

news +++ Creativeworld – Eyes on creativity!  
07 to 10 February 2025

**creativeworld**

## **First-ever Creative Impulse Award honoring Children's Product of the Year**

**Frankfurt am Main, November 2024. The Creative Impulse Award is set to enter the next round with the new Children's Product of the Year category. In addition, the industry Oscar 2025 is becoming even more international: publisher Danny Rombouts and retailer Scott Stone will be part of the independent expert jury in the next year's award.**

**creative  
impulse  
award 2025**

**by creativeworld**

The Creative Impulse Award honours innovations in the field of hobby, craft and artists' supplies. Graphic: Messe Frankfurt.

Creativeworld is the most important trade fair for the international hobby, craft and art supplies sector and in cooperation with the publishing house Chmielorz Verlag the home to the Creative Impulse Awards. Each year, the award's independent jury of experts honours the most creative innovations in various industry-relevant segments - in 2025, for the first time, with the category Children's Product of the Year. 'Children's products are playing an increasingly important role in the DIY and creative industries. Products that are popular with children have a strong multiplier effect, as they are often recommended to others. And when children are introduced to the DIY world at an early age, they often remain creative as adults and loyal to brands that inspired them as children. That's why we have introduced the new Children's Product of the Year category,' says Stefan Schopp, Director Creativeworld.

With the upcoming edition, the leading international trade fair will also reflect the international market more strongly within the jury of the award. For 2025, the award wins the publisher Danny Rombouts, Director and Owner, Kreavak, and **retailer** Scott Stone, Managing Director, Gemporia Craft, for its jury. Rombouts and Stone complete the independent jury of experts, which consists of the lettering artist Dominic Gollanek, Snooze.One, the visual creator and host Martina Lammel as well as the content creator and photographer Lisa Tihanyi.

### **Next trade fair dates**

Creativeworld will continue to take place at the same time as Ambiente and Christmasworld at the Frankfurt exhibition centre. However, the three trade fairs will be moved to the beginning of February to ensure that the trade fair dates are harmonised.

**NEW:** Creativeworld: 07 to 10 February 2025  
Ambiente/Christmasworld: 07 to 11 February 2025

**Note for journalists:**

Discover inspirations, trends, styles and personalities on the [Ambiente Blog](#) and further expert knowledge and ideas for retail on [Conzoom Solutions](#). With the [Conzoom Circle](#) network, Messe Frankfurt links the most important international platforms for the global consumer goods and retail industry and bundles industry knowledge and expertise.

**Press releases & images:**

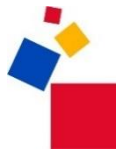
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