

Press release

July 2018

Promotion of young talent at Heimtextil: fresh ideas for textile interiors

Stefan Jakob
Tel. +49 69 7575 5822
stefan.jakob@messefrankfurt.com
www.messefrankfurt.com
www.heimtextil.messefrankfurt.com

Young companies as well as prospective product and textile designers will be presenting refreshing inspirations and innovative textile developments at the international trade fair for home and contract textiles from 8-11 January 2019. With a wide-ranging talent promotion programme and a new competition, Heimtextil is placing newcomers in the spotlight.

New talent initiative at Heimtextil: with the NEW & NEXT university competition, Messe Frankfurt is promoting young talent in the industry and giving textile designers of the future their first international platform. 'The competition offers university graduates the opportunity to present their final dissertations to an international trade audience at Heimtextil and establish contacts with representatives from the industry', says Olaf Schmidt, Vice President Textiles & Textile Technologies at Messe Frankfurt.

With the NEW & NEXT university competition, Heimtextil is targeting national and international universities that specialise in textile design and related courses of study. The winners of the competition will have a stand at the NEW & NEXT exhibition in the "Textile Design" product area in Hall 3.0. University representatives will be able to register for the competition free of charge at www.heimtextil-newandnext.com from mid-August onwards. The deadline for submission is 30 September.

NEW & NEXT: Start-ups showcase young design

NEW & NEXT has been synonymous with the promotion of newcomers at Heimtextil for many years now. Under this title, Heimtextil presents young labels that have been active on the market for a maximum of five years. Recently, around 50 newcomers to the market presented fresh design ideas to the international trade fair audience. In the "Textile Design" product segment (new to hall 3.0) in particular, young studios inspire with exciting designs. NEW & NEXT participants will also be offering creative design concepts for bathrooms, beds and tables in halls 9.0 and 12.0.

"House of Textile": living rooms in 2025

With "House of Textile", the Association of the German Home Textile Industry (Heimtex), working in cooperation with Heimtextil and various universities and colleges, has launched a competition for students of architecture, interior design and textile design. The aim is to get an idea of what role home textiles will play in the areas of living, working and

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

**Fehler!Fehler! Es wurde kein
Dateiname angegeben.**

travel in 2025. The ten best ideas for a virtual room will be implemented and put on display at Heimtextil 2019 in hall 9.0. The five best textile designs (from students on textile design courses) will also be exhibited here.

Talent Lab Lectures: insights into architecture and the hotel industry

As part of the programme for the target group of architects, interior designers and hotel furnishers, Heimtextil is offering a series of lectures aimed especially at up-and-coming professionals. Students of architecture and interior design in particular are invited to attend the "Interior.Architecture.Hospitality Lectures" on Friday, 11 January 2019 to enable them to gain an insight into the furnishing of commercial properties with textiles through lectures and a discussion panel in hall 4.2.

ZVR Junior Day: programme for young interior designers

For vocational school classes, master classes, PLW competition participants and the ZVR Junior Circle, which will be reorganised this November, Heimtextil is working with the Zentralverband Raum und Ausstattung (ZVR) to develop its own programme to attract young talent to the world's leading trade fair. 'Heimtextil is a must for all young interior designers. This is why ZVR is looking forward to being represented at the trade fair alongside its juniors again in the coming year', says Heike Fritsche, looking ahead.

Young master meet at DecoTeam

Up-and-coming interior designers are invited to the DecoTeam stand on Thursday 10 January 2019 at 5 p.m. in hall 8.0. The young masters will also design a showcase while with DecoTeam. 'At the world's leading trade fair, prospective furnishers will gain an optimum insight into which trends will be in vogue next season. We look forward to enjoying discussions with the new generation and are looking forward to their product presentation while they are with DecoTeam', says Ottmar Ihling, DecoTeam spokesperson.

Press information and image material:

www.heimtextil.messefrankfurt.com/journalisten

On the net:

www.heimtextil.messefrankfurt.com

www.heimtextil-blog.com

www.facebook.com/heimtextil

www.twitter.com/heimtextil

www.youtube.com/heimtextil

www.instagram.com/heimtextil

NEW: Newsroom

Information on the international textile industry and Messe Frankfurt's global textile trade fairs

www.texpertise-network.com

Heimtextil
International Trade Fair for Home and
Contract Textiles
Frankfurt am Main, 8 to 11 January 2019

Background information on Messe Frankfurt

Messe Frankfurt is the world's leading trade fair, congress and event organiser with its own exhibition site. More than 2,500* employees in 30 locations achieve an annual turnover of around 661* million euros. Thanks to far-reaching networks with industry and an international sales network, the corporate group is able to efficiently support the business interests of its customers. A comprehensive service offer, both on site and online, guarantees customers across the world the same high quality and flexibility in the planning, organisation and realisation of their event. The variety of services it offers range from site rental, trade fair construction and marketing services to personal services and gastronomy. The headquarters of the company are located in Frankfurt am Main. Its shareholders are the City of Frankfurt with 60 per cent and the State of Hesse with 40 per cent. * provisional figures 2017

Further information:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de

Heimtextil
International Trade Fair for Home and
Contract Textiles
Frankfurt am Main, 8 to 11 January 2019