

## heimtextil

### Strong constant for the industry: Heimtextil grows and starts with over 3,000 exhibitors and design icon Patricia Urquiola

**Frankfurt am Main, 14 January 2025. Heimtextil kicks off the new trade fair year with over 3,000 exhibitors from 65 countries. With steady growth, the leading trade fair for home and contract textiles and textile design is strongly positioned. This makes it a reliable platform for international participants. At the opening, architect and designer Patricia Urquiola presented her installation ‘among-us’ at Heimtextil.**

With over 3,000 exhibitors from 65 countries, Heimtextil 2025 sets the course for the future of textile interior design. The most important trade fair for home and contract textiles and textile design thus presents itself stable with steady growth. This underlines the international industry's confidence in Heimtextil. As a constant partner, it opens up solutions for sustainable business success for retail, industry and the contract business – particularly relevant regarding the current market situation. Recession, energy prices and regulations present companies with challenges which require innovative and future-orientated approaches.

“The steady growth and the very high level of internationality confirm the strength of Heimtextil. As leading international trade fair for home and contract textiles and textile design, it is an indispensable partner for the global industry – this is more important today than ever before. Especially in challenging times, Heimtextil offers companies the opportunity to strengthen their market position: through international visibility, the identification and realisation of potential and the development of new global business partners”, says Detlef Braun, Member of the Executive Board of Messe Frankfurt.

#### **Installation by Patricia Urquiola: design concepts for retail and hospitality**

At the Heimtextil opening press conference, star designer and architect Patricia Urquiola presented her design installation ‘among-us’ in Hall 12.0. The area contains products made specially for Heimtextil. For example, a hanging carpet created by the traditional dhurrie technique. Patricia Urquiola developed the unique pieces together with partners such as Kettal, Moroso, cc-tapis, Aquafil and Cimento®. Embedded in the installation, they show retail and hospitality the possibilities opened up by the textile design of tomorrow. Patricia Urquiola emphasises holistically designed rooms and objects, living areas that merge seamlessly as well as materiality and versatility.

“‘among-us’ is a convivial and intuitive textile installation that shows the evolving possibilities of textiles, exploring their hybrid potentials across various scales – from product design to one/off pieces. The title, among-us, refers to the concept of being together and reflects the intent of the installation to celebrate hybrid new relations”, explains Patricia Urquiola.



Photo: Messe Frankfurt / Pietro Sutura

In 'among-us', physical and virtual worlds merge through a grid on the floor inspired by drafting software. At the centre are textile elements in abstract and organic forms such as a sofa or an upholstered sculpture. They demonstrate the interplay of materials and technologies. Screens show their virtual counterparts and encourage interaction. At the same time, 'among-us' shows how textile innovations influence design processes. Textiles combine functionality, aesthetics and sustainability and create unique possibilities. The installation also shows how traditional craftsmanship can be integrated into the design of spaces and products.

### **Heimtextil 2025: trends, design inspiration and global market overview**

Visitors to the leading trade fair for home and contract textiles find a globally unique range of products on 16 hall levels. This spans from wallpapers, upholstery fabrics, mattresses and sleep systems, towelling products, textile designs, fibres and yarns to carpets. The Carpets & Rugs area counts three times as many exhibitors in 2025 and is growing by several hall levels. Heimtextil is the home of the global carpet industry.

The Heimtextil Trends 25/26, curated for the first time by the Milan-based design platform Alcova, offer inspiration and sustainable solutions. In the Trend Arena in Hall 3.0, they are spectacularly staged. They are looking at material qualities, colours and innovative production processes.

The content programme covers the most important industry topics. It addresses different visitor groups – from retailers, wholesalers, industry, designers, furniture and bedding shops, interior architects, interior designers, architects, contract furnishers and many other decision-makers. At the Retail Stage in Hall 12.1, topics ranging from sleep and sustainability to AI in retail and optimising the customer experience are being highlighted. The Texpertise Stage in Hall 4.0 focuses on materials for contract furnishings, trends in hotel design, carpets and the Heimtextil Trends 25/26.

Heimtextil takes place from 14 to 17 January 2025.

### **Press information & images:**

<https://heimtextil.messefrankfurt.com/frankfurt/en/press.html>

**Online:**

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

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Information from the international textile industry and the worldwide textile trade fairs organised by Messe Frankfurt [www.textpertise-network.com](http://www.textpertise-network.com).



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