

Press release

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Creativeworld 2019: new exhibitor record and in touch with the latest trends

Kerstin Winkel
Tel. +49 69 75 75-3620
kerstin.winkel@messefrankfurt.com
www.messefrankfurt.com
www.creativeworld.messefrankfurt.com

The leading international trade fair for the hobby, handicrafts and artists' requisites sector is a business platform, order fair, innovation forge and trend barometer in one. More than 360 manufacturers from all around the world are showing an unrivalled spectrum of products in Frankfurt am Main from 26 to 29 January 2019. Additionally, visitors can take part in numerous fascinating events revolving around top themes in the DIY sector.

Creative design and handicrafts are more than just hobbies. They represent a trend for all generations. Do-it-yourself and painting promote children's motor skills and intellectual development. Adults follow the trend towards colouring and hand lettering as counterbalances to everyday digital life. Handicrafts are popular among senior citizens because they help maintain fitness and promote communication. "Creativity is booming and Creativeworld will once again live up to its reputation as the biggest and most international platform for the sector in 2019. A total of 362 manufacturers from 44 countries are taking part. They include numerous renowned manufacturers of branded products and many newcomers. With their product portfolios, our exhibitors cover all major DIY segments", says Michael Reichhold, Creativeworld Director, Messe Frankfurt Exhibition GmbH.

TOP exhibitors and product variety at Creativeworld

Creativeworld presents an unrivalled spectrum of products in the fields of hobby and handicrafts, graphic artists' and artists' requisites, handiwork and textile design and decorative handicrafts.

The **hobby and handicrafts** product segment will be represented by prominent companies such as Creative Company, Sissix-Ellision Europe and the German manufacturers Buntpapierfabrik Ludwig Bähr, Eberhard Faber and Staedtler. Among the newcomers to Creativeworld are Robert Bosch AG with its subsidiary, Dremel, which will present multi-functional products for turning, milling and cutting. The product segment encompasses handicrafts materials and sets, paints, gemstones, felt, hobby and handicrafts books, porcelain painting, scissors, face paints, wax crayons, silk paints and other DIY articles.

Registrations from the **graphic artists' and artists' requisites** segment have been received, for example, from Royal Talens, Pebeo, Clairefontaine and Lascaux, as well as German companies, such as Art Select, Edding, Marabu, Lyra, C.Kreul and H. Schmincke. Among the

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

products on show will be high-grade paints and paper, palette knives, brushes, easels, watercolour sticks, chalks, charcoal, graphic artists' accessories, creative tools and street-art articles. On the subject of **street art**, manufacturers, such as Montana Cans from Germany, Montana Colors and NBQ from Spain and, for the first time, Feuerstein GmbH with its own Molotow brand, will present the latest paints and materials.

Trade visitors will find sewing machines, wool, yarns, fabrics for sewing, crocheting and embroidering in the **handiwork and textile design** product segment. There, exhibitors such as Brother Sewing Machines, Hotex - Hollmann and Stafil will be showing their latest products and innovations.

In the **decorative handicrafts** segment, registrations have already been received from Artemio, Efco Creative and Glorex. The spectrum of products in this segment ranges from ribbons, edging and decorative articles, via florists' materials and gift-wrapping materials, to mosaics, floral foam and materials for wiring and taping, as well as polystyrene articles.

Additionally, trade visitors to Creativeworld will find many internationally renowned **full-range suppliers** including Rayher Hobby, Rico Design, Max Bringmann and Hobbygross Erler.

Creativeworld a magnet for top decision makers

Every year, Creativeworld in Frankfurt am Main attracts more than 9,250 trade visitors, 67 percent of them from outside Germany in 2018. Over recent years, the leading trade fair for the sector has developed into the sector's most powerful magnet for top decision makers from the wholesale, retail and specialist trades. This applies equally to DIY markets, garden centres, the internet trade, mail-order companies and commercial users, such as art academies, educational institutes and care facilities. Product offers, such as creative and handicrafts materials in user-friendly complete sets, represent interesting supplementary product lines for the toy and book trades, as well as food retailers and drug stores. More and more buyers from these segments are using Creativeworld as their order platform.

NEW: The Creativeworld Business Matchmaking Programme. Exhibitors and visitors with common interests can make contact with each other and lay the foundations for new business relationships even before the fair begins. Thus, the visit itself can be made even more successful and efficient. The Business Matchmaking Service is free of charge. All trade visitors with a valid admission ticket can access the service via the Creativeworld website. Exhibitors are automatically enrolled in the programme.

Creativeworld events: in touch with the latest trends

Creativeworld is inspiring, lively and future-oriented. The most innovative products are honoured, the latest trends shown and exciting subjects, such as street art, are presented within the framework of the extensive programme of events. New in this connection are the **'Trade Concept 4.0 - Upgrade your store'** and the new **'Urban Art Lab'** special shows.

The creative heart of the trade fair is, as always, the **Creativeworld Forum** in Hall 4.2. There, workshops and product demonstrations are held on the big stage on all four days of the fair. The Forum is also the venue for the presentation of the **Creative Impulse Award** (12.00 hrs on Saturday, 26 January 2019), which Messe Frankfurt gives in cooperation with Hobby Art magazine. The **Creativeworld Trends** in Hall 4.1 reveal what the coming DIY season has to offer.

The complementary programme of events at Creativeworld has something for everyone. Trade visitors wanting even more creative input need only go to the exhibition stands where international manufacturers present their latest products and provide opportunities for the visitors to try them for themselves.

Creativeworld takes place from 26 to 29 January 2019.

Note for journalists:

Further information and photos at:

www.creativeworld.messefrankfurt.com/press

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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500* employees at 30 locations, the company generates annual sales of around €715* 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

*preliminary figures 2018