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29 January to 01 February 2027

creativeworld

Creativeworld 2027: Strong brands, new business formats

Frankfurt am Main, 2 September 2026. Paints and papers, yarns and fabrics, markers, brushes and craft materials: From 29 January to 1 February 2027, Creativeworld will showcase what is shaping the international creative market. Many well-known companies and brands from the industry have already confirmed their participation. At the same time, the trade fair is expanding its offering for professional exchange within the industry: a new forum for decision-makers will provide additional business impetus, the new Creative Hub will bring together creative brands with strong product ranges and innovative offerings, while the Creative Academy combines product knowledge with professional development.



Colours, materials, inspiration: Creativeworld brings the diversity of creative design to life. Photo: Messe Frankfurt/Jean-Luc Valentin

Creativeworld is the internationally leading trade fair for hobby, craft and artists' supplies and a central business and ordering platform for the global creative industry. In 2027, it will once again bring manufacturers, brands, and international trade buyers together in Frankfurt.

The four product areas Graphic & Artists' Supplies, Hobby & Handicrafts, Handiwork & Textile Design and Urban Art & Street Art cover the full breadth of the market. Exhibitor participation also underlines the trade fair's continued international relevance: confirmed participants include Addi, Clairefontaine, Colart, Creative Company, Da Vinci, De Bondt, Fedrigoni-Fabriano, Folia, Gründl, Kobra, Loopcolors, Molotow, Rico Design and Schmincke.

"Creativeworld brings together strong brands, product innovation and personal exchange in a unique way. In 2027, we are specifically expanding this offering with new business formats that strengthen both the product experience and strategic exchange. In doing so, we are creating additional opportunities for business, networking and new perspectives in the international creative and hobby industry," says Stefan Schopp, Show Director Creativeworld.

Creative Hub: the spot for strong brands

With the new **Creative Hub** in Hall 1.2, Creativeworld is creating a curated joint stand for brands with particular market appeal. For its premiere, Edding has been confirmed with markers, writing instruments and creative sets for children and young people; Hooooked with yarns, accessories and DIY sets for crochet, knitting and macramé; and long-established Japanese brand Tombow with a broad range of high-quality drawing and writing instruments and creative tools. Marabu, a renowned German manufacturer of creative and artists' paints, will also return to Creativeworld as part of the new format.

The Creative Hub thus brings well-known brands together in a compact space and creates an additional destination for trade buyers specifically looking for relevant brands, new products and strong assortments.

Product knowledge pairs with strategic exchange

In 2027, the Creative Academy in Hall 1.2 will gain an additional perspective: the **Executive Forum** is aimed specifically at strategic decision-makers and managing directors from companies that sell creative products to end consumers. The curated stage format will take place around lunchtime from Saturday to Monday and, with changing themes, will examine the present and future of the industry. "With the Executive Forum, we are expanding the Creative Academy to address the questions that concern decision-makers at company level – in a practical, pragmatic and solution-oriented way," Schopp emphasises.

On all four days of the trade fair, the established **Creative Academy** workshop programme will give trade visitors hands-on access to new products and highlights from Creativeworld's four product groups. In one-hour workshops, the certified professional development format provides first-hand product knowledge.

The **Creative Impulse Award** has a special reason to celebrate in 2027: on Friday, 29 January, the award for outstanding creative products from the craft, hobby and artists' supplies sector will be presented for the 20th time. The award ceremony will also open the extensive workshop programme in the Creative Academy area.

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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