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29 January to 01 February 2027

creativeworld

Creative Hub: Big names are making a comeback!

Frankfurt am Main, 17 November 2026. Five brands, one new meeting place: In the Creative Hub at Creativeworld 2027, edding, Hoooked, Marabu, My Creative Camp and Tombow will be showcasing their products for the first time on their own exhibition spaces within a new curated joint stand in Hall 1.2. For specialist retailers, this means having the opportunity to discover high-selling product ranges at close quarters and engage directly with the manufacturers.

The Creative Hub is our first-ever joint presentation of selected creative brands, giving each company its own stage whilst raising the profile of all of them collectively. Its central location and well-thought-through stand concept make the Hub an attractive destination for retailers,” explains Stefan Schopp, Show Director at Creativeworld.

The wide range of creative possibilities on offer at the Creative Hub is evident from a glance at the participating brands and their products. Whether it’s lettering on porcelain, designs on textiles or paint on canvas: **edding** offers tools for a whole range of creative ideas, including acrylic, textile and porcelain markers, brush pens and paint sprays. The long-established Japanese brand **Tombow** complements the range with high-quality writing and drawing instruments for hand lettering and illustration. **Marabu**, a long-established German manufacturer of creative and artists’ paints, as well as brightly coloured coloured pencils and markers, is also returning to Creativeworld.



Back again at Creativeworld 2027: German paint manufacturer Marabu.
Photo: Frankfurt/Jean-Luc Valentin

Hoooked demonstrates how textile offcuts can be turned into new favourite pieces. The Portuguese company processes surplus textiles from the European fashion industry into recycled yarns. These can be used to create crocheted bags, knitted accessories or macramé pieces. Easy-to-use DIY kits and instructions simplify the first steps. US-based **My Creative Camp** specialises in delicate paper artworks: narrow, rolled strips of paper are transformed into flowers, animals, greeting cards and decorations. These quilling kits

contain pre-cut strips, tools and step-by-step instructions. For Creativeworld 2027, the brand has announced a new collection of kits and a stationery range.

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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