

Heimtextil introduces initiative for young professionals: the NEW & NEXT University Contest

A new project for the young generation organised by Heimtextil: The goals of Messe Frankfurt's NEW & NEXT University Contest are to foster industry talent and to build an international platform for the innovators of the future. The new initiative will be introduced at Heimtextil, the international trade fair for home and contract textiles, which will take place from 8 to 11 January 2019 in Frankfurt am Main, Germany.

We cordially invite your institution to present your graduates' representative works to an international audience at Heimtextil.

The NEW & NEXT University Contest is an opportunity for universities to stage representative projects of their students and alumni and to introduce their academic portfolio at Heimtextil and establish contact with representatives of the industrial and trade sectors. Close to 3,000 exhibitions from around the world and 70,000 visitors will be expected to attend Heimtextil 2019 in Frankfurt am Main.

Eligibility

All national and international universities offering textile design programmes or related studies are invited to submit their entries.

Winners will benefit as follows

Winning universities will receive a free all-in stand in the NEW & NEXT area at Heimtextil 2019. The area will be located in the Textile Design segment in Hall 3.0 in close proximity to the Heimtextil Trend Space.

- 6 sqm stand space in the NEW & NEXT area in Hall 3.0
- A free, totally equipped trade fair stand
- Special highlighting of the physical stand in the online exhibitor search tool and in diverse elements of the visitor guidance system

Application and selection

The first step in the application process for the NEW & NEXT University Contest is the online registration. Secondly, a total of three representative student / alumni projects have to be submitted online. Once the application process has been completed, the jury of qualified experts assesses the contest entries submitted online to determine the winners. Where products or processes were developed with the help of a juror, such juror will not be entitled to cast his or her vote for such product or process. The jury's decisions will be based on simple majority of votes cast and will be final for all participants. The jury will not provide reasons for not selecting individual entries. The jury provides the results of its assessment to Messe Frankfurt Exhibition GmbH and Messe Frankfurt Exhibition GmbH communicates with the winners prior to Heimtextil 2019.

Registration and deadline for submission of entries

As of mid-August 2018, students and alumni can register online for participation in the contest free of charge. The deadline for submission of entries will be end of September 2018. The jury will publish its decisions by the end of October 2018. All winners will be notified promptly.

What is NEW & NEXT

NEW & NEXT is Heimtextil's programme for young labels that have been in the market for five years or less. Most recently, 50 newcomers introduced themselves and their fresh design ideas to an international trade fair audience. NEW & NEXT participants will show their fascinating projects, in particular for the Textile Design product segment (new in Hall 3.0), and creative design concepts for bath, bed and table in Halls 9.0 and 12.0.

What to expect at Heimtextil

From 8 to 11 January 2019, Heimtextil will provide visitors with a best-in-class overview of the market, from design trends and technical innovations to premium collections for home living. Close to 3,000 exhibitors are expected to attend the international trade fair for home and contract textiles. Heimtextil is the world's largest industry show, covering the entire portfolio of products for textile interior design and contract furnishing. As part of the extensive side programme, visitors will be provided with information and inspiration based on the latest market developments.

Interested? Contact us!

Please notify us if you are interested in participating in our new contest. We will be happy to provide you with more details in due course. You can contact

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With kind regards

Messe Frankfurt Exhibition GmbH

Your Heimtextil team