

Press

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Heimtextil
International Trade Fair for Home and Contract Textiles
Frankfurt am Main, 12 - 15 January 2011

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Heimtextil announces 4th “Young Contract Creations Award: Upholstery”

Young designers create multifunctional upholstered furniture for the hotel industry

No matter whether it comes with a fold-out table, built-in connections or full convertibility, upholstered furniture should increasingly be distinguished by great adaptability. The International Trade Fair for Home and Contract Textiles and partners, Trevira CS and Polster-Fashion, invite young designers to create multifunctional upholstered furniture for the hotel industry. These designs are the focus of the 4th Young Contract Creations Awards: Upholstery, the tagline for which is “sit and more”.

The prize for young talents is aimed at budding product, furniture and textile designers and gives them the chance to introduce themselves to a wide international trade audience at the biggest trade fair for home textiles from 12 to 15 January 2011. The award-winning designs will be on display during the fair at a special show. Thus the Young Contract Creations Award: Upholstery is also of benefit to visitors from industry, interior decoration and architecture, as it gives them an opportunity to use the designs as inspiration for their own work and to establish contacts with young designers.

The special challenge of the award lies in combining design and functionalism. What is extremely important is that utility is a priority. For

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example, the materials must meet the high demands of the hotel industry. This means that they must be able to stand up to heavy use, be fire-resistant and meet additional criteria and safety standards. Fibre manufacturer Trevira is providing the quantity of fabric required for this free-of-charge.

The deadline for receipt, by email, of the application form and competition documents is 17 October 2010. After making a preselection from the entries received and dispatching sample swatches to participants, the final deadline for delivery of the piece of furniture by post, freight forwarder or courier is 13 December 2010.

The Young Contract Creations Award: Upholstery is a promotional prize aimed at students of interior architecture, product design and related fields. The jury, made up of representatives of Heimtextil, of trade magazine PolsterFashion (Ritthammer Verlag) and of the furniture industry, will initially select the most interesting models from all the entries submitted. These will be exhibited at Heimtextil in January 2011. There the jury will decide who is going to be presented with a prize. The awards which carry total prize money of €5,000 will be presented at an awards ceremony at Heimtextil 2011 in Frankfurt am Main. The winner will also receive several weeks of work experience at a design-oriented, home-textile company.

The Young Contract Creations Award: Upholstery will be presented for the fourth time in 2011. The theme of the last award was seating solutions for waiting areas. **Yuliya Lytyuk** from the University of Coburg impressed the jury with her design "Jeremy". All the members of the jury agreed that what was impressive about the design was its authenticity and high level of functionalism, which in the jury's opinion could work exceptionally well in an airport waiting area. What was

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special and interesting about “Jeremy” was that the split seating was combined with practical aspects, for example function connections, integrated surface areas, easy cleanability and durability. In addition to the first prize, two other pieces impressed the jury so much that they were each awarded a commendation. One of these prizes went to **Andreja Kragelnik** from the Estonian Academy of Arts in Tallinn for the concept “Snails Company”. The second commendation prize was presented to **Paulina Ptasznik** from the “Wladyslaw Strzeminski” Fine Arts Academy in Lodz for “ON Suitcases”.

For more information about the rules of entry and final timetable go to: www.heimtextil.messefrankfurt.com

Background information on Messe Frankfurt

With annual revenues of € 424 million* and over 1,500 employees around the world, Messe Frankfurt is Germany's biggest fair and exhibition company. The corporate group has a global network of 28 subsidiaries, five branch offices and 52 international sales partners, which represent Messe Frankfurt in over 150 countries of the world. Events 'made by Messe Frankfurt' are held at over 30 venues worldwide. In 2009*, the Messe Frankfurt group organised over 90 fairs, more than half of them outside Germany.

At present, the Exhibition Centre can boast 578,000 square metres of ground space with ten exhibition halls and a congress centre. The company is publicly owned with 60 percent being held by the City of Frankfurt and 40 by the State of Hesse.

Further information: www.messefrankfurt.com

*Provisional figures for the 2009 business year.