

creativeworld

Hands-on is the name of the game: Creative Academy 2026 showcases a world of creativity you can literally touch

Frankfurt am Main, 08 January 2026. Workshops to explore, engage in and learn from: Creative Academy at Creativeworld 2026 combines market trends with creative know-how you can truly experience first-hand. The popular format perfectly reflects the trade fair motto 'Hands-on what's hot'. What's more, for the first time, there will be an official certificate of participation for each workshop.

The Creative Academy in Hall 1.2 is one of the liveliest formats at Creativeworld – and in 2026 it will once again be the place where products are put into practice. In condensed workshops, trade visitors will discover how creative trends can be transformed directly into applicable knowledge: through hands-on work, exchanges with brand professionals and a high degree of practical relevance. This is not just a place for demonstrations – it is a place for action. The topics covered range from textile techniques and ceramic modelling to material innovations and classic craftsmanship.

Each workshop runs for around 30 to 45 minutes, starts on the hour and can be easily integrated into your visit to the trade fair – ideal for anyone who wants to start the new season with fresh ideas and sound expertise. From 2026, all participants will receive an official Creative Academy certificate for the first time – a real added value for further training and team qualification in the retail sector.



Immersive and at the centre of action: at Creative Academy, visitors can try their hand and have fun. Photo: Messe Frankfurt / Jean-Luc Valentin

The programme will kick off on Friday, 6 February at 10:30 a.m. with the Creative Impulse Awards ceremony – the stage for the most innovative product ideas of the year. The award-winning innovations offer guidance for anyone looking for strong inspiration for consulting and product ranges.

Highlights from the workshop programme

The workshop with the addiExpress Kingsize knitting machine shows how creative textile products can be put on display. In just 45 minutes, a complete hat is created – by simply turning the crank instead of traditional knitting. This encourages hands-on activities in the shop and shows how modern technology and haptic experience go hand in hand. The design of individual fabric bags with Etter Art stencils and water-based spray paints adds colour, creativity and product knowledge to the space. Within a short time, wearable unique pieces are created – playful, high-quality and full of expression. A format that can be ideally translated into workshop programmes or seasonal customer promotions.

The workshop with self-hardening special clay from Ceramica Collet focuses entirely on modelling. Here, beautifully shaped bowls for keys or jewellery are created – moulded, textured and finished with loving details. Ideal for anyone who wants to understand ceramic trends not just on the shelf, but in real life. Another prime example of malleability and design diversity: Jesmonite acrylic resin. In the workshop, participants learn about its properties and possible applications – and discover how it can be used to develop trendy products for creative target groups: from accessories to gift ideas.

In the workshop with the Comfort Bird Carving Kit from BeaverCraft, participants carve wooden pieces at their own pace – step by step and with surprisingly quick results. The format is ideal for introducing new target groups to carving in a playful way, while also providing high-quality sets for courses or hands-on activities in shops.

Borcioni e Bonazzi, Botz, Color Conceptions, Gelli Arts (in cooperation with Royal Talens), Jacquard, Jong IE Nara and Max Bringmann / Folia are further renowned brands enriching the Creative Academy programme. They all stand for high-quality materials, practical application and a healthy dose of innovation – making the Creative Academy one of the most exciting highlights of Creativeworld 2026.

An overview of all workshops and times can be found in [the Creativeworld event calendar](#). Further information on the Creative Academy, participating brands and conditions of participation can be found here:

<https://creativeworld.messefrankfurt.com/frankfurt/en/programme-events/creative-academy.html>

Next trade fair dates:

Creativeworld will continue to take place at the same time as Ambiente and Christmasworld at the Frankfurt exhibition centre.

Creativeworld: 06 to 09 February 2026

Ambiente/Christmasworld: 06 to 10 February 2026

Note for journalists:

Discover further expert knowledge and ideas for retail on <http://www.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.

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