

Press Release

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## For the 2021/22 Creativeworld Trends, 'The ways are the goal'

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**The Corona pandemic has changed a lot of things: the last few months have been characterised by more time at home, more time with the family and so, time for hobbies as well. Whilst everything has become more digital with the home office, home schooling and video conferences, analogue and haptic things have become more important. This is clearly reflected in the 2021/22 Creativeworld Trends, which send positive signals that show a good deal of freshness and respect for nature.**

There have been many changes in the world since March. There were suddenly curfews, the home office became the norm, and closed schools and children's facilities were the order of the day. People had to set up at home and find ways to occupy themselves and their families. Whilst creative ideas were very varied and inventive at the beginning of the lockdown, the creative spirit gradually dwindled over the course of the weeks and months. On behalf of Messe Frankfurt, the Stilbüro bora.herke.palmisano has developed the 2021/22 Creativeworld Trends, taking inspiration from this newfound time and the latent creative energy. "We are looking at upcoming trends in terms of the motto: 'the ways are the goal', because we need time for most things in life. Time that we rarely have. But we have been given this time through Corona. We were suddenly no longer in a hurry and needing to achieve quick successes", says Claudia Herke, from the Stilbüro bora.herke.palmisano. "We have been able to apply ourselves to creative pursuits with discipline, patience, continuity and energy. We have taken up techniques and methods again, whilst accepting successes and failures. This is why we have seized on the old saying 'The way is the goal (*Der Weg ist das Ziel*)' because it's so important at the moment and particularly appropriate for the creative sector."

With three trend worlds - 'second strategy', 'flower treatment' and 'natural procedure' - the designers show a variety of creative ideas that provide fresh input for creative hobbies.

### **Second strategy: sustainable and individual**

In a society where we consume things more quickly than we can use them, the 'Second Use Idea' comes to the fore. Clothing is made new, as it were: two different pieces become one, knitwear is repaired and defects in clothing become highlights. A red wine stain is painted over to make it eye-catching and the hole in a favourite jumper is embroidered with colourful wool. The batik technique is exciting here: this huge trend

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from the 90s is experiencing a renaissance, with two-colour, circle and dotted batik, or the Japanese shibori (tie-dye) technique.

What is more, the shibori technique also works on paper, making further development and a mix of different materials and techniques possible. In addition, silk screen printing is being rediscovered. In this way, letterings and artful motifs can be printed on many different surfaces.

Sustainability is also reflected in this trend world with ideas for recycling. This applies to materials, cardboard and glass packaging, ceramics and worn-out items: everything becomes a valuable craft material in the 'Re-use Workshop'.



### **Flower treatment: delicate and restrained**

Flowers and blossoms in all their facets play the lead in 'flower treatment'. It is all about a feeling of transience, poetry and expressiveness here. There is a sense of lightness and joy in the motifs, where blossoms can be painted on linen fabric, high-quality paper and textiles, with a few simple brushstrokes and watercolour, lead or clay pencils. However, a number of techniques used in the 'flower treatment' theme also require a creative commitment to an artistic task, as well as patience and discipline. This is because the techniques involved are also elaborate and challenging. For example, traditional skills such as Irish crochet (crocheted flowers) are being rediscovered. These blooms can embellish clothing, postcards and jewellery, making unique one-off pieces. Speaking of jewellery: this plays an important role in this trend world. Brooches, bracelets and necklaces with floral shapes and patterns catch the eye.

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### **Natural procedure: natural and free**

The need for nature and freedom is quietly and simply reflected in 'natural procedure'. This trend theme offers a multitude of possibilities whereby objects found in nature become stamps, colours or everyday objects. In keeping with the motto: 'dirty hands – happy minds' it is all about experimental techniques and working directly with and within nature. Wood and natural materials are very popular, but clay and natural colours are also used. Thus, natural colours are obtained from chard, beetroot, turmeric and nuts, using traditional methods. With their natural beauty, objects that have been collected, such as sticks, flowers, stones, pinecones and leaves, can be used as print motifs on cotton, linen and silk. With a large selection of paints, such as oil-based colours, acrylics and ink pads, the objects can easily be applied to the different materials.

In addition, in the 'natural procedure' theme, classic DIY techniques, such as weaving, plaiting and modelling, come into play. Natural materials are used: willow, jute, rattan and cane particularly lend themselves to this purpose.



"This forecast for the 2021/22 Creativeworld Trends promises much variety and the desire for new things. There is something for every creative here", says Michael Reichhold, Director of Creativeworld, Messe Frankfurt Exhibition GmbH. "I particularly like the sustainable concept that occurs in all three trend themes: if the Corona pandemic has brought about one good thing, it's the temporary deceleration that no one has been able to escape from, and the return to regional things and the nature that surrounds us."

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

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 44 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,

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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 just under 2,600 employees at 29 locations, the company generates annual sales of some €736 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)