

news +++ Creativeworld  
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## creativeworld

### Creative range at Creativeworld grows

**Frankfurt am Main, July 2022. Creativeworld, the leading international trade fair for hobby, craft and artists' requisites, offers the global creative sector the ideal platform for personal exchange and a comprehensive overview of products. For the coming event from 4 to 7 February 2023, the range will be extended to include creative writing utensils. Renowned manufacturers have already decided to take part in Creativeworld.**

The product diversity of Creativeworld is unique worldwide and the list of exhibiting companies reads like a "Who's Who" of the creative industry: Carioca, Centropen, Craftemotions, Da Vinci, Folia, Glorex, H. Schmincke, Hahnemühle, Hobby Fun, Jolly, Jovi, Marabu, Morocolor, Rayher and many more have already made binding registrations. For the upcoming event, this list will be extended by additional prominent names. "In 2023, we will welcome numerous manufacturers of creative writing utensils at Creativeworld, whose creative lines will offer trade visitors an even wider range of products and enrich the fair's offerings," says Eva Olbrich, Director Creativeworld and Christmasworld at Messe Frankfurt. "Against the backdrop of numerous classic writing utensil manufacturers expanding their product portfolios in the direction of creative materials, the joint appearance under the Creativeworld umbrella is a logical step for the market. This will enable us to further sharpen the synergies for buyers and expand the range of products at the leading fair."



Lively and creative like Creativeworld - the new key visual for 2023.

#### **Writing instrument manufacturers see Creativeworld as new home**

The DIY boom has reached the writing utensil manufacturers, who have continuously expanded their creative range in recent years and therefore want to use Creativeworld as their industry platform. This step will now be possible within the framework of the new

trade fair constellation. In future, the product segment for creative writing, painting and drawing utensils will be located in Hall Levels 1.1 and 1.2, thus giving the leading trade fair an even broader base for the future.

At Creativeworld 2023, for example, Schneider Schreibgeräte will be exhibiting writing instruments for the first time. "Creativeworld is the optimal platform for our new creative line 'Makers Line', which has already won the German Brand Award for excellent brand work. In addition, we will be showing acrylic markers, metallic pens, metallic markers, chrome markers and sprays in many colours and for many different surfaces at our stand," explains Martina Schneider, Head of Public Relations, Schneider Schreibgeräte GmbH. "We are planning our appearance at Creativeworld together with Molotow, our partner for the creative sector, whose range is aimed more at professional artists."

Online Schreibgeräte has also steadily developed its creative range over the years. Alexander Apfel, CEO Online Schreibgeräte, says: "As the world's most important trade fair for the international hobby, craft and artists' supplies sector, Creativeworld is the perfect platform for exchanging ideas. Regular contact with customers and the creative community is very important to us in order to meet their needs in the best possible way. We see great potential in the creative sector, especially in handlettering and calligraphy, and would like to continue to push our products in this direction. We also always like to look outside the box for inspiration." For its presentation, the Online Schreibgeräte team is focusing on the creative range of the "Inspiration Line", for example, the diverse application possibilities of the Calli Brush Pens will be presented.

In addition, the writing utensil manufacturer Stylex has deliberately chosen Creativeworld 2023: "As we have followed the growing interest in creative products in recent years, we too have continued to grow with our creative range, so Creativeworld with its product portfolio and customers offers great potential for us", says Carsten Hoppe, Head of Marketing at Stylex Schreibwaren GmbH. "We want to present ourselves to visitors as a strong partner in the 'creative products' segment and provide a comprehensive overview of our wide range of handicraft articles. With our handicraft workshops, we present individual products at our stand and thus want to encourage creativity. We will also present our range of artists' supplies consisting of canvases, paints and accessories."

Furthermore to the creative mix of national and international manufacturers, Creativeworld offers important communication and action platforms with special areas such as the Creativeworld Academy and Creativeworld Trends. Once again, there will be live and colourful handicrafts, painting, creative work and discussions about innovations, new creative techniques and developments.

From February 2023, Creativeworld will be held at the Frankfurt exhibition centre at the same time as the leading international consumer-goods fairs Ambiente and Christmasworld.

Creativeworld: 4 to 7 February 2023  
Ambiente/Christmasworld: 3 to 7 February 2023

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**Information about Creativeworld**

Creativeworld is the world's leading trade fair for the international hobby, handicrafts and artists' requisites sector. At Creativeworld, exhibitors show their latest products, techniques and materials for decorative crafts, graphic and artists' requisites, handicrafts, textile design, graffiti, street art and creative hobbies. And, as a trend and business platform, the trade fair is the first important venue of the business year. Creativeworld is the ideal order platform for the wholesale, retail and specialist trades, DIY markets, garden centres, the internet and mail-order trades. With its multi-faceted complementary programme of events, Creativeworld is a source of new ideas, inspiration and expert knowledge.

**Conzoom Solutions – the platform for retailers**

Conzoom Solutions is a knowledge platform that offers the consumer goods industry a wide range of studies, trend presentations, workshops and guidelines for the point of sale. It provides a complete overview of Messe Frankfurt's international portfolio in the consumer goods sector – bundling a wide range of information for retailers.

[www.conzoom.solutions](http://www.conzoom.solutions)

**The order and data platform for the home & living industry**

The digital order and data management Nextrade for brands and retailers in the consumer goods industry extends the trade fair and enables orders at any time of day or night, 365 days a year.

[www.nextrade.solutions](http://www.nextrade.solutions)

**Background information on Messe Frankfurt**

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar in our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes

renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)