

Press Release

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Creativeworld Trends provide fresh ideas for the 2021/22 creative season

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The Corona pandemic has kept the world on tenterhooks for a year now. This has changed a lot, because the last year was marked by more time at home, more time with the family, and thus also time for the hobby. 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.

Covid 19 has changed the world. Suddenly there are curfews, home offices have become the norm, closed schools and children's facilities are the order of the day. People have to make themselves at home, keep the family busy. Right now, creative ideas for the home craft table are in demand. 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 from the 90s is experiencing a renaissance, with two-colour, circle and dotted batik, or the Japanese shibori (tie-dye) technique.

Messe Frankfurt Exhibition GmbH
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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 'Reuse Workshop'.



Creativeworld Trend: Second strategy

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.

Consumer Goods Digital Day
Frankfurt am Main, 20.4.2021

Creativeworld
Frankfurt International Trade Fair for
Hobby, Arts and Crafts Supplies
Frankfurt am Main, 30 Jan. to 2 Feb. 2021



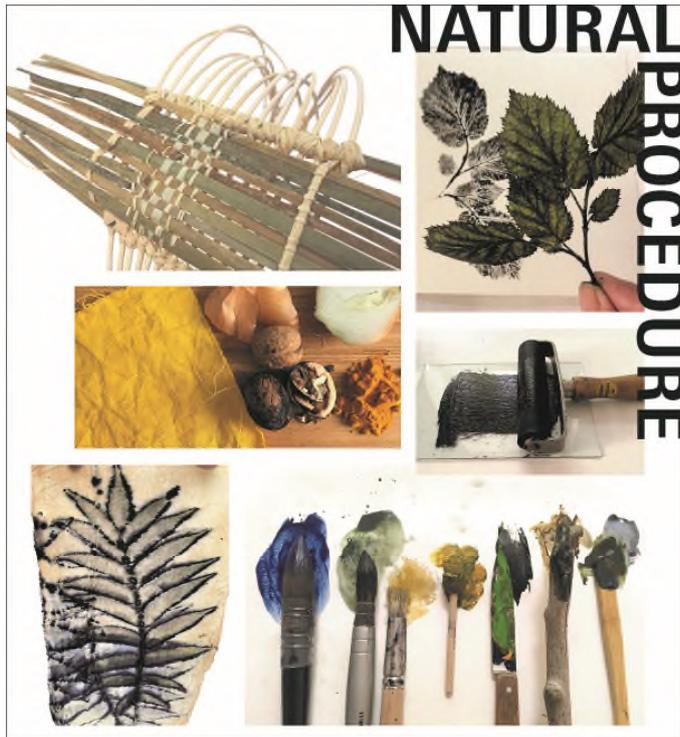
Creativeworld Trend: Flower treatment

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.

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NATURAL PROCEDURE

Creativeworld Trend: Natural Procedure

"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. " Particularly striking is the sustainable idea, which can be found 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 trade fair dates

The Consumer Goods Digital Day will take place on 20 April 2021.
 The next Creativeworld and Paperworld will be held from 29 January to 1 February 2022. The next Christmasworld will be held from 28 January to 1 February 2022.

Note for journalists:

You will find all the information at:
consumergoodsdigitalday.messefrankfurt.com
www.creativeworld.messefrankfurt.com

Press releases and images:

consumergoodsdigitalday.messefrankfurt.com/press
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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, Creativeworld is a source of new ideas, inspiration and expert knowledge

Nextrade – the digital marketplace

The new digital ordering and data management system for suppliers and retailers in the consumer goods industry extends the trade fair and allows orders to be placed at any time of day or night, 365 days a year. www.nextrade.market

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. The Messe Frankfurt Group employs around 2,500* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250* million in 2020, following sales of €738 million in 2019. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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. We are expanding our digital expertise with new business models. 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

* preliminary figures 2020

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