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29. January to 01 February 2027

creativeworld

Home is what we make of it: Creativeworld Trends 2027

Frankfurt am Main, 2 September 2026. Under the motto “Home Sweet Home”, Creativeworld Trends 2027 bring creative design into the heart of everyday life. The three theme worlds **Kitchen Experiences**, **Balcony Moments** and **Bedroom Stories** show how handicrafts, personal memories and the conscious use of materials shape the spaces in which people live.

At home, we cook together, unwind, spend time with family and shape the place where we feel comfortable. This is precisely where Creativeworld Trends 2027 come into play. The design studio bora.herke.palmisano transforms three familiar areas of life – **Kitchen Experiences**, **Balcony Moments** and **Bedroom Stories** – into creative thematic worlds. What they have in common is a focus on objects with personality: repurposed materials, individually handcrafted pieces, familiar patterns and traditional techniques used in a contemporary way. Things made by hand are encouraged to have a deliberately light and experimental feel.



Home Sweet Home: Creativeworld Trends 2027 combine a sense of home with creative expression. Photo: Messe Frankfurt/Stilbüro

“Trends don’t just present themselves to us as abstract colour schemes or styles. They take on a practical dimension in the places where we live and where we choose, use and design the things around us. With ‘Home Sweet Home’, we therefore demonstrate in a very down-to-earth way how materials, techniques and personal items can create atmosphere – in spaces that everyone is familiar with and shapes in their own way,” says Claudia Herke from the Stilbüro bora.herke.palmisano.

Creativity is on the table

The kitchen is both a workspace and a meeting place – and therefore offers plenty of opportunities to rethink what is already there. **Kitchen Experiences** combines craftsmanship and upcycling with a contemporary interpretation of folkloric ornamentation. Recurring patterns, borders, botanical motifs and tendrils move across different materials

and objects. Ceramics, glass and porcelain are painted, textiles embroidered and wood engraved. Stencils and linocut printing also open up creative possibilities. Useful objects become one-of-a-kind pieces; existing materials take on a new function and traditional design ideas find a contemporary form.

Creating at your own pace

Balcony Moments approaches the balcony as an extension of the living space and a personal retreat. Among plants, sunshine and fresh air, natural structures and materials set the tone. Braiding and weaving techniques meet handmade paper, wood, clay and found stones; sustainable materials are preferred for textile work. Visible structures, lines and grids are expressly allowed to look handmade. Glossy ceramic glazes, distinctive yarns and paper objects that play with light and transparency add accents. The focus is not on a flawless result, but on the conscious process of creating.

Memories shape the room

Bedroom Stories focuses on familiar objects, individual details and personal memories. Textiles provide an important foundation: they are embroidered, coloured, combined and embellished with personal motifs. Floral illustrations and pastel shades meet silk, boiled wool and fine cotton. Patchwork and ruffles made from second-hand fabrics pick up vintage elements and give existing materials a new purpose. Recurring motifs connect different textile pieces to form a personal overall composition.

Experience Creativeworld Trends 2027

All three theme worlds share the idea of approaching design directly through everyday life: materials, techniques, memories and personal preferences shape the things with which we surround ourselves.

At Creativeworld 2027, from 29 January to 1 February, this idea will be brought to life in the Trend Area in Hall 1.1 through exhibitor products. Guided tours of the Creativeworld Trends will take place on every day of the fair, showing trade visitors how materials, techniques and design ideas interact.

Next trade fair dates:

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

Creativeworld: 29 January to 01 February 2027

Ambiente/Christmasworld: 29 January to 02 February 2027

Note for journalists:

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