

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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Innovation Award Architecture Textiles Objekts: searching for products demonstrating creative and technical excellence

**For the third time: Public Award and Trend Scouting
New category: sustainability**

Deadline: 2 December 2011

The Innovation Award Architecture Textiles Objekts underscores the importance of the architectural quality of textile products and interior-design solutions. The competition will be held by Messe Frankfurt for the eighth time in cooperation with AIT and xia architecture magazines on the occasion of the Heimtextil trade fair in Frankfurt am Main (11 to 14 January 2012). The Award is given for products and concepts distinguished by creative and technical excellence.

The Innovation Award Architecture Textiles Objekts is aimed at architects, interior architects and designers, industrial companies and processors of textile products, contract textiles and interior solutions (ceiling / wall / floor / furniture / dividing walls and sun-protection systems). Manufacturers and designers can enter products from the technical sphere or project-related solutions using textiles. The winners will be selected by a jury of renowned architects, interior architects and designers. The award-winning products or solutions will be on show in a special exhibition in the foyer of Hall 4.1 throughout the fair.

New category: sustainability

For the first time, the award will also be given in the sustainability category and go to manufacturers and designers whose products represent a significant contribution to sustainability in architecture. Additionally, as in both previous years, the competition organisers will give a public award. In this case, trade visitors will have the

Messe Frankfurt Exhibition GmbH
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Page 2

Heimtextil

Frankfurt am Main, 11 to 14 January 2012

chance to choose, on the basis of architectural criteria, their favourite from the products submitted. The closing date for entries to the Innovation Award Architecture Textiles Objekts is 2 December 2011.

Trend scouting: architects and designer choose trend-setting products

Also for the third time, around 25 trend scouts will put forward the latest Heimtextil trends on behalf of the architecture and interior architecture sector. To this end, the architects and designers will scrutinise innovative products to be seen at the fair and nominate 15 textile products. Finally, the 'Trend Scouting' jury chaired by a representative of AIT magazine will select one of the products for the 'Trend 2012' award.

The Innovation Award Architecture Textiles Objekts will be presented during the fair in the 'Let's talk about ...' lecture area in the foyer of Halls 5.1/6.1 at 17.30 hrs on 12 January 2012.

Further information and entries:

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Heimtextil

Frankfurt am Main, 11 to 14 January 2012

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