

## 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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**Wallpapers move further into the limelight at Heimtextil – well-known manufacturers showcase new collections**

**"Wall gallery" provides overview of new international products for wall coverings**

**"Wallpapers on Tour 2012": premiere of the German Wallpaper Institute's new exhibition**

Fresh designs, creative surfaces and new colourways in many variations: visitors to Heimtextil 2012 can expect an exciting product range in the area designated "wall". From 11 to 14 January 2012, the international trade fair for home and creative textiles will be presenting the new special show "Wall Gallery" in Frankfurt am Main. In addition, the German Wallpaper Institute's "Wallpaper on Tour 2012" exhibition will be celebrating its premiere at Heimtextil. All this means that the up-and-coming "wall" product area is moving further into the limelight at the world's leading trade fair for textile furnishing products.

At the last Heimtextil, the "wall" product group was introduced for the first time in Hall 3.1 – with great success, as is shown by the marked increase in visitor numbers. "The wallpaper section has become a great deal stronger and benefited from the very attractive exhibitor environment provided by the textile publishing companies," says Ulrike Wechsung, Director of Heimtextil, as she looks back on the fair. Visitors to Heimtextil can look forward to yet more interesting wallpaper collections at the forthcoming event: famous exhibitors, such as Elitis, Nya Nordiska and Sahco Hesslein will be returning to Heimtextil and presenting their new wallpaper programmes.

**"Wall Gallery" showcases the latest trends**

From paper and nonwovens as substrates to structured surfaces and satin: wallpaper in a great variety of designs, colours and materials is

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experiencing a real boom in today's interior environment. In the last few years, wallpaper has developed from a mere wall covering into a versatile element of room decoration, which can be used in a wide variety of ways and, with its contemporary colours and huge variety of styles, rarely disappoints. The "Wall Gallery" gives an overview of current new wallpaper products, displaying wall coverings from over 36 international exhibitors. The "Wall Gallery" also takes, as a general theme, one of the four themes from the Heimtextil Trends 2012/13 ("Split Clarity") and shows colour ranges inspired by nature with restrained, minimalist compositions. So sustainability, quality, high-tech, new materials and a modern look take centre stage.

### **Launch of "Wallpaper on Tour 2012"**

A further highlight in the world of wallpaper awaits visitors to Heimtextil in the Foyer of Hall 3.1. In the "Wallpaper on Tour 2012" exhibition, the German Wallpaper Institute (*Deutsches Tapeten-Institut - DTI*) is presenting an exclusive selection of new collections from German manufacturers. Star-shaped displays of living areas whet the appetite for more and give voice to the new season's trends in wall decoration. Visitors are invited to browse in wallpaper books to gain inspiration and will, in conversation with professionals in the field, be able to glean tips on designing rooms and creating effects. The presentation at Heimtextil in Frankfurt is the launch of the Germany-wide mobile exhibition of the German Wallpaper Institute (DTI), "Wallpapers on Tour 2012".

**Further information and illustrative material on Heimtextil can be found at: [www.heimtextil.messefrankfurt.com](http://www.heimtextil.messefrankfurt.com)**

**Information about Messe Frankfurt's worldwide events portfolio for the textile industry can be found at : [www.texpertise-network.com](http://www.texpertise-network.com)**

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**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](http://www.messefrankfurt.com)