



For the house and home textiles industry, the question is what consequences the current living trends will have for their furnishing concepts in the future: Adaptive habitat and modular houses, cohousing, senior citizens' residences or villages, between long-stay apartments, which are experiencing great growth in the hotel sector, and tiny houses for private users, suppliers will develop new ideas.

Since 2018, Messe Karlsruhe has been organizing Europe's largest Tiny House Festival. The NEW HOUSING - Tiny House Festival underlines the great interest in the Tiny House living trend.



From 01 to 03 July 2022, around 7,000 Tiny House enthusiasts - significantly more than expected - came together at Messe Karlsruhe to experience the diversity and range of small, alternative forms of living. In a Tiny House village of 25 small houses on the open-air grounds of Messe Karlsruhe, they had the opportunity to network with each other and to find out and exchange information about living in the smallest of spaces from manufacturers, suppliers, self-builders, organizations and associations.



"The NEW HOUSING - Tiny House Festival pays outstanding attention to the trend towards sustainable living and thus has a forward-looking effect, especially here in Karlsruhe. As organizer of the festival and at the same time as initiator of the Tiny House Association, we bring the community together and set an example for smart developments in the topics of building and living," says Britta Wirtz, Managing Director of Messe Karlsruhe.

Project manager Frank Thieme adds: "Tiny Houses create quality living space on small areas that are not suitable for classic residential development, for example because they are only available temporarily. Here, the festival serves the trend of sustainable use of land to create living space and drives the development towards lower resource consumption and the use of innovative building materials."

On the open-air grounds of Messe Karlsruhe, companies were there to answer questions and provide first-hand information. Exhibitors from all over Germany were present, including market leaders as well as carpentry shops and start-ups that have built up a second mainstay with the construction of Tiny Houses.

For the first time, companies from other European countries, including Latvia, Poland and Belgium, also presented themselves. A new element in 2022 was an information mile in the entrance area of the trade fair with a wide range of advisory services for future Tiny House residents as well as suppliers and outfitters.



There, regional Tiny House organizations and the Tiny House Association, among others, were there to answer questions and provide information about their work. Regina Schleyer, chairwoman of the board of the Tiny House Association, which structurally represents over 2,000 members in German-speaking countries, says: "The number of visitors is really overwhelming. The interest is very high, people are very open-minded and interested in the association. We succeeded in presenting what local offers are being developed in the associations nationwide. We are truly very satisfied with the fair, a complete success."

The visitors traveled to Karlsruhe from all over Germany and beyond its borders to find out about small alternative forms of living. They particularly appreciated the opportunity to meet the manufacturers in person and to visit the Tiny Houses on site.





The lecture program at the festival complemented the exhibition and offered insights into successful self-build stories, topics such as self-sufficiency, sustainability and finding a suitable site, as well as informative literature. Topic-relevant lectures with experts shared tips and tricks as well as experiences within the Tiny House community.

The next NEW HOUSING - Tiny House Festival will take place from June 30 to July 2, 2023 at Messe Karlsruhe.

*Source: Messe Karlsruhe / Textination*