



SUPPLY THE WORLD'S IMAGINATION

The most colourful business fair

creativeworld
29.1.–1.2.2027
FRANKFURT/MAIN



BUSINESS CONTACTS FROM AROUND THE WORLD.

Big reach, big ideas and big business

Why not start your 2027 business year with the world's largest and most important DIY trade fair? Creativeworld in Frankfurt am Main reaches more trade visitors than anywhere else. Present your highlights in our product groups Hobby & Handicrafts, Graphic & Artists' Supplies, Handiwork & Textile Design or Graffiti & Street Art. Let your target audience experience your products for themselves, get talking to new business partners and strengthen existing customer relationships. This is where exhibitors and trade visitors come together: **supply the world's imagination.**

Simply three times as strong.

The consumer goods fairs Ambiente and Christmasworld will run alongside Creativeworld. Many international visitors see this as the perfect opportunity to gather information and garner inspiration from all three fairs at once. Take advantage of that great synergy and look forward to more potential purchases.



IT'S ALL COMING TOGETHER NICELY!

MEET YOUR TARGET GROUPS IN PERSON.

You'll find top purchasing decision-makers from

- Independent retail
- Retail chains
- Speciality stores
- Department stores
- Discounters and self-service
- Wholesale and import/export
- Mail order and e-commerce
- Services, healthcare and education

who specialise in

- Hobby, handicrafts and artists' supplies
- Home improvement, building and gardening
- The toy trade
- Food, health and beauty
- Floristry, decoration and gift shops
- Industry and craft

... as well as...

- Journalists and other opinion leaders
- Content creators

THE FIGURES THAT COUNT.*

- **17,679 sqm** gross exhibition space
- **95 %** visitor satisfaction
- **7,063** visitors
- **272** exhibitors
- **96** participating nations
- **70 %** visitors degree of internationality

*Status February 2026, subject to FKM check

SPOTLIGHT ON: YOUR PRODUCTS

Be sure to book your space on
the world's largest DIY stage.

SUPPLY THE WORLD'S IMAGINATION

The whole world of creativity, in four product groups:

HOBBY & HANDICRAFTS

Handicraft materials and sets, batik dyes, gemstones, felt, glass paints, hobby and handicraft books, sequins, beads, porcelain painting supplies, scissors, face paints, wax crayons, silk paints, ribbons, edging, decorative articles, florists' materials, gift wrapping, mosaics, packing and binding materials, polystyrene articles and tools

HANDIWORK & TEXTILE DESIGN

Sewing machines, wool, yarns, buttons, textile materials, fabrics for embroidery and sewing plus everything you need for knitting and crocheting

GRAPHIC & ARTISTS' SUPPLIES

High-grade paints and paper, canvases, brushes, easels, watercolour accessories, chalks, charcoal, creative tools as well as writing and drawing instruments

GRAFFITI & STREET ART

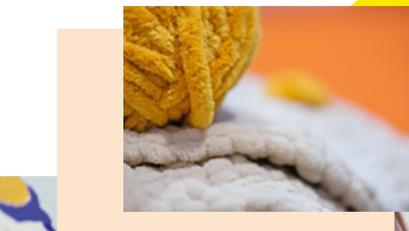
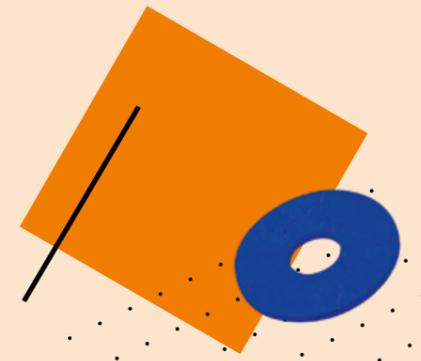
Airbrushes and accessories, primer and fixative, spray cans, acrylic markers and paints, paint pens, graphic markers, calligraphy pens and nibs and water brush pens

AT THE CUTTING EDGE: TRENDS & EVENTS

An attractive programme, valuable knowledge and all the major international creative trends up close: retailers can only find that here. That makes Creativeworld not only the main meeting point for the hobby, handicrafts and artists' supplies sector, but also the trendsetting order platform for retailers – year in, year out.

YOUR BENEFITS

- Are you looking to be a trendsetter for the coming season? If so, exhibit your products in the eye-catching **Trend Area at Creativeworld 2027!**
- Register to give a workshop at the **Creative Academy**, where customers can try out your products and receive a certificate.
- Enter the **Creative Impulse Awards** to attract even greater interest in your company and products.
- Exhibit your particularly sustainable products as part of the sought-after **Ethical Style by Creativeworld** special interest programme.
- Simplify your business with **nmedia.hub**, the order and content platform for the Home & Living sector that makes it easier to order (and reorder) and to manage product data efficiently.



TAKE SUCCESS INTO YOUR OWN HANDS:

Stand spaces at Creativeworld fill up quickly – so we recommend you book yours soon. Simply contact us and secure your place now at the world's major DIY trade fair, held between 29 January and 1 February 2027.

FOUR DAYS, ONE PLACE AND COUNTLESS OPPORTUNITIES:

- Forge valuable contacts with national and international decision-makers.
- Meet new and existing target groups.
- Make the most of opinion leaders in the press and influencers on social media.
- Negotiate deals at the fair itself with high-quality decision-makers from the wholesale, import/export and retail sectors.
- Take advantage of our unique infrastructure and comprehensive range of services – including our Exhibitor Media Packages.
- Benefit from outstanding synergy effects with the concurrent Ambiente and Christmasworld consumer goods fairs.

Be there!

OVERVIEW OF THE HALLS

Find the ideal location for your stand ahead of time: check out the current Creativeworld site plan online.



FIND OUT MORE

HIGH FIVE:

CREATIVORLD 365 DAYS A YEAR

LOOKS LIKE IT'S YOUR YEAR!



Our digital platform lets you network, present your products virtually and enjoy numerous online events before, during and after the trade fair. Use of the platform is included in your Exhibitor Media Package. The online exhibitor search and the **nmedia.hub digital order platform** are available all year round.

Networking – digital, straightforward and efficient. Get connected with the new networking tool. As an exhibitor, you are registered automatically so you can take advantage of the networking free of charge. Discover relevant business partners, make contact, and plan meetings in just a few clicks. Smart filter functions will connect you quickly to interested Ambiente, Christmasworld and Creativeworld exhibitors and visitors. So why not use this ideal way to prepare for the trade fair? The tool will continue to benefit your business all year round.

EXHIBITING MORE SUSTAINABLY

Sustainability is part and parcel of Creativeworld. We offer many ways of implementing your trade fair presence so you use resources sparingly and efficiently. We employ in-house service partners, which cuts down on transportation and materials. Additionally, we support material savings by using reusable stands that are stored on location. We'd be pleased to advise you on this – from energy and materials used to minimising waste to optimising logistics. Our environmental management system complies with the European Commission's EMAS. It's our way of translating environmental responsibility into verifiable measures with continuous improvement.

FIND OUT MORE



WE LOOK FORWARD TO ADVISING YOU IN PERSON.

Mary Higgins
+49 69 7575 5710
mary.higgins@messefrankfurt.com

FOR ALL THE LATEST INFORMATION.





Creativeworld
Messe Frankfurt Exhibition GmbH
Postfach 15 02 10
60062 Frankfurt am Main, Germany

Tel. +49 69 7575 0
creativeworld@messefrankfurt.com

creativeworld.messefrankfurt.com

