

Press Release

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Creativeworld exhibitors brings a smile to children's faces

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Children are full of creative ideas: they love to paint, stick and cut up things to make the most impressive objects. For example, cardboard boxes are turned into houses, paper rolls become rockets and disposable bottles are given a new lease of life as unicorns. To promote this creativity, Creativeworld and the Frankfurt Children's Office organise a donation campaign under the motto 'Creative Aid'

This year, for the tenth year running, Creativeworld and the Frankfurt Children's Office called on companies exhibiting at the fair to donate their creative products for a good cause after the fair. And, once again, around 90 manufacturers from home and abroad donated a variety of materials including acrylic paints, water paints, coloured pencils, felt pens, pencils, erasers, modelling clay, glitter, stickers, adhesive, high-quality paper, pulp fabrics, screens and easels. "More than 3,000 children and young people from socially deprived areas of Frankfurt benefit every year from the donations we collect at Creativeworld. I am delighted that so many of our exhibitors support this campaign", says Michael Reichhold, Creativeworld Director, Messe Frankfurt Exhibition GmbH. "I consider it very important that we make this contribution to promoting creativity among young people."



Michael Reichhold (Messe Frankfurt), Madeline Michaelis (Child Office), Christopher Huth (Messe Frankfurt)

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The Frankfurt Children's Office has its own stand at Creativeworld and can therefore make direct contact with exhibitors and tell them more about the project. "Most manufacturers know us and are highly committed to supporting our activities", says Madeleine Michaelis, organiser of the donation campaign at the Frankfurt Children's Office. "We are delighted that Messe Frankfurt makes this stand available to us free of charge. It puts us in the heart of the fair and enables us to coordinate the campaign more efficiently." After the fair closes, young people from 'Naxos Halle', a youth club in the east of Frankfurt, and volunteers go through the halls and collect the donations. All materials are then transported to the Children's Office warehouse where they are sorted and put on display. "When the teachers come to collect the donations, our warehouse looks like a specialist retailer's for creative materials", says Madeleine Michaelis.

More than 50 facilities for children and young people benefit from the donations

On 21 and 22 March, the doors of the Children's Office warehouse in Frankfurt-Riederwald opened and teachers were able to choose whatever they wanted from the wide range of materials available. "Many of the teachers come with precise ideas about how the donations should be distributed. They have projects in the pipeline and they can look for suitable materials here", says Madeleine Michaelis. Invitations were sent to over 50 facilities. As every year, they included kindergartens, primary schools, family centres, play groups and refugee homes.

Nina Vietzke, social educator with the Rhein-Main-Bildung non-profit organisation: "It's great that so many donations have been received. For us, it is a super opportunity to be able to choose from such a big selection of products with something for all ages: water paints for young people and coloured pencils and chalk for the little ones." Valeria Horvat-Ramsperger, kindergarten teacher at the Kinderzentrum Lauterbacher Strasse, is delighted. "For us, it is like Christmas all over again here. There are valuable materials for our special activities as well as everyday articles, such as erasers, sharpeners, adhesives and pencils. We are planning decorations for our summer festival, Easter and Mother's Day and will also be taking things for these occasions with us."

Children's Art!: the exhibition by children for children

Every year, the Frankfurt Children's Office choose a theme around which the children and young people who have benefited from donations can create a work of art. One of these pictures, collages or objects is selected by the artists from each facility and made available for the Children's Art! exhibition. "The theme for the 2019 exhibition was articles 13 and 17 of the UN Convention on the Rights of the Child. Article 13 covers freedom of expression and information while Article 17 deals with the right of access to media, including the protection of children and young people", explains Madeleine Michaelis. "We have already chosen

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a subject for next year's Children's Art! – the focus will be on Article 24¹ of the UN Convention on the Rights of the Child, which revolves around a child's right to good health.”



Genesisia (9), Maia (8) and Naomi (10) with water paints, felt pens, coloured pencils on paper

The Children's Art! exhibition is to be found in the Frankfurt Children's Office in Schleiermacherstrasse 7 and is open to members of the public. "If a visitor likes a work of art, it is possible to purchase it via a donation, which would then go toward our 'Sponsorship Fund' for children up to 14 years of age whose parents cannot afford to pay for art, music or sport instruction", says Madeleine Michaelis.

The Creativeworld exhibitors who took part in the 2019 donation campaign were:

A.Hausmann GmbH	ARS GRATIA SL	Art Materials Ltd.
ART-EXPRESS UKRAINE LLC	Artograph, Inc.	Bernasconi Fratelli di Umberto
Blockx J. Fils S.A.	BORCIANI E BONAZZI SRL	Brevillier Urban & Sachs
By the Buy	C. Kreul GmbH & Co. KG	Carabelle Studio SAS
CERAMICA COLLET S.A.	Chance Line Industrial Co., Ltd.	Chun Pao Enterprise Co., Ltd.

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¹ Article 24: States Parties recognize the right of the child to the enjoyment of the highest attainable standard of health and to facilities for the treatment of illness and rehabilitation of health.

Collall B.V.	Colorificio Centrale S.r.l.	COLOURSTOCK International b.v.
Cortex Plastic Co., Ltd.	CraftLab Marcin Machnac	Creative Arts Products Limited
Creativity International Limited	DecoArt INC	DOMS INDIA
eagle kreativ Deutschland GmbH	AIRPLAC	Enkaustikos / Tom Norton Walnut Drawing
Epoch Chemical Co., Ltd.	Etablissements Tobias N.V.	F.I.L.A. S.p.A.
F.M. Brush Co., Inc.	Feurer & Sohn GmbH	Fima Kirtasiye Bilisim Hiz. Yay. Kit.
H. Schmincke & Co. GmbH & Co. KG	Hahnemühle FineArt GmbH	Heindesign
HOBBYRING Creativ + Freizeit	HUNKYDORY GROUP LIMITED	Indeutsch Industries Private
Javier Herranz, S.L.	JEJE Produkt V.O.F.	Jong IE Nara Co., Ltd.
JOVI S.A.	Koninklijke Talens B.V.	Lion Office Products Corp.
Lyra Bleistift Fabrik GmbH & Co. KG	Madrid Papel Import S.L.	Magnani 1404 S.r.l.
Marabu GmbH & Co. KG	Miled Ben Dhiaf, LOGO- BETON	Möbius Creativ GmbH
Montana Colors S.L.	Morocolor Italia S.p.A.	MOTIP DUPLI GmbH
Niefenver Iberica, SL	Notions Marketing Corporation	OLFA Corporation
P.H. Coate & Son Limited	Pebeo SAS	Peter Bausch GmbH & Co. KG
Piatek Trzynastego K. Synakiewicz	Printindo Mega Utama, PT	Reflex GmbH & Co. KG
Reprint Art Stamps AB	SC Rafaelo Art Srl	Shanghai Fortune Stationery Co., Ltd.
Shanghai Marie Painting Materials	SIA Pranit Exim	Smart Fab International LLC
Speedball Art Products Company	Sponge Traders International	Staedtler Mars GmbH & Co. KG
Sunny Pro Co., Ltd.	TC "KOMPOZIT" LLC	Technical Paper – SPb Company

Tombow Pen & Pencil GmbH	UAB 'Daily ART'	We R Memory Keepers
West Design Products Ltd.	William Mitchell Calligraphy Ltd.	YFIP BV
Yisheng Industries Ltd.	Zwajomi BV	Brevillier Urban & Sachs GmbH & Co. KG
Yart Factory / Point to Paper	NPA Nordiskt Papper AB	Booksandboxes VOF
Stylex Schreibwaren GmbH		

The next Creativeworld will be held from 25 to 28 January 2020.

Note for journalists:

You will find further information, as well as photographs and video material, at:

www.creativeworld.messefrankfurt.com/presse

www.kinderbuero-frankfurt.de

Creativeworld

Creativeworld is the world's leading trade fair for the international hobby, handicrafts and artists' requisites sector. In 2019, a total of 362 exhibitors from 44 countries made presentations to 9,152* 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

* before final FKM verification

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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