

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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Heimtextil Trend Show: intensive colours set decisive accents

Presentation in Forum 0 shows textiles and decorations for the coming season

Programme of lectures with renowned designers on the latest trend developments worldwide

With a riot of colours, the Heimtextil 2012 Trend Show will offer insights into future-oriented trends and materials for the coming season. From 11 to 14 January 2012, visitors to the international trade fair for home and contract textiles can obtain a comprehensive overview of the latest design developments in four elaborate thematic worlds while international designers provide in-depth information about the trend prognoses in accompanying lectures.

Colours are set to play a leading role at the Heimtextil 2012 Trend Show: "We use intensive colours to set decisive accents. In the new season, rich, fresh shades will act as channels for emotions", explains Claudia Herke of bora.herke.palmisano, the design agency responsible for the concept of the Trend Show and fabric selection. At the show, skilful lighting and carefully chosen materials will underscore the designers' trend forecasts. Aesthetic elements, shapes, materials, patterns and colours will be shown in a tangible and fascinating way based on the latest fabric collections of the Heimtextil exhibitors. At the same time, the show will illuminate the trends from different international perspectives and, in addition to products by well-known designers, present a variety of exemplary applications.

Supporting lectures by international designers

A daily programme of lectures by top speakers will provide supplementary, in-depth information about current design and market

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developments. Among the design agencies making contributions to the programme are FranklinTill from Great Britain, Global Color Research from the USA, Promostyl from France and ready-made Graeff+Schmelzer from Germany. Additionally, design specialists and representatives of the Heimtextil Trend Table will provide insights into their work and perspectives. Claudia Herke of design agency bora.herke.palmisano will explain the Heimtextil Trends 2012/13 'MONTAGE' three times a day.

Seven renowned design agencies involved

During the run-up to the fair, a team of international designers filtered out the dominant themes for the 2012/13 season from the multifarious trends around the world. Seven renowned design agencies from France, Great Britain, Italy, Japan, The Netherlands, the USA and Germany were involved in the trend analysis in the fields of interior design and decoration, which took account of social and social-cultural changes and important trends in the fields of architecture, fashion and design. The result is a global trend preview of product developers, interior decorators and designers.

Worldwide hallmark

The Heimtextil Trends have been a significant orientation aid for the international textile and furnishing sectors for over 20 years. They are a worldwide hallmark for the trade fair and an indication of the direction likely to be taken in the coming season. The current design themes are summarised in the Heimtextil Trend Book under the title 'MONTAGE'. An insight into the work of the Trend Table can also be found on the internet at www.heimtextil-trends.com.

Further information and photographs of Heimtextil and the trends can be found on the internet at www.heimtextil.messefrankfurt.com.

Information about the worldwide portfolio of events for the textile industry offered by Messe Frankfurt can be found at 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