

Press release

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## 50th edition: Heimtextil celebrates half a century as a leading trade fair

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

**Heimtextil celebrates its anniversary: from 7-10 January 2020, the global home textiles industry will meet for the 50th time in Frankfurt am Main. With a great anniversary party, a showcase presenting design classics from the past few decades, an anniversary film and other activities, Heimtextil will review the past half century since its first edition in 1971.**

'50 editions over the course of the past five decades are a rarely experienced phenomenon in the fast-moving global trade fair industry and are practically an eternity', says Detlef Braun, CEO of Messe Frankfurt. 'Like no other trade fair, Heimtextil stands for product variety, international clout and undisputed market leadership in the textile sector'. As a design show, it constantly reinvents itself, continues to present state-of-the-art home trends as it has always done and makes the furnishing trends of tomorrow tangible'.



### **Big celebration party on the Wednesday of the trade fair**

Messe Frankfurt will be inviting exhibitors and visitors to the highlight of the celebrations, the big Heimtextil @ Night party in hall 11.1 on Wednesday, 8 January 2020. Heimtextil exhibitors from the very beginning will be warmly welcomed and paid special attention. As part of the celebrations, Messe Frankfurt will present an anniversary film with a look back at earlier Heimtextil editions as well as music acts from the last five decades.

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

In hall 9.0, Heimtextil will present design classics from the past 50 years in a special showcase area. Here, the trade fair will invite people to take a journey through time and a tour of discovery through five decades of Heimtextil history. The presentation is based on editorials from interior magazines. Four rooms incorporate colours, shapes, furniture and design objects from past decades. The showcase is complemented by a café that will be realised in cooperation with Schöner Wohnen, Europe's largest living magazine.

**Exclusive offer: anniversary scarf in the Heimtextil look**

To mark the anniversary, Heimtextil will launch a textile accessory of its own creation: a scarf in the look of the current trade fair campaign. The scarf in the unisex colour combination of petrol, turquoise and lilac will be available for exhibitors and visitors to buy during the trade fair.

**Press information and image material:**

[www.heimtextil.messefrankfurt.com/journalisten](http://www.heimtextil.messefrankfurt.com/journalisten)

**On the net:**

[www.heimtextil.messefrankfurt.com](http://www.heimtextil.messefrankfurt.com)

[www.heimtextil-blog.com](http://www.heimtextil-blog.com)

[www.facebook.com/heimtextil](https://www.facebook.com/heimtextil)

[www.twitter.com/heimtextil](https://www.twitter.com/heimtextil)

[www.youtube.com/heimtextil](https://www.youtube.com/heimtextil)

[www.instagram.com/heimtextil](https://www.instagram.com/heimtextil)

**Newsroom:**

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

[www.texpertise-network.com](http://www.texpertise-network.com)

**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. More than 2,500\* employees in 30 locations achieve an annual turnover of around 718\* million euros. We are closely networked within our industries. We efficiently support the business interests of our customers in our business segments "Fairs & Events", "Locations" and "Services". A key unique selling point of the Group is its global sales network, which covers all regions of the world. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

Heimtextil  
International Trade Fair for Home and  
Contract Textiles  
Frankfurt am Main, 7-10 January 2020