

news +++ Creativeworld
4 to 7 February 2023

creativeworld

Creative Impulse Award jury meeting: The tension is rising

Frankfurt am Main, 12 01 2023. The eagerly awaited Creative Impulse Awards jury meeting takes place today. The seven industry experts will test the more than 50 products submitted and name the top three winners in the five categories.

"I have been waiting full of anticipation for today's jury meeting, because this year I am a member of the Creative Impulse Award jury for the first time", says Eva Olbrich, Head of Creativeworld and Christmasworld at Messe Frankfurt Exhibition GmbH. "I think it's great how we work here. We put every product through its paces and the exchange with the other jury members is really very enriching. Everyone looks at the submissions from a different angle. I find the innovative power of the DIY sector particularly impressive. With our award, we want to specifically honour the commitment of the companies that further advance the industry with their innovations," Olbrich continues.



Experts among themselves at the Creative Impulse Award jury meeting 2023, from left Silke Bosbach, Peter Nowotny, Martina Lammel, Lisa Tihanyi und Eva Olbrich. Photo: Messe Frankfurt

The top-class jury of experts from trade, industry and the media is composed as follows for 2023:

- Silke Bosbach, from the Atelier Silke Bosbach – Studio for contemporary textile Arts
- Martina Lammel, DIY designer, book author and well-known from TV
- Peter Nowotny, Executive Board, ART Creativ eG
- Lisa Tihanyi, creative blogger: www.meinfeenstaub.com
- Thomas Holland-Letz, Deputy Director of the Association of German Tool Manufacturers and paint brush specialist
- Eva Olbrich, Director Creativeworld and Christmasworld at Messe Frankfurt
- Craig de Souza, Executive Director AFCI.UK

Lisa Tihanyi, creative blogger at meinfeenstaub.com is on the jury for the third time and says: "At the jury meeting for the Creative Impulse Award, we look very closely at all the submissions. We test the products and discuss them extensively, which is an exciting process where all jury members contribute their expertise and opinions. I pay particular attention to how creative, clever and innovative the products are and always ask myself the question: is this something that hasn't been done before in exactly this way?"

For the first time, the renowned industry award is being offered in cooperation with the publishing house Chmielortz and its trade magazine "Cutes & Friends". The award will be presented in the categories: Creative Product, Creative Tool, Creative Complete Set, Artist Product of the Year and the Special Award for the Most Sustainable Product.

At Creativeworld, from 4 to 7 February 2023, the three best entries per category will be presented in a special area in Hall 1.1 Stand B1.

The festive awards ceremony will traditionally take place on the first day of the fair, 4 February 2023, at 12 pm on the Creative Academy stage in Hall 1.1 at Stand D81.

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.

nmedia.hub: The order and content platform for the home & living industry

The digital order and content management for brands and retailers in the consumer goods industry extends the trade fair and enables orders 24/7, 365 days a year.

www.nmedia.solutions

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: Sustainable 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 some 2,200* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key 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.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: www.messefrankfurt.com/sustainability

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).

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* Preliminary figures for 2022