. The Creativeworld Forum is the creative heart of this leading trade fair: from 10 a.m. until the show closes, there will be a varied programme of workshops and product presentations on offer - all included in the admission charge. "We organised more than 25 workshops in 2018 and the reception they got was overwhelming. Almost every workshop was full," says Michael Reichhold. DIY-icon and TV presenter, Martina Lammel, will take us through the programme and says: "New techniques and tools leave a deeper impression in a workshop than they do just with a demonstration at an exhibition stand. I am already looking forward to seeing many enthusiastic specialist retailers per slot and lots of exciting courses."

That is how Martina Lammel envisages, for example, the workshop on 'Plastic Drawing' with the Aqua Pencil Graphix from Marabu. In a joint presentation with Edding International GmbH, Marcel Warnt will demonstrate how one can make one's own pocket scrapbooks. Staedtler, in conjunction with Peggy Milec are offering a workshop on 'FIMO made by you' and on the currently popular topic of 'New Watercolour – the new way to paint' there will be presentations by four manufacturers: Hahnemühle Fine Art, H. Schmincke, Da Vinci and Frechverlag.

### **Creativeworld Trends 2019/20: Welcome Friends**

For years, they have been one of the highlights at Creativeworld and are highly prized by both visitors and exhibitors alike, because of the plethora of ideas they embody. The **Creativeworld Trends** (Hall 4.1 G41), have been commissioned by Messe Frankfurt and devised by Stilbüro bora.herke.palmisano. The numerous DIY ideas demonstrate a wide range of inspiration in all areas: creative gifts and packaging, furnishing ideas, jewellery, clothes, fashion and accessories for the home. Moreover, they give stimulating hints on the colours, materials and techniques that will be most in demand in the upcoming DIY season. "Specialist retailers observe unexpected juxtapositions of creative materials and techniques in the special presentation, and so get some stimulating ideas for their businesses," says Claudia Herke, one of the designers at Stilbüro bora.herke.palmisano. "We also include, in the presentation of the Creativeworld Trends, the tools and materials used. That way, the visitors can see how the individual items have come into being." And it results in new opportunities for the retail trade, in terms both of display and of sales, as the new products and their various uses can be adapted for individual retail shops. New this year are the audio guides, which take visitors through the trends and provide detailed information on the three style scenarios: **cosy site**, **natural location** and **happy place**. With them, visitors can take their own individual tour of the different trend scenarios.

### **Creative Impulse Award:**

This will be the fourth time that the **Creative Impulse Award** has been organised by Messe Frankfurt in collaboration with the bit-Verlag publishing house. An adjudicating panel of specialists will select three winners in each of the following categories: 'Creative Book of the Year', 'Creative Tool of the Year', 'Complete Kit of the Year' and 'Creative Product of the Year'. The Award Ceremony will take place on the Saturday of the show in the Creativeworld Forum. All the submissions, together with the prize-winning products, will be on display, on all four days of the trade fair, in a dedicated presentation (Hall 4.2 Stand C46).

The Creativeworld **Events Calendar** will assist manufacturers and visitors alike to plan on an individual basis, to select the events that most appeal to them and to choose the relevant workshops from the programme: [creativeworld.messefrankfurt.com/eventcalendar](http://creativeworld.messefrankfurt.com/eventcalendar)  
All the special presentations and the workshops are included in the admission charge.

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

## **A trio of trade fairs: the opportunity to look beyond one's own horizons is a great boon.**

The concurrently held shows **Paperworld**, international trade fair for paper, office supplies and writing implements, and **Christmasworld**, international trade fair for seasonal and festive decoration, offer valuable synergies for buyers at **Creativeworld**. At the end of the day, the lines between areas such as DIY, decoration, present giving, writing and handicrafts are becoming more and more blurred in the world of retail, as well as in the eyes of the end-consumer. As a result, this trio of trade fairs brings additional stimulus for business and more opportunities for contact with others: helping, for example, to find sensible extensions to one's normal range of products using appropriate additional products. So, the journey to Frankfurt is worth it several times over.

Further information and photographic material available from:  
[creativeworld.messefrankfurt.com](http://creativeworld.messefrankfurt.com)

### **Creativeworld**

Creativeworld is the world's leading trade fair for the international hobby, handicrafts and artists' requisites sector. In 2018, a total of 335 exhibitors from 39 countries made presentations to 9,266 trade visitors. At Creativeworld, exhibitors show their latest products, techniques and materials for decorative crafts, graphic and artists' requisites, handicrafts, textile design 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

### **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](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)

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