

## Press

November 2011

Heimtextil

International trade fair for home and contract textiles  
Frankfurt am Main, 11 to 14 January 2012

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### **New lecture area 'Let's talk about...' in the foyer of Halls 5.1/6.1 reveals current market developments**

### **A top-class programme of renowned speakers on the first three days of the fair**

### **Central topics: contract business and sustainability**

Current market trends in the textile furnishings sector will be the focal point of 'Let's talk about...' in Heimtextil's new lecture area. For the international trade fair for home and contract textiles from 11 to 14 January 2012 in Frankfurt am Main, a central information forum has been created in the foyer of Halls 5.1/6.1. The first three days of the fair will concentrate on the contract business and sustainability. In cooperation with the architectural magazine AIT and the German Hotel Association (IHA), it has been possible to acquire a number of distinguished speakers. All lectures will be translated simultaneously into English.

"With the new lecture area 'Let's talk about...' we are offering a central meeting point where not only architects, planners and decision-makers in the hotel and catering business, but also all other visitors and exhibitors can find out about new developments in the sector", says Olaf Schmidt, Vice-President Textiles & Textile Technologies of Messe Frankfurt. "Together with our partners, AIT and IHA, we have successfully put together a very attractive programme on topical themes in the contract business and in the field of sustainable management."

### **Green themes as a prelude to the fair**

The first day of the fair will be devoted entirely to sustainability in production and product development. From 1:00 p.m. onwards, experts on eco-textiles will shed light on topics such as sustainable consumption and the power of the consumer in the time of the Social

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Web. Current market developments and trends in the eco-segment are just as much a topic here as the responsibility of those involved in the textile chain. There will also be an Australian wool expert to discuss the problem of wool allergies.

### **Sustainable hotel concepts**

The second day of the fair will also be devoted to green topics. The catchword here is 'Green Hospitality' and from 10:00 a.m. it will be all about the balance between ecology and economy in the hospitality industry. The German Hotel Association (IHA) and well-known experts from this sector will offer practical tips and suggestions. One of the questions will be: How much does sustainability pay off in today's hotel business? From 1:00 p.m. onwards, speakers will be talking about modern innovative hotel concepts on a sustainable basis. Under the key phrase 'Future Hotel', experts from AIT, the architectural magazine, have worked out an exciting series of lectures to be followed by a panel discussion. 'Let's talk about...' will also provide the framework for the prize awards starting at 5:30 p.m. Awards will be given to the winners of the ninth Innovation Award Architecture Textile Object, the International Hotel Application Award and the AIT Trendscouting at Heimtextil.

### **Luxury in architecture and interior design**

'Luxury – new Luxury in Architecture and Interior Design' will be the overarching theme of the programme on the Friday of the fair, which was also developed by the AIT experts. From 1:00 p.m. onwards, questions from the premium segment will be examined: How can luxury be defined from an architectural perspective? What does luxury mean in the building of offices, hotels or stores? Can luxury be sustainable? And is sustainability considered luxury? At the end of the day, an interdisciplinary panel of distinguished architects, interior decorators, designers, philosophers and writers will conclude the series in a podium discussion.

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### **Guided tours for architects**

On 12 and 13 January, the editors of the AIT professional magazine will be offering interested trade visitors guided tours tailored specifically to architects' requirements. The tours provide an opportunity to view new products from renowned exhibitors in the contract business. The meeting place for the tours is the lecture area.

More detailed information about the programme and speakers at 'Let's talk about...' can be found at:  
[www.heimtextil.messefrankfurt.com](http://www.heimtextil.messefrankfurt.com)

You can find information on Messe Frankfurt's portfolio of international events for the textile industry at:  
[www.texpertise-network.com](http://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](http://www.messefrankfurt.com)