

Press Release

12 March 2020

## Creativeworld exhibitors support young artists

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**The long-standing partnership between Creativeworld and the Frankfurt Children's Office (*Frankfurter Kinderbüro*) paid dividends again this year for many children's and youth organisations as more than 100 Creativeworld exhibitors made donations of craft materials. On 12 March, these donations were formally handed over to more than 50 organisations in the Riederwald district of Frankfurt.**

For a three-year-old, a few coloured strokes on a sheet of paper can represent a car, a fairy or a dinosaur. For adults, these coloured lines are the expression of an imagination that needs to be encouraged. From a young age, children are keen to give free rein to their creativity – the coloured lines become pin men, recognisable cars or mythical unicorns. To allow such development to run its due course, children need materials such as paper, pencils, scissors, glue, stamps, canvas, brushes, paint - and a lot more. In many of Frankfurt's children's and youth organisations, however, there are insufficient funds to be able to afford such things.



Caption: Madeleine Michaelis, from the Frankfurt Children's Office and Michael Reichhold, Director of Creativeworld, at the hand-over ceremony in the Riederwald district.

"We know what equipment the toddler and play groups, pre-school and family centres have available and we are aware that there is a lack of precisely these creative materials in many districts of Frankfurt. That's why we were so grateful that Messe Frankfurt approached us twelve

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years ago and launched this wonderful scheme to encourage donations for us,” says Madeleine Michaelis from the Frankfurt Children’s Office. “Over the years, the promotion has continued to grow, and has become more and more professional in terms of its organisation. So, we go round Creativeworld and appeal to all exhibitors in person to donate their craft materials after the fair. Messe Frankfurt make a stand available to us, free of charge, to enable us to do this, so that we have somewhere to meet up and can be in the midst of everything that’s going on.”

The largest international trade fair for hobby, art and craft supplies, Creativeworld brings together almost 370 exhibitors. Of these, 111 took part in the donation scheme this year, providing a brightly coloured and vibrant mix of products and materials and offering anything and everything that a young artistic soul could wish for. The H. Schmincke company from Erkrath has taken part in the donation scheme from the beginning and their managing director, Nils Knappe, says: “We think it’s a great idea to combine art with social projects, such as integration and the fostering of creativity. We are delighted to be supporting projects that introduce young people to art with our artists’ colours.” Dr. Florian Hawranek, Managing Director of C. Kreul, is also keen on the project: “We’re very pleased to be supporting the donation campaign run by the Children’s Office. It is important for children to paint, to make and create things using good paints. That makes it a valuable experience for them, makes it fun and helps them to produce unique pieces of work. So, the pleasure that the children get from it is motivating for us. Another stimulus is, of course, avoiding waste. After a trade fair, the boxes will have been opened to a greater or lesser extent, so that they can no longer be sold on the retail market. The donations scheme is perfect in this respect: we can make children happy and don’t have to spend time unnecessarily sorting through things. And both things tick boxes when it comes to sustainability.”

### **Hand-over of donations to more than 50 children’s and youth organisations**

The Children’s Office invited people to attend the hand-over ceremony on 12 March 2020; amongst the 50 organisations were toddler and pre-school groups, youth clubs, primary schools, family and refugee centres. “It is great that we can reach such a range of groups with this scheme, from which more than 3,500 children and young people from socially disadvantaged areas will benefit,” says Michael Reichhold, Director of Creativeworld. “I am particularly pleased that our exhibitors have supported the scheme so generously, so that, together, we can all foster the creative talents of tomorrow.”



Caption: There is a huge selection of creative materials in store rooms at the Children's Office.

Many teachers have been coming to the formal hand-over ceremony for years and have specific ideas about which projects they need materials for. Martina Dehlinger, a member of the staff of the 'Junges Museum Frankfurt', has been attending the donations hand-over for a long time now: "We offer lots of different creative workshops, and I always find some great brushes, artists' paints and high-quality papers here, that we can use, for instance, in our book-binding course. We organise an 'urban sketching project' in the Easter holidays, for which we need water-colour and gel pens and I've already found some suitable ones here in the past. Manuela Melzer, a teacher in the Jasperstraße Children's and Family Centre in Preungesheim, is here to find some specific things amongst the donations: "I'm on the lookout for high-quality paper, patterned perforating cutters and pretty items such as glitter and pearls. Our budget doesn't run to materials like that. We have a large creativity room in which children can give free rein to their imagination and I offer special projects, for which I use the quality materials I get from the donations scheme. I am always delighted at the end of a project to see how proud the children are of their own artwork." Victoria Urban, a teacher on the staff of the Engelbert Humperdinck primary school, comes to the donations session to get creative ideas for her work: "I see so many different materials and new products here, that I always take away with me lots of ideas to try out with the children. And when I choose specific items, I can already see the children, for whom the materials will be suitable, in front of me."

**Always worth a visit: 'KinderArt' - art by children for children – at the Frankfurt Children's Office**

Creativeworld  
Frankfurt International Trade Fair for  
Hobby, Arts and Crafts Supplies  
Frankfurt am Main, 29 January to 2  
February 2021



What eventually comes out of the Creativeworld donations is presented every year in the 'KinderArt' exhibition at the Frankfurt Children's Office. Art works from all the organisations that benefitted from the donations are displayed in the exhibition. The collection this year is all about Article 24 of the UN Convention on the Rights of the Child – Healthcare. The focus is on life on our planet, healthy teeth for the youngest artists and healthy food for the older ones. There are 49 pieces of work on show. Over 220 children aged 2-15 took part in the exhibition.

Caption: 'An apple a day' by Tasnim (aged 4),

Souraya (aged 5), Sina (aged 5) - on show in the 'KinderArt 2020' exhibition

The 2020 KinderArt exhibition can be viewed throughout the year in the rooms of the Frankfurt Children's Office.

KinderArt 2021, which will result from this year's donations, will focus on Articles 28 and 29 of the UN Convention on the Rights of the Child. Article 28 is concerned with the right to education and vocational training and Article 29 deals with educational aims and educational institutions.

**Creativeworld exhibitors, who participated in the 2020 donations scheme:**

Morocolor Italia S.p.A.	Molax GmbH	St Cuthberts Mill Ltd
eagle kreativ Deutschland GmbH	Havo B.V.	Lyra Bleistift Fabrik GmbH & Co. KG
Niefenver Iberica, SL	Hahnemühle FineArt GmbH	CERAMICA COLLET S.A.
Epoch Chemical Co., Ltd.	H. Schmincke & Co. GmbH & Co. KG	Madrid Papel Import S.L.
Mapac Group Limited	Marabu GmbH & Co. KG	Magnani 1404 S.r.l.
Javier Herranz, S.L.	Ellison Europe Ltd.	Tonic Studios Ltd.
Christian Verlag GmbH	C. Kreul GmbH & Co. KG	Lion Office Products Corp.
Art Materials Ltd.	Max Bringmann KG	F.M. Brush Co., Inc.
A. Haussmann GmbH	Staedtler Mars GmbH & Co. KG	Acrylicos Vallejo S.L.
Art BOYA MALZEMELERI KIRT. TUR. DI# T#C.	JOVI S.A.	Frankfurt am Main, 29 January to 2 February 2021 Art Material International
CREARTEC trend design GmbH	frechverlag GmbH	AMEWI Trade e.K.

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OLFA Corporation	Vaessen Beheer B.V.	Angel Malma s.r.o.
Sairam International Pvt. Ltd.	Max Sauer SAS	Creative Arts Products Limited
DecoArt INC	Educational Art & Craft Supplies Ltd	Yisheng Industries Ltd.
Smart Fab International LLC	Daler-Rowney Ltd.	Zahidna Promyslova Grupa PJSC
Turan Boya San ve Tic Ltd Sti.	Canson SAS	La Francaise des Couleurs SAS
Manuscript Pen Co., Ltd.	F.I.L.A. S.p.A.	Nihon Rikagaku Industry Co., Ltd
HOBBYRING Creativ + Freizeit	Industria Maimeri S.p.A	Furnart Ahsap Urunleri
Bernasconi Fratelli di Umberto	Princeton Art & Brush	Nara Global Co., Ltd.
Mont Marte International Pty. Ltd.	Dixon Ticonderoga Company	Printindo Mega Utama, PT
DYP SIA	Shenzhen Honest Industry Co., Ltd.	Shri Ganesha
Surbright Enterprises Co., Ltd.	By the Buy	IP Kasparas A.B.
AEC Offshore Trading Pvt Ltd	Bobilon - PE Reshetnikova	Cousin Corporation of America
Xiamen Qilei	Shenzhen Zebras International Technology	Splat Planet Limited
Chance Line Industrial Co., Ltd.	Shanghai Marie Painting Materials	Tianchang Shuangfeng Stationery
Chee Wah Corporation Berhad	Best Creation, Inc	Productos Para Manualidades
UART	Distribuidora Universal SL	Polyform Products Company
NINGBO FLYINGKING IMPORT&EXPORT CO.,LTD.	Wm Sinclair & Sons (Stationers) Ltd	COLORYA SASU
MARKET UNION GROUP CO.,LTD.	Kreativplotter GmbH & Co. KG	Shanghai Fortune Stationery Co., Ltd.
LAVINIA STAMPS LIMITED	Spellbinders Creative Arts	Crafter's Companion Ltd.
Eclectic Products LLC	P13 K. Synakiewicz, L. Ciubak s.c.	Montana Colors S.L.
Heartfelt Creations	RIGO LLC	BD - TOVA, s.r.o.
Tombow Pen & Pencil GmbH	HUNKYDORY GROUP LIMITED	Sunny Pro Co., Ltd.
Alres B.V.	Jong IE Nara Co., Ltd.	A R Impex
Heyuan City Wingart Enterprises Co.,	Main Street srl	Liliya Holding (Technical Paper)

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CraftLab Marcin Machnaczc	Chun Pao Enterprise Co., Ltd.	Stix2 - UK Industrial Tapes Limited
Clairefontaine Rhodia	Mont Marte International Pty Ltd	

**Dates of next show:**

The next Creativeworld will take place from 30 January – 2 February 2021.

**Note for journalists:**

Further information, together with illustrative and video material can be found at:

[www.creativeworld.messefrankfurt.com/press](http://www.creativeworld.messefrankfurt.com/press)

[www.kinderbuero-frankfurt.de](http://www.kinderbuero-frankfurt.de)

Read all about this great project in our **Creativeworld Blog**, too:

[www.creativeworld-blog.com](http://www.creativeworld-blog.com)

Follow us on **Facebook**:

[www.facebook.com/creativeworld.frankfurt](http://www.facebook.com/creativeworld.frankfurt)

**Creativeworld**

Creativeworld is the world's leading trade fair for the international hobby, handicrafts and artists' requisites sector. In 2020, a total of 369 exhibitors from 40 countries made presentations to 9,201 trade visitors. At Creativeworld, exhibitors show their latest products, techniques and materials for decorative crafts, graphic and artists' requisites, handicrafts, textile design, graffiti, street art 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](http://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](http://www.messefrankfurt.com)

\* preliminary figures 2019

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