



messe frankfurt



Hello,

if you want to be on trend in business, you need to be familiar with current trends! Immerse yourself in the inspiring variety of the latest creative products, materials and techniques. At Creativeworld 2023, the primary focus is on sustainability with the slogan: **Spot on Handicraft**. stilbüro bora.herke.palmisano has identified three major trend themes for the coming season: **illustrative power**, **sensitive biology** and **innocent charm**. Intense, spontaneous and unmissable with bold colours and patterns – that's **illustrative power**. **Sensitive biology** is inspired by nature and takes a gentle, far-sighted look at the microscopic world of insects. And **innocent charm** is carefree, blooming and radiant with happiness – with a humorous, childlike look at everyday life. You can experience the Creativeworld Trends 2023 and their inspiring ideas for creating your product range in the Trend Area in Hall 1.2 B61.

1 CLICK, 3 TREND THEMES



Creative Impulse Award

Build your success on winners – the prize-winning products in our Creative Impulse Award offer outstanding inspiration!

This time we are awarding the "Oscar of the creative industry" together with a new partner: Chmielorz publishing house and its trade magazine "Cutes & Friends". Since the competition did not take place for the last two years due to the pandemic, new products from 2021 and 2022 are also eligible for the 2023 event. The jury assesses entries in terms of various criteria: innovative product performance, complexity, diversity or breadth of application, as well as ergonomics, design and particular environmental compatibility.

Benefit from the best ideas. From 4 to 7 February 2023, Creativeworld will be presenting the top three entries in each category in a special area in Hall 1. The awards ceremony will take place as usual on the first day of the fair (4 February 2023) on the stage of the Creative Academy.

More information and the award categories can be found here:

[INFO ABOUT THE CREATIVE IMPULSE AWARD!](#)



The order and content platform for the home & living industry

nmedia.hub has set itself the task of facilitating (re)order processes and the handling of article data for industry and trade.

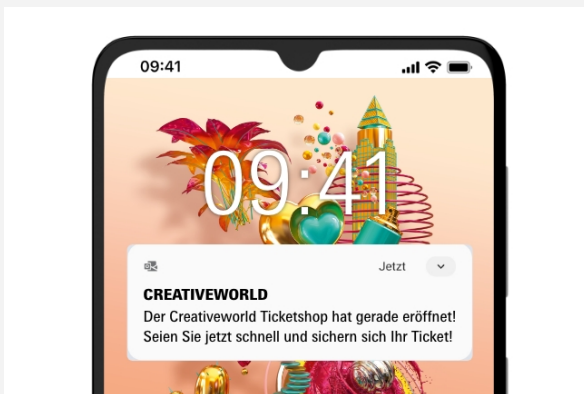
[TO NMEDIA.HUB](#)



Social Media

News, updates and personal impressions. Creativeworld social media are always at the heart of the industry action. Follow us here:

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Pleasant reminders!

Would you like to be kept in the loop automatically? Simply tell us to remind you early on about our various services to help you plan for your visit to the fair! You can even specify the day you want us to remind you about Creativeworld 2023.

[TO REMINDER SERVICE](#)

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