

news +++ Creativeworld
4 to 7 February 2023

creativeworld

Pure creative innovation - at the Creative Impulse Award 2023 at Creativeworld

Frankfurt am Main, September 2022. The Oscar of the creative sector will be starting a new round at Creativeworld 2023. Together with a new partner, the publishing house Chmielorz and its trade magazine "Cutes & Friends", Messe Frankfurt is offering the coveted award again after a two-year break. Do you have a great innovation in your range? Then apply by 12 December 2022.

"At last, the creative exchange at Creativeworld is getting underway again. In order not to miss any innovation from the last two years, we are once again offering the Creative Impulse Award for the 2023 event", says Eva Olbrich, Director Creativeworld and Christmasworld at Messe Frankfurt Exhibition GmbH. "To this end, we have a new partner at our side. Together with the publishing house Chmielorz and its trade magazine "Cutes & Friends", we want to develop the Award further and are planning, among other things, a new category. I am already very excited about the creative new products from the manufacturers.



The new logo for the Creative Impulse Award. Image: Messe Frankfurt

As there was no Creative Impulse Award in the last two years due to the pandemic, product innovations from the years 2021 and 2022 can be submitted for the 2023 call for entries. New products from the near future must be ready for the market by Creativeworld 2023. In addition, they should be distinguished either by a particularly innovative product performance, by a special complexity, diversity or range of applications, by ergonomics, design or special environmental compatibility.

Just in time for the re-launch of the Creative Impulse Awards, there will be a new category. In addition to the familiar prizes: Creative Product, Creative Tool, Creative Complete Set, Creative Book, Artistic Product of the Year and the special prize for the most sustainable product, the Marketing Campaign of the Year will be awarded for the first time. Here, manufacturers can present well-documented examples of how they have promoted their products and how they have been able to actively support the specialist trade in selling their top products. In January, a top-class jury of experts from trade, industry and the media will review all submissions and select the winners.

At Creativeworld, from 4 to 7 February 2023, the top three winners in each category will be presented in a special area in Hall 1. There will also be digital documentation and online publication on the Creativeworld Instagram channel, accompanied of course by comprehensive pre- and post-event coverage by "Cutes & Friends". "I am very excited about the cooperation with Messe Frankfurt and especially about the fact that we can be part of the restart of the renowned industry award. We are currently expanding our creative division at the publishing house Chmielorz, so the Creative Impulse Award is a perfect fit", says Elke Sondermann, property manager of the industry magazines "BusinessPartner PBS" and "Cutes & Friends". The festive awards ceremony will traditionally take place on the first day of the fair, 4 February 2023, on the stage of the Creative Academy.

All manufacturers from the creative sector who exhibit at the leading international trade fair Creativeworld can apply at: creativeworld.messefrankfurt.com/award-registration by 12 December 2022.

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

Note for journalists:

For further information, please visit: creativeworld.messefrankfurt.com

Press information and photographic material:

<http://creativeworld.messefrankfurt.com/presse>

Links to websites:

Facebook: www.facebook.com/creativeworld.frankfurt

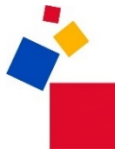
Instagram: www.instagram.com/creativeworld.frankfurt/

LinkedIn: www.linkedin.com/company/creativeworldfrankfurt

Twitter: <https://twitter.com/Creativeworld>

Creativeworld Hashtags

#creativeworld23 #homeofconsumergoods #creativeindustry

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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

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

