

## Press

March 2011

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

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### **Heimtextil Trends 2012/13: International design agencies begin work at the Trendtable**

### **Designer agency bora.herke.palmisano responsible for the 2012/13 Trend Book and the Trend Show**

### **New impulses from US designer Marc Woodman of Global Color Research**

The preparations for Heimtextil 2012, International Trade Fair for Home and Contract Textiles, officially begin with the meeting of the Heimtextil Trendtable. Thus, seven renowned design agencies came together in March to prepare the trends for the 22<sup>nd</sup> Heimtextil. For the first time, a US designer also took part in the Trendtable and contributed to the Heimtextil trend statements, which are the subject of great interest in the worldwide textile sector. "The contribution by Global Color Research USA will enrich the work of our team of designers and we are looking forward to a variety of interesting impulses from the US design scene for our global Heimtextil trends", says Olaf Schmidt, Textile Fairs Vice President, Messe Frankfurt.

Heimtextil 2011 was a great success with five percent more exhibitors and three percent more visitors than last year. The Heimtextil Trends for 2011/12 and the Trend Show created by designers from Britain's The Future Laboratory design agency attracted great attention from visitors, exhibitors and representatives of the media. Now, with around ten months preparatory time until the doors open, work has begun on the Heimtextil Trends for 2012/13. Seven renowned international design agencies took part in the Trendtable in Frankfurt am Main. For two days, designers from Germany, Great Britain, France, Italy, Japan, The Netherlands and the USA exchanged ideas and opinions on current themes, colours and tendencies in the fields of art, fashion and architecture.

Messe Frankfurt Exhibition GmbH  
Ludwig-Erhard-Anlage 1  
60327 Frankfurt am Main

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## **Designers bora.herke.palmisano responsible for the 2012/13 Trend Book and the Trend Show**

All design agencies taking part presented their own trend prognoses, which were discussed and developed to mould them into globally valid trends for the next 18 months. At the same time, the designers also evaluated a wide variety of new materials, textures, colours and patterns from all over the world.

Every year, a different Trendtable agency assumes responsibility for the preparation of the Trend Book and the Trend Show. This year, the honour falls to design agency bora.herke.palmisano. Designers Cem Bora, Claudia Herke and Annetta Palmisano have been developing contemporary trends since 1990. They identify and visualise new tendencies in the fields of fashion, furniture and lifestyle. With their extraordinary presentations and exhibitions for international companies, they have been members of the creative team since the first Heimtextil Trendtable.

## **New perspectives from overseas**

Marc Woodman, trend expert from Global Color Research USA, is the first US designer to contribute to the Heimtextil Trends. Global Color Research has held a prominent position in the international market for trend prognoses since 1999. Via a worldwide network of design consultants and colour specialists, the agency produces reliable colour prognoses and creates a clear view of future trend themes. Marc Woodman is the trend consultant for North America and his best-known works include the interior design for one of the public rooms in the White House, which reflects President Obama's 'New Spirit'.

## **Trend presentation at Tendence in August**

The results of the Trendtable and the Heimtextil Trend Book for 2012/13 will be published during the Tendence trade fair in Frankfurt am Main (26 to 30 August 2011).

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In addition to **bora.herke.palmisano** and **Global Color Research**, the following designers have contributed to the new Heimtextil Trends:

Manuela Bonaiti and Andrea Rosati of **Baolab** design laboratory (Italy) analyse materials and their aesthetic qualities and potential applications, and conduct research into trends for colours and material applications. Their aim is to underscore the emotional identity of products and brands and to transpose them creatively.

Mayouri Sengchanh and Dominique Cherpin run **Exalis** and represent **Carlin International** (France), the world's oldest trend agency and one of the top five in the sector. Carlin International offers services in the fields of style marketing, brand development and consultancy, trend spotting, sector-related trend books and workshops for individual colour and trend-world development with clients.

Dan Namura of Dan Project (Japan) is a young designer from Tokyo, who traces his origins back to the uzusen trade of dyeing and weaving kimono fabrics. Dan Namura designs furniture fabrics, bags and apparel, as well as high-grade textiles and colourful graphic prints.

Anne-Marie Commandeur and Arie Vervelde of **Stijlinstituut Amsterdam** (The Netherlands): Anne Marie Commandeur heads a team of designers working in the fields of textile innovations, prognoses, colour trends and strategic design concepts. With Arie Vervelde as art director, Stijlinstituut is a versatile and dynamic force in the sector and keeps fashion companies and fashion-oriented companies informed about the latest developments.

**The Future Laboratory** (Great Britain) was founded in 2001. The design agency and the LS:N Global division is one of Europe's most important trend-prognosis networks. With its global observers and team of consumption researchers and trend analysts, The Future Laboratory offers qualitative and quantitative insights into tomorrow's



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consumer behaviour with respect to products, services and current brand strategies. LS:N Global is represented at the Heimtextil Trendtable by Caroline Till and Emma Chiu.

Further information about the Trendtable and photographs can be found on the internet at [www.heimtextil.messefrankfurt.com](http://www.heimtextil.messefrankfurt.com).

From August, the Heimtextil Blog will provide details of the latest Heimtextil developments on the [www.heimtextil-trends.com](http://www.heimtextil-trends.com) website. The new trends for the 2012/13 season will also be presented there exclusively at the end of August.

#### **Background information on Messe Frankfurt**

Messe Frankfurt is Germany's leading trade fair organiser, with approx. € 450 million\* in sales and more than 1,770 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 88 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 Centre. 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).

\* Provisional figures (2010)