

Press Release

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Creative Impulse Award: strong attendance figures as the anniversary approaches

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There will be excitement at Creativeworld when on 25 January 2020 the fifteenth Creative Impulse Award will be presented. It is then that the winners, in five categories, and the special prize for the most sustainable product, will be announced.

"I have been glad to see 58 submissions for the Creative Impulse Award 2020. And I am already excitedly awaiting the jury meeting on 3 January in Frankfurt. Then at last my jury colleagues and I will be able to test the latest products", says Michael Reichhold, Director Creativeworld at Messe Frankfurt Exhibition GmbH. "The exchange of views with colleagues is always very interesting, since we come from all segments of the industry. So each of us approaches the product assessment with different standards and expectations. That is just what makes the particular attraction of the jury meeting as far as I am concerned."



Jury meeting in Frankfurt am Main will be on 3 January 2020

Messe Frankfurt

The top-class jury, consisting of authoritative experts from retailing, industry and the media, will be composed as follows in 2020:

- Silke Bosbach, from Atelier Silke Bosbach – Studio for contemporary textile Arts
- Thomas Holland-Letz, deputy general manager of the Association

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

for the Tool Industry (*Fachverband Werkzeugindustrie e. V.*) and specialist on brushes

- Martina Lammel, designer and TV presenter
- Peter Nowotny, managing director of ART Creativ eG
- Katharina Pasternak, blogger: leelahloves.de
- Michael Reichhold, Director Creativeworld
- Craig de Souza, executive director AFCI.UK
- Mark Hayhurst, editor of Craft Business Magazine

Two new categories on the fifteenth anniversary of the award

The Creative Impulse Award is the most important award for hobby, handicraft and artists' requisites and, jointly with bit publishers, will be presented at Creativeworld on no less than the fifteenth occasion. As timely arrivals there will be two new categories. Along with the familiar prizes – **Creative Product**, **Creative Tool**, **Creative Complete Set** and **Creative Book** – the 2020 event will in addition be seeking to find the **Artistic Product of the Year**. This will include products such as brushes, easels or paper. And for the first time there will be the **special category of "Sustainable Product."** This will be awarded to one product from all those submitted. Numerous manufacturers from the creative sector who exhibit at Creativeworld and Paperworld submitted their innovations by the end of November 2019. Among these is Marabu, which in 2019 won the Creative Impulse Award in the Category of Complete Set of the Year. Kirsten Rohde, vice president for marketing at Marabu, says of the prize: "The Creative Impulse Award is an essential part of things for us and has become a well-established event in the industry. It supports the entire creative sector, gives it a high-profile platform, and a great deal of work and love go into organising it – of course we support that!"



Special exhibition on the occasion of the Creative Impulse Award Messe Frankfurt

Creativeworld
Frankfurt international trade fair for
hobbies, arts & crafts and artists'
requisites
Frankfurt am Main, 25 to 28 January 2020

All products submitted will be presented in an exhibition at Creativeworld from 25 to 28 January 2020 in Hall 4.2 (Stand F45/46), providing trade visitors with a unique overview of the coming highlights for their range of creative products.

Always up to date with the Creativeworld Blog:

www.creativeworld-blog.com

You will find further information, plus picture and video material, at:

creativeworld.messefrankfurt.com/press

creativeworld.messefrankfurt.com

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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

Conzoom Solutions – the platform for retailers

Conzoom Solutions is a knowledge platform that offers the consumer goods industry a wide range of studies, trend presentations, workshops and guidelines for the point of sale. It provides a complete overview of Messe Frankfurt's international portfolio in the consumer goods sector – bundling a wide range of information for retailers. www.conzoom.solutions

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 2,600* employees at 30 locations, the company generates annual sales of around €733* million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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. Headquartered 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

* provisional figures 2019

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