

Press release

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Creative Impulse Award 2019: top award for the best innovations in the sector

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On 26 January 2019, the most important international prize in the DIY sector was awarded for the 14th time to the best innovations of the year. The formal awards ceremony was held at Creativeworld, the leading international fair for hobbies, arts & crafts and artists' requisites.

The DIY sector is constantly on the move: it captivates us again and again with new trends and vibrant ideas, and it embraces a huge number of innovative products. This is also demonstrated every year by the submissions for the Creative Impulse Award, which Messe Frankfurt awards in cooperation with publishers bit-Verlag. The innovation award is the most important award in the sector and it provides guidance to experts when it comes to new products and trends. "Yet again, a large number of outstanding products, tools, kits and books were submitted this year by German and overseas companies", says Michael Reichhold, Creativeworld Director, Messe Frankfurt Exhibition GmbH, and jury member.



The jury members try out the latest new products. Aline Niedrich, Dörte Brillung, Peter Nowotny, Martina Lammel, Michael Reichhold, Silke Bosbach and Claudia Pullwitt (from left)

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

At the beginning of January, a top-ranking adjudicating panel of sector experts from retail, industry and the media met in Frankfurt am Main to give careful consideration to all the submissions. For a day, the jurors

looked at everything in great detail, trying things out and assessing them conscientiously. In so doing, they brought to bear their experiences in retail, business and consumer needs, as well as their own manual skills in a wide range of creative techniques. "There was everything there: from minutely detailed tools, to environmentally sustainable art and handicraft materials, ingenious kits and detailed creative books – and with such a wealth of ideas, the decision was anything but easy", says Reichhold. Aline Niedrich, Seller Growth Specialist at Etsy Germany GmbH, was particularly impressed by the quality and presentation of the products. She says: "The samples submitted and the helpful descriptions made it easier to see and assess the innovative potential of a product".

The winners in the categories of 'Creative Product of the Year', 'Creative Tool of the Year', 'Creative Kit of the Year' and 'Creative Book of the Year' were formally announced in the Creativeworld Forum.

The 2019 winners:

Award category: Creative Product of the Year

1st place: myboshi 'myboshi favourite colours'

2nd place: D.T.M. Loisirs créatifs 'PATAGOM'

3rd place: Miled Ben Dhiaf, LOGO-BETON 'Kneadable Concrete Evolution'



The winning entry, the innovative 'myboshi favourite colours', makes colouring with natural dyes a matter of child's play. The product is well conceived and combines several aspects: it is portable, entertaining, and sustainable, and it is very easy to combine the colours. The jury was won over by the product concept and also impressed by the fact that the sales revenue from 'myboshi favourite colours' enables social projects to be supported across the world, in cooperation with sevengardens.

Award category: Creative Tool of the Year

1st place: Dremel 'Dremel Stylo+'

2nd place: Rayher 'Casting Moulds for Tiles & Relief Modelling'

3rd place: Heindesign 'Stamp Corner'

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The 'Dremel Stylo+' multitool is suitable for a range of different applications, such as carving, engraving, polishing, cleaning and grinding. It persuaded the jury because of its handy size and the fact that it is also ideally suited to filigree ornamentation. In addition, it is great for using on glass. Thanks to the different accessories, it can be used for a wide range of applications, so there are no limits to creativity.

Award category: Creative Kit of the Year

1st place: Marabu 'Soft Linol Textil Print & Colouring'

2nd place: frechverlag 'Handlettering Advent Calendar'

3rd place: PW International 'Punch Needle Set: Abstract'



The 'Soft Linol Textil Print & Colouring' kit from Marabu includes the special new fabric printing and watercolour colour varieties, and specifically developed tools and materials, thus offering a large number of techniques and combination possibilities. The modern design and the easy-to-understand application process were deciding factors for the jury, because even inexperienced artists are able to achieve impressive results with this product – they can produce modern designs quickly and simply for trendy t-shirts, patches and even whole fabric panels all by themselves.

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Award category: Creative Book of the Year

1st place: Kremer Pigmente 'Kremer Pigments Recipe Book'

2nd place: frechverlag 'Acrylic Pouring'

3rd place: efco creative 'Book Series: Sweet Packaging'



Artists can create their own personal colour experience with the 'Kremer Pigments Recipe Book'! The jury was particularly impressed by the detailed list of all the colour ingredients – the 37 recipes from the colour pigments specialist offer the possibility of producing colours sustainably and according to individual needs. A must-have for all those who've always wanted to know more about colour!

All winning products and entries will be shown at Creativeworld in Hall 4.2, stand F46, until 29 January.

The Creative Impulse Award expert jury 2019:

Silke Bosbach	Atelier Silke Bosbach
Dörte Brilling	HANDMADE Kultur Verlag
Dominic Fleming	Head of Sales & Operations, ICHF Events
Mark Hayhurst	Editor, Craft Business Magazine
Martina Lammel	Designer and author
Aline Niedrich	Seller Growth Specialist at etsy
Peter Nowotny	Executive Board, Art Creativ
Michael Reichhold	Director of Creativeworld, Messe Frankfurt
Craig de Souza	Executive Director, AFCI.UK

About the Creative Impulse Award

The 'Creative Impulse Award' for innovation was launched in 2006. It is a collaboration at Creativeworld between Messe Frankfurt Exhibition GmbH and the HobbyArt trade magazine. Companies from the creative sector and those with products and offers for the sector can apply for the innovation award. The winners are chosen by an independent jury made up of specialist retailers and sector experts. All winners receive a certificate and a logo that can be used for promotional purposes. In addition, the first-placed entrant in each category is presented with a glass trophy.

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You can find further information about the Creative Impulse Award, Creativeworld, and photographic material at: www.creativeworld.messefrankfurt.com and read all about it in our blog at: www.creativeworld-blog.com

You can also follow us on Facebook and find all the news about the event directly through our social media channels.

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 2,500* 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).

Further information is available at: www.messefrankfurt.com

* provisional figures 2018

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