

creativeworld

Spot on handicraft! Creativeworld experiences joyful rush and reunites creatives from all over the world in Frankfurt

Frankfurt am Main, 28.02.2023. Creativity knows no boundaries – this was proven by the consumer goods fair Creativeworld, which presented the latest trends and DIY inspirations at the global industry meeting place at the Frankfurt exhibition centre from 4 to 7 February. There, the world's most important trade fair for the international hobby, craft and artists' supplies sector was held simultaneously with the consumer goods fairs Ambiente and Christmasworld for the first time. On 17,649 gross square metres, it invited 8,840 trade visitors in an exuberant atmosphere to order, to network and to get creative.

It enables visitors to experience trends with all their senses, immerse themselves in incredible worlds of colours and products, showcase imaginative DIY creations and inspire people to think differently: as a trend, networking and ordering platform, Creativeworld is the place to be for the global creative sector and the international DIY scene. On 17,649 gross square metres, the trade fair offered an unique variety of products and a colourful potpourri of creative innovations: 249 exhibitors from 36 countries presented their innovations in the fields of paper and stationery, graphic arts and artists' requisites, handicrafts and textile design as well as graffiti and street art. The dynamic trade fair is a signpost for new techniques and creative trends of tomorrow and puts the focus on social meta topics such as sustainability. "I experienced this year's Creativeworld live for the first time and am thrilled. It is a very special fair full of inventiveness, artistry and passion. We experience an overwhelming turnout – it is impressive to see how many countries the industry is gathering from here to network and create together after more than two years off due to the pandemic. It's a strong and passionate trade fair community", says Eva Olbrich, Director of Creativeworld and Christmasworld.



In between the joy of reunion and the desire to order

The Hobby-Kreativ Association confirms that the new ordering season got off to a good start: "Trade fair comeback a success!, 'unexpectedly positive' – these are some of the comments made by exhibitors at Creativeworld. The number of visitors was excellent and, unexpectedly, there were even lively orders again", says Gerlinde Karg, Chairwoman of the Board and General Manager. It was not only the high quality of the 8,840 trade buyers which enthused, but also their internationality – 65 percent came from abroad. In addition to Germany, the top ten countries of the 132 participating nations included the Netherlands, France, Belgium, Great Britain, Spain and Italy, Switzerland, the Czech Republic and the USA. "We were very pleased that all our partners from all over the world actually came. All the big customers from Europe are here, but also from overseas. And that's the purpose: to meet partners we don't see often. That was important to us. The quality of visitors and the internationality were very good," praises Hendrik Matischak, Executive Vice President of Marabu.

The role of the fair as a global meeting place for the industry and as a platform for new products is also emphasised by Laura Wolf, Head of Marketing at Molotow: "The volume of visitors was insanely great. Creativeworld has become even more international in terms of visitors, exhibitors and brands. We had a lot of customers from Latin America and the Middle East. When the fair started and the doors opened, people rushed into the hall and overran us. People are hungry for exchanging ideas and touching the products. The personal contact, the socialising and the experience itself have been missing."



Spot on handicraft: The trend area at Creativeworld invites visitors to get inspired and get involved. Photo: Messe Frankfurt/Jean-Luc Valentin

Successful trade fair concept

It is above all the elaborate special shows, the inspiring trend area and the varied workshops to take part in at the Creative Academy that make Creativeworld the highlight of the industry. Another attraction is the presentation of the Creative Impulse Award for outstanding new products in the creative sector. The success of the fair was confirmed by the trade visitors, who stated that they had achieved 93% of their goals. With a satisfaction rating of 92%, exhibitors also rated their participation as successful. "We are very pleased with the new trade fair trio of Ambiente, Christmasworld and Creativeworld - an all around successful concept. Here at Creativeworld, it is the lecture area that is very

valuable, especially for new products. We offered a workshop every day and every one was fully booked. We get feedback from the participants directly afterwards and notice what works well and what doesn't", explains Susanne Schmidt-Britting, Brand Manager at Staedtler. "The trend area is also exciting. We can compare our trends with it and find ourselves in it. It's a nice confirmation that we had the right nose and that the creative world speaks the same language."

Ambiente, Christmasworld and Creativeworld will continue to be held simultaneously at the Frankfurt exhibition center:

Creativeworld: 27 to 30 January 2024
Ambiente/Christmasworld: 26 to 30 January 2024

Note for journalists:

For further information, please visit: creativeworld.messefrankfurt.com

Press information and photographic material:

<http://creativeworld.messefrankfurt.com/presse>

Links to websites:

Facebook: www.facebook.com/creativeworld.frankfurt

Instagram: www.instagram.com/creativeworld.frankfurt/

LinkedIn: www.linkedin.com/company/creativeworldfrankfurt

Twitter: https://twitter.com/Creativeworld_

Creativeworld Hashtags

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Information about Creativeworld

Creativeworld is the world's leading trade fair for the international hobby, handicrafts and artists' requisites sector. 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.

nmedia.hub: The order and content platform for the home & living industry

The digital order and content management for brands and retailers in the consumer goods industry extends the trade fair and enables orders 24/7, 365 days a year. www.nmedia.solutions

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

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: www.messefrankfurt.com/sustainability

With its headquarters 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 for 2022