

Press release

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Textile trends and know-how for architects, interior designers and hotel experts

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‘Interior.Architecture.Hospitality’ at Heimtextil (8-11 January 2019) is the unifying force behind the unique offer for interior designers, hospitality experts and designers. Hall 4.2 serves as the focal point for these highlights. In addition to the Interior.Architecture.Hospitality Expo, trade visitors can also look forward to a range of high-calibre lectures and expert guided tours.

Textiles have a particular significance when it comes to property planning, interior design and the hotel industry. High demands in relation to these are not just about the colour, design and texture of the material. At the world’s largest trade fair for home and contract textiles, Heimtextil (8 -11 January 2019), visitors from the contract sector will not only find a unique variety of textiles for various applications, but above all international expertise on their functional characteristics as well as application examples for innovative construction projects and individual planning. This offer is summarised under the title ‘Interior.Architecture.Hospitality’. Architects, interior designers and hospitality experts can inform themselves about the latest trends and solutions in first-rate lectures. Renowned industry experts will guide visitors through the trade fair from a user’s perspective. And a varied supporting programme offers the opportunity for discussion among colleagues and to garner inspiration.

In the exclusive **‘Interior.Architecture.Hospitality Expo’** exhibition format, architects, interior designers and hotel furnishers will find high-quality products for textile furnishings. Current participants are Rummel Matratzen with mattresses especially dedicated to the hotel sector, upholstery fabrics with functional properties by Höpke Möbelstoff and MP S.p.A., Decorum and Tecnografica with design wallpapers and wall coverings as well as Art Marin and Serge Ferrari with acoustic solutions and sun protection systems especially dedicated to architecture, hotel and contract business.

Also worth seeing is the presentation of the Expo and lecture area in hall 4.2, which has been realised according to a design concept by the Swiss studio ushitamborriello Innenarchitektur_Szenenbild. Ushitamborriello was inspired by an old Japanese tradition, Furoshiki. This is the artistic skill of being able to cover almost any shape using a square piece of fabric and with the help of special folding and knotting techniques. The presentation illustrates the extraordinary flexibility and effectiveness of textiles in room design.

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In hall 4.2, the company Trevira CS will be presenting a trend area specifically for the contract market entitled '**Trends in Contract by Trevira CS**'. Here, interior designers, designers and outfitters can find out about innovative textiles and colour trends in the home textiles and contract sectors. A high-calibre trend panel comprising Sebastian Herkner/Studio Sebastian Herkner Offenbach, Markus Hilzinger/FINE ROOMS Berlin, Corinna Kretschmar-Joehnk/JOI Design Hamburg and Sylvia Leydecker/100% interior Cologne, chose Trevira CS Stoffe to present at the fair.

The experts supplied ideas and contributions in the areas of product development, hotel & gastronomy, working environments and health & care. The idea, concept, themes and colours were developed by the trend agency stilbüro bora.herke.palmisano from Frankfurt.

The production will be supplemented by the product presentation of Trevira together with 27 top customers comprising everything from fibre production, yarn production to dyeing, and from large-scale production by weavers and knitters to textiles editeurs. At individual stands, customers such as Engelbert E. Stieger, Gerriets, Jenny Fabrics, Pugi, Spandauer Velours, Swisstulle and Wintex will be exhibiting their Trevira CS collections for the home textiles and contract textiles sector and showcasing their contribution to the textile value chain. Visitors will thus gain an insight into the complex and elaborate production of textiles and the 'transformation process' of polyester fibres into attractive, functional fabrics that can impress with their look and feel and convey value.

The benefits of textile floor coverings can be experienced at the '**Carpet by Heimtex**' stand in hall 4.2, the stand of the Association of the German Home Textile Industry. Architects and contract decision-makers will find valuable ideas for the modern use of textile floor coverings by the participants Aquafil, Balsan, Findeisen, German Rugs, Object Carpet, TFI-Institut für Bodensysteme, Toucan-T, Uzin Utz and Weseler Teppich.

In the '**House of Textile**' (hall 9.0 C57 and C61), students from the fields of architecture, interior design and textile design will present their visions of how we will live, work and travel with (home) textiles in 2025. The competition, presented by the Association of the German Home Textile Industry, is aimed at architects and contract decision-makers, as well as designers and trade visitors.

Lectures and seminars: the highest level of expertise

The topics for the lecture programme were developed in close cooperation with the industry experts from AIT Dialog. Together with AIT and other industry partners such as the Allgemeine Hotel- und Gastronomie-Zeitung (AHGZ), the Bund deutscher Innenarchitekten (bdia), hotelforum management and worldarchitects.com, Heimtextil will once again be an outstanding meeting place for architects, interior designers, hospitality experts, designers and providers of innovative product solutions – with numerous lectures and discussions, guided tours and AIT trend scouting.

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The 'Interior.Architecture.Hospitality Lectures' will take place in hall 4.2. In the lectures, internationally renowned experts will present their visionary architectural projects and concepts. Members of the Chamber of Architects and Town Planners of Hesse can accrue training points for participating in the lectures.

Tuesday 8 January

The lectures on the first day of the fair will tackle various topics relating to temporary buildings and three-dimensional structures under the title 'Space'. The definition of space and the basic principles of design will be explained by renowned designers and architects using impressive examples. This also includes the production inspired by Furoshiki at Heimtextil!

Fashion expert Silke Bücken, textile designer Felix Diener and design journalist Martina Metzner discuss colours and fabrics as space-constituting elements under the title 'True Values' in a trend seminar organised by the bdia (Bund deutscher Innenarchitekten). Participation in the one-day seminar is subject to a fee and advance registration at www.bdia.de is required.

Wednesday 9 January

The second themed day of the lectures (9 January) will be entitled 'Atmosphere' and will examine the extent to which atmosphere has a positive effect on our well-being. The question of 'Healing Architecture' and its influence on health is gaining in relevance, particularly in the area of care spaces. The focus of this themed day will be on housing models for special situations in life, as well as hospitals, nursing homes, retirement homes and hospices.

Under the title '**Printed Interior Decoration Lectures**', specialists will also provide information on the latest technologies and possibilities for using inkjet digital printing for individualising wall and floor coverings and decorative fabrics for contract furnishing according to your own creative designs. During the three lectures in the lecture area in hall 4.2, interior designers will also have the opportunity to network with important industry partners from this sector. The presentations will be held in collaboration with ESMA (European Specialist Printing Manufacturers Association), a consortium of European industrial printing manufacturers, and Thomas Pötz, an internationally renowned inkjet printing expert and experienced strategy consultant.

The exciting conclusion of the lectures on Wednesday will be the AIT Trend award ceremony with the keynote lecture by Georg Thiersch from Büro 1zu33 in Munich on the subject of 'Architecture and Material' starting at 5 p.m. For the AIT Trend, around 30 architects and interior designers are looking for new generations of innovative products in the contract textiles, textile room divider or sun protection systems, wall coverings, wallpaper or furniture groups at Heimtextil. The most convincing products will be honoured with the **AIT Trend 2019**.

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Thursday 10 January

The third themed day deals with the question of 'identity'. In times of an increasingly flexible society and nomadic living and working models, the need for individuality is becoming ever greater. Identity – whether in the sense of connection with the location or on a conceptual level – is an essential success factor for the hotel industry. The lectures on the Thursday of the trade fair will highlight visionary hotel concepts, trends such as micro living and temporary living in the form of residential hotels, apartment hotels and serviced apartments.

The lectures on 10 January between 9:30 and 11:30 a.m. will take place in cooperation with **hotelforum** management, an experienced organiser of events for the hotel industry.

The new knowledge forum '**Sleep! The Future Forum**' in Foyer 11.0 will also focus on the hotel industry on Thursday. Here, international experts will speak about the current state of research in sleep medicine. During Heimtextil, the experts will provide information on the latest findings from science and research in a total of four subject areas (science & digital, sport, hotels and sustainability) and provide an outlook on the future of sleep.

Friday 11 January

Heimtextil also offers special lectures for up-and-coming professionals. Students of architecture and interior design in particular are invited to attend the '**Talent Lab Lectures**' on Friday, 11 January 2019 from 12.30 p.m. to enable them to gain an insight into the furnishing of commercial properties with textiles through lectures and a subsequent discussion panel in hall 4.2.

Guided Tours: go on a voyage of discovery with experts

Visitors can explore the numerous Heimtextil highlights on their own or join one of the many guided tours aimed especially at interior designers, architects and hoteliers. The starting point for the guided tours is the counter for the Interior.Architecture.Hospitality Tours in hall 4.2 (with the exception of the AHGZ Trend Tour Housekeeping on Thursday).

The German and English tours by the online industry network **WorldArchitects.com** will take place on all four days of the fair. The trade fair tours (Tuesday at 10 a.m. and 3 p.m., Wednesday at 11 a.m. and 3 p.m., Thursday at 2 p.m. and Friday at 11 a.m.) are aimed specifically at architects and interior designers. Experienced experts will guide visitors through Heimtextil and thus provide an exciting new perspective on textile material solutions and products.

The requirements of interior designers are the focus of the guided tours of the Bund Deutscher Innenarchitekten (**bdi**). The tours, which last about one and a half hours, start at 11 a.m. or noon on the first three days of the fair and at 12:30 p.m. in hall 4.2 on the last day of the fair. The experienced interior designers Monika Slomski, Jana Vonofakos and Pia A. Döll will take participants to suppliers of high-quality textile products and draw attention to individual solutions and trends.

The AIT tour takes architects and interior designers through the exhibition halls at 10 a.m. on 9, 10 and 11 January in search of textile solutions, innovative products and trends.

The **AHGZ** Allgemeine Hotel- und Gastronomie-Zeitung will offer trend tours especially aimed at housekeepers, hotel planners and interior designers as part of the Hotel Day on Thursday 10 January. At 12 noon and 3 p.m., interior designer Corinna Kretschmar-Joehnk, together with Jens Brune, hotelier and managing director of Brune & Company in Bremen, will guide participants to the most important suppliers for the contract business with a focus on the hotel industry. The tours start in hall 4.2.

The AHGZ Trendtour in cooperation with the trade magazine **Housekeeping** is especially aimed at housekeepers. It will also start on Thursday (10 January) at 11 a.m. and 3 p.m. in the foyer of Hall 11.0, West, and will take participants to selected exhibitors who have suitable and innovative materials and products ready to meet the requirements of hotels.

Registering for the events

The Heimtextil event calendar and website www.heimtextil-contract.com provides the best overview of the comprehensive range of information and events on the subject of 'Interior.Architecture.Hospitality'. Pre-registration is required for the tours. Spaces are limited.

Contract Guide offers orientation

As an architect, interior designer, hospitality expert and interior designer you will find the world's largest selection of contract textiles in Frankfurt. Around 500 Heimtextil exhibitors from all over the world will be presenting their portfolio here. With the Contract Guide you'll get the perfect overview of all the exhibitors offering contract textiles and textile furnishing solutions in all the halls. The Contract Guide is available at the exhibition site and can be downloaded from the Heimtextil website.

Additional press information and image material:

www.heimtextil.messefrankfurt.com/journalisten

On the net:

www.heimtextil.messefrankfurt.com

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

www.texpertise-network.com

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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 2,400* employees in 30 locations achieve an annual turnover of around 669* 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. More information: www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de