

Press

August 2011

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

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Preview: Heimtextil Trends 2012/2013 point the way for the coming season

New trend themes – ‘Colour Riot’, ‘Dark Lux’, ‘Craft Industry’ and ‘Split Clarity’ – dominated by colour and sustainability

‘MONTAGE’: Heimtextil Trend Book presents avant-garde projects from the interior, architecture, fashion and design sectors

The ‘off’ for the new Heimtextil Trend Season: on behalf of the Heimtextil Trendtable, Claudia Herke of designers bora.herke.palmisano gave an initial preview of the Heimtextil Trends for 2012/2013 in an atmospheric presentation held in the Portalhaus of Frankfurt Fair and Exhibition Centre on 26 August 2011, during the Tendence trade fair in Frankfurt am Main. The four new trend themes are published officially in the Heimtextil Trend Book, ‘MONTAGE’, and summarise the trend predictions for the 2012/2013 season.

Heimtextil exhibitors, designers, furnishing experts and interior decorators made use of this opportunity to find out about the latest colour, material and pattern developments in the field of home and household textiles. “We deliberately choose this early time to give the sector an important indication of the direction design trends are expected to take in the coming season”, explains Olaf Schmidt, Vice President Textiles & Textile Technologies of Messe Frankfurt.

‘MONTAGE’: existing elements remixed

Entitled ‘MONTAGE’, the Heimtextil Trend Book 2012/2013 reflects the thoughts, ideas, inspirations, theses and predictions of the members of the Trendtable in a compact and informative way. “For us, ‘Montage’ means we take existing elements, mix them anew and

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create something of our own, something that has never existed before. This process symbolises the individuality and needs of the consumer”, explained Herke during her presentation. Thus, the Trend Book includes topical examples of avant-garde projects from the fields of interior design, architecture, fashion and design.

The four new trend themes are called ‘Colour Riot’, ‘Dark Lux’, ‘Craft Industry’ and ‘Split Clarity’. In all cases, colour plays a dominant role. “Colour is the decisive signal for the coming season. Powerful and omnipresent, colour refreshes the senses, sets important accents and is a conscious part of all styles”, says Claudia Herke. Additionally, sustainable materials are an interdisciplinary subject that plays a leading role throughout the trend prognoses.

Heimtextil: special trend-barometer function

As the biggest international trade fair for home and contract textiles, Heimtextil has a special function as a trend barometer and benchmark for quality textiles distinguished by good design and innovative functionality. For this reason, Messe Frankfurt initiated the Heimtextil Trends in 1991. A Trendtable of international designers reviews the most important general trends and provides valuable orientation and reliable predictions for product developers, creative teams, furnishing specialists and designers. Every year, a different member of the Trendtable assumes responsibility for preparing the Heimtextil Trends. For the 2012/2013 season, designers bora.herke.palmisano from Frankfurt and Berlin have given the trends names and shape.

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Heimtextil Trend Book 2012/2013 'MONTAGE': An overview of the four new trend themes

'Colour Riot': colours in revolt

In 'Colour Riot', dynamic, thrumming shades of colour appear in a new context – fresh, bold and vivid. And there are no limits on the interaction with light.

High-gloss materials, coloured laminations, superimposed, fluid and flexible fabrics underscore the brilliance of monochrome colours.

New are, for example, 'optical fibres', iridescent effects and recycled materials. Decisive for the effect are the quality, wear resistance and longevity of the high-grade materials.

When it comes to patterns, the trend experts expect, for example, broad stripes, all-over geometric patterns and graphic motifs. The computer world is represented by digital designs, photographic prints and hologram effects. Despite the playful urge to experiment, the unexpected looks appear clear and unequivocal.

'Dark Lux': the beauty of the night

The shadows of the night create a dark, mystical and elegant colour series dominated by deep black, which is particularly expressive on lustrous materials. Rounding off the colour world are dark, coloured accents – pepped up by metallic champagne and gold.

Rubberised, liquid looks and glossy surfaces interact with furs and long-haired, smooth hides. Clarity and severity give the sumptuous textiles their modern appearance.

Iridescent, shimmering and transparent qualities with animated surface modulation generate an air of mystery. Deep gloss, metallic shimmers, sequins and elaborate materials are to be found in almost all segments.

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‘Craft Industry’: a blend of tradition, handicrafts and the modern

The combination of tradition and handicrafts on the one hand and industrial and mechanical methods on the other dominate the look of ‘Craft Industry’. A sunny-warm and lively colour series is oriented towards natural landscapes with sky, mountains, lakes and forests, which contrast with industrial, metallic coal, copper and old-gold tones.

‘Craft Industry’ shows lively surfaces with irregular textures and lots of structured elements. Important are qualities with an authentic image and materials with vintage character, as well as restrained destroyed and used looks.

Fine patterns are created using creative techniques. The dominant elements include composite or offset checks, extraordinary patchwork designs, broken patterns, stripes and checks with partial pile effects, hand-sewn looks, intarsia and elaborately processed patches.

‘Split Clarity’: the bare essentials

Less is more – ‘Split Clarity’ concentrates on simple, functional and essential elements. In other words, the focus is on sustainability, quality, high technology and new materials. The result is clear-cut, modern aesthetics. Clarity is reflected by a series of colours inspired by nature. The minimalistic and restrained compositions are generally interrupted by a single expressive shade.

Material versatility is crucial. Metallic and reflecting surfaces, semi-plain patterns and transparent materials are used, as are animated but restrained surfaces.

Linear, high-contrast and severe graphic designs set unequivocal accents. Depth is created by the interaction of light and shadow in different materials and surfaces.

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Heimtextil Trend Book 2012/13: order now!

The forecasts of the current Heimtextil Trends for 2012/13 are to be found in the Trend Book, which can be purchased from Messe Frankfurt for the price of € 48 – by telephone on +49 69-7575-4010 or by e-mail to online-tickets@messefrankfurt.com.

You will find details of order options and further information and offers on the internet site at www.heimtextil-trends.com. The website is also a multi-faceted communication platform where you can gain an initial impression of the Trend Book, discover the latest trends in words and images in the Web Blog, subscribe to TREND NEWS and delve into over 20 years of past Heimtextil Trends.

Further information can also be found at

www.heimtextil.messefrankfurt.com

Background information on Messe Frankfurt

Messe Frankfurt is Germany's leading trade fair organiser with € 448.3 million 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 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

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You will find photos of the Trendtable and from the new Trend Book on our website:
www.heimtextil.messefrankfurt.com

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