

Press

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Heimtextil
International Trade Fair for Home and Contract Textiles
Frankfurt am Main, 11 to 14 January 2012

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**Fresh ideas for interior design with textiles:
promoting young designers at Heimtextil 2012**

**New@More – presentations by start-up companies in the
premium area in Hall 11**

**Special shows: Young Contract Creations Award 2012: Upholstery,
CAMPUS and Fashion Design**

'Ideas crossing', the motto of Heimtextil 2012, is an invitation to discover a wealth of creative product ideas and new approaches when start-up companies and young product, furniture and textile designers present refreshing inspirations and innovative textile developments at the international trade fair for home and contract textiles. Heimtextil from 11 to 14 January 2012 spotlights the coming generation with a new joint-presentation by start-up companies and a wide-ranging talent-promotion programme.

Trade visitors to the coming Heimtextil can expect to find a host of new ideas for the bathroom, bedroom and table at New@More. Top start-ups will present their collections and new products in the premium segment in Hall 11. "With New@More, we have created a platform that gives start-up companies the opportunity to make their first presentations to the international audience of trade visitors at Heimtextil", explains Meike Kern, Heimtextil Director. "We are looking forward very much to the new products by some highly interesting newcomers who represent a creative plus for the premium segment." Among the start-ups will be Peppa Grace and Robespierre Europe from Germany and a number of new companies from Tunisia.

Creative designs for multi-functional upholstered furniture
For the fifth time running, Heimtextil is organising the Young Contract Creations Award: Upholstery in cooperation with fibre manufacturers Trevira CS and PolsterFashion magazine for the

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upholstery trade. Under the motto 'Relax!', young product, furniture and textile designers were called upon to create multi-functional pieces of upholstered furniture for the contract sector. The new models should be ideal for sitting or lying down, and be equipped with supplementary functions. Altogether, over 50 entries have been received from 13 international universities, and the jury of five experts – Prof. Jan Armgard (furniture designer), Stefan Bornemann (Sales Director, ERPO Möbelwerk), Silke Forner (Editor-in-Chief, PolsterFashion), Anja Greger (designer, Trevira) and Bernd Hollin (architect) – will select the most interesting models. The 2012 competition is supported by ERPO Möbelwerk. During the fair, the 25 best designs will be on show in a special exhibition in Hall 4.2. The promotional awards, which are worth a total of €5,000, will be presented at a ceremony in Hall 4.2 at 16.30 hrs on 11 January 2012.

International design universities to make presentations

Another source of inspiration for visitors from the fields of manufacturing, interior furnishing, architecture and textile design is the CAMPUS special area – an exhibition by 17 leading European design universities in Hall 4.2, which is being organised in cooperation with the Berlin-based 'rooms for free' association. Students from 12 countries will present their ideas for textiles, which they are preparing especially for Heimtextil 2012, to the international audience of trade visitors there. In addition to German students, the participants come from universities in Bulgaria, Estonia, Finland, Great Britain, Poland, Slovakia, Switzerland, the Czech Republic, Turkey and Hungary. As a non-European guest, Brazil's Orbitato University will present examples of its work on the joint stand. This is the sixth time that the presentation is being held and it has developed into a Heimtextil highlight for young, creative design.

Inspiration from the world of fashion

Heimtextil also offers inter-disciplinary sources of inspiration for young design. Thus, for the first time, the Academy for Apparel

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Design of the Frankfurt School for Apparel and Fashion will have its own stand in Hall 11.0. The students, who are being supported by Heimtextil, will offer insights into their projects by showing examples of their own models and their ideas for the colours, zeitgeist and fashion trends likely to dominate in 2013.

You will find further information and photographs of young designers at www.heimtextil.messefrankfurt.com

Information about other events for the textile industry organised by Messe Frankfurt can be found at www.texpertise-network.com

Background information on Messe Frankfurt

Messe Frankfurt is Germany's leading trade fair organiser, with 448.3 million euros in sales and more than 1,600 active employees worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries, five branch offices and 52 international Sales Partners, giving it a presence for its customers in more than 150 countries. Events "made by Messe Frankfurt" take place at more than 30 locations around the globe. In 2010, Messe Frankfurt organised 87 trade fairs, of which more than half took place outside Germany.

Messe Frankfurt's exhibition grounds, featuring 578,000 square metres, are currently home to ten exhibition halls and an adjacent Congress Center. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent. For more information, please visit our website at: www.messefrankfurt.com