

Press Release

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## Boundless creativity at Creativeworld 2020

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**Creativeworld 2020 has celebrated freedom wholeheartedly: this year, more than ever, it is about giving people the means to become boundlessly creative. There are no limits to the combinations of materials and the traditional or innovative techniques that can be used to process them. On the contrary, it is all about diversity and individualisation.**

As a worldwide trend platform, Creativeworld reflects new developments in the national and international DIY market every year. At the end of January, nearly 370 manufacturers showcased the direction of the creative journey in 2020. "Every year anew it is interesting to see what ideas the manufacturers come up with in order to develop the sector. Quite often the ideas they showcase are not world innovations, but rather further developments and new approaches to already existing techniques", says Michael Reichhold, Director of Creativeworld, Messe Frankfurt Exhibition GmbH.

The focus of the creative themes for 2020 is the need to combine old and new: furniture, accessories and clothing are given an update with chalk paints, glitter, and coarse embroidery, making them new favourite items. Bags, jackets, pencil cases and notebooks are transformed into trendy personal statements with sayings and lyrics. The important thing is that typography is used freely; what matters is personality rather than perfection.



Typographies as far as the eye can see. Photo: Messe Frankfurt

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Different materials are combined to make deliberately imperfect pieces, preferably with elements from nature. Stones that have been picked up

are painted to make original place cards; textile remnants are transformed into reusable wax cloths with beeswax. The shapes and imprints of plants and flowers that have been collected become the motifs for festive invitations and framed artworks.

The Creativeworld trend team, Bora.Herke.Palmisano, has dedicated an entire trend world to this theme: 'work out'. It is where the stones, wood and grass collected become unique and individual pieces of jewellery, decorations, and small presents. The focus here is on creativity and the mix of materials: wooden objects, for example, are dipped in glittering acrylic paint and stones are decorated with paints.



A mix of materials, preferably with natural products and colours.

Photo: Messe Frankfurt

### **The theme of sustainability is on everyone's lips**

Behind the new enjoyment of upcycling and the innovative treatment of objects taken from flora and fauna, creatives increasingly want to move in harmony with nature. This approach is reflected in the focus on recyclable materials, biodegradable ingredients, reduced packaging, refillable cartridges and certified wood. "The theme of sustainability has definitely arrived in our sector", says Martin Erler, Director at efco. "This began with papier-maché objects made from scrap paper, beeswax cloths, and fully compostable ironable beads made from certified plastic. Specialist retailers are reacting very well to the products because demand for them is growing." Katharina Jacobs from Rico corroborates the trend: "It is important for us to embrace the 'Fridays for Future' movement, to build a world where 'Nature Matters' and to try to do without packaging materials."

Publishers have also taken up the theme of sustainability, with book series on the theme of zero waste and the 'Creative Book of the Year': 'We're saving the bees, hedgehogs and beetles! (*Wir retten die Bienen, Igel und Käfer!*)', which is produced by publishers frechverlag.

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Sustainability is becoming more important with creative products Photo: Messe Frankfurt

### Urban art is the expression of pure creativity

Creative freedom has always been the defining feature of the urban art theme. The trend has grown steadily and it has finally become a regular component of creative retailers' product ranges this year. Information about techniques, possibilities and concepts continues to play a big role here. Retailers can provide specific support to their customers in their search for forms of expression – above all with a successful mix of products and ideas for mixed media techniques. "Customers want to get professional advice and they are looking for new ideas and inspiration. This means that classic techniques, such as watercolour painting, and graffiti art are not mutually exclusive. They enhance one another", says Carlos Lorente, Director of the Style Scouts Graffiti Academy and curator of the Urban Art Lab concept area at Creativeworld. Even for children, the range of chalks and paints for asphalt is growing.



Start early: street art products, even for the little ones Photo: Messe Frankfurt

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### **Resin art offers impressive possibilities**

Everything to do with the theme of resin is new this year, be it cast artworks with a high-gloss finish, paperweights, or pieces of jewellery – synthetic resin has many facets and has already attracted a large following. Synthetic resin is strengthened by mixing it with a hardening agent, thereby producing a glass-like finish. Artworks can be coated in it, and this is a particularly good approach with textured objects. But with added pigments, colourfully glossy pictures with abstract or soft colour-shifts and objects, such as tabletops and decorative wooden resin sculptures, can be created. "Resin enables deep textures, high-gloss 3D images and a very special feel to be formed. Working with resin is a bit like meditating. Everything flows and feels relaxed", says Stefanie Etter, resin artist and art therapist, describing her work with synthetic resin.



Resin art offers a variety of artistic possibilities. Photo: Messe Frankfurt

### **Perennial creative favourites ('evergreens') continue to develop**

Hand lettering, découpage, washi tape, stamps and die cutting: the favourites of past years have become true 'evergreens' and evolved further. These popular techniques encourage the trend for personalisation, making notebooks and diaries, recipe collections and bullet journal planners into unique companions. Even people can become a part of the artwork - with facial stamps and matching colours, skin-friendly coloured pencils for drawing motifs, and tattoo pens. Acrylic pouring also remains a huge trend. Designing with alcohol-based inks is now an additional feature of the fluid art theme: whether it is flowing colour graduations, droplets or concrete motifs – imagination knows no bounds here as well.

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Personalisation with individualised typographies is very popular Photo: Messe Frankfurt

**Pastels are the colours of creativity and will continue to be so**  
 In terms of colours, pastel shades continue to be the absolute highlight. From personalised stationery to furnishing accessories and textiles, above all pale pink, dusky pink and soft pink are indispensable in the cosmos of the creative person.



Creatives favour pastel colours in all different aspects. Photo: Messe Frankfurt

**Next fair date:**

Next year, Creativeworld will take place from 30 January to 2 February 2021.

You can find all the information about Creativeworld 2021 at:

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

**Note for journalists:**

You can find further information, as well as image and video material at:

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

You can also follow us on **Facebook:**

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## **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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