

heimtextil

Patricia Urquiola in the Trend Space: evolution and new design elements for Heimtextil 2027

Frankfurt am Main, 30 September 2026. At Heimtextil 2027, the Trend Space brings the Heimtextil Trends 27/28, curated by Alcova, to life. Within this framework, Heimtextil's collaboration with Patricia Urquiola continues into its third year in 2027. In the Trend Space, the architect and designer presents three sculptures: alongside the familiar element "Bambi", Urquiola is developing two new pieces specifically for Heimtextil. Thereby, she offers her unique interpretation of the trend theme "The Performance of Everyday Living".

In 2027, two of Heimtextil's long-standing design partnerships come together: Alcova curates the Heimtextil Trends 27/28, "Home-Maxxing – The Performance of Everyday Living". Alongside this, Patricia Urquiola further develops her "Bambi" sculpture as part of the Trend Space, bringing her own distinctive language of materials and design to the presentation. For three years, both partnerships have continued to evolve with each edition of Heimtextil. In 2027, they come together directly in the Trend Space for the first time.

For Heimtextil 2027, Patricia Urquiola expands on the "Bambi" figure from last year's "among-all" installation. She adds two new pieces created specifically for Heimtextil to the hybrid silver creature. These build on the existing forms and materials and develop them further. At the same time, they reflect Patricia Urquiola's own interpretation of the trend theme "The Performance of Everyday Living". With this, Patricia Urquiola continues a concept that has evolved over several editions of Heimtextil. In 2025, she presented "Bambi" digitally on a monitor at Heimtextil. For the 2026 edition, she transformed it into a physical element. In 2027, Patricia Urquiola develops it further with two additional figures.

"For Heimtextil 2027, I return with a family of three hybrid creatures: the third chapter of a research that keeps evolving, one edition at a time. Together, the pieces trace a journey – from digital imagery to physical presence – and open a new chapter in material experimentation, where textile becomes a living, evolving form," says Patricia Urquiola.

Alcova sees this as a particularly strong connection to the "Hyper Presence" trend direction. This places physical presence, material character and human connection at the centre. Urquiola's contribution thus represents the counter-movement within the trends: not everything in our homes needs to measure, accompany or optimise us. Some things can simply have an impact through material, touch and comfort.

At the same time, connections emerge with the other trend directions "Staged Competence" and "Inside, Out". One example is "Bambi's" material, "Ohoskin": the

metallised surface initially appears technical, industrial and futuristic. Despite its appearance, however, it is made from by-products of Sicilian oranges. Behind the technical look lies a surprisingly natural material story. For Alcova, it is precisely this contrast that makes the object feel more human and approachable.

Visitors can experience the Heimtextil Trends 27/28 featuring Patricia Urquiola's design elements in the Trend Space at Heimtextil from 12 to 15 January 2027.



Foto: Messe Frankfurt

Patricia Urquiola's "Bambi" made from Ohoskin in the "among-all" installation at Heimtextil 2026.

Heimtextil 2027 takes place from 12 to 15 January 2027.

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