news +++ Heimtextil
12 to 15 January 2027

heimtextil

Heimtextil and The Florentin: Collaboration showcases the application of textiles in architecture and interior design

Frankfurt am Main, 18 November 2026. With Interior.Architecture.Hospitality, Heimtextil brings together its offering for the contract sector. The new collaboration with Frankfurt-based hotel The Florentin by Althoff Collection demonstrates how materials interact in architecture and interior design. The hotel shows to planners, designers and decision-makers how exceptional design creates a welcoming atmosphere. Images of The Florentin are part of Heimtextil's new Interior.Architecture.Hospitality campaign.

From 12 to 15 January 2027, Heimtextil in Frankfurt showcases new materials, functional solutions and design innovations. International exhibitors and an extensive content programme present the latest innovations and share expertise in holistic interior design – from wallpaper and carpets to upholstery fabrics, mattresses and ready-made bed and bath textiles. Textiles shape aesthetics, atmosphere and the experience of space. This makes them a key factor in the contract sector for architects, interior designers, planners, buyers and operators.

Heimtextil's new Interior.Architecture.Hospitality campaign highlights this under the motto "Creating a room means creating a whole world". It features images of The Florentin, a luxury hotel in Frankfurt. The hotel exemplifies how architecture, interior design and textiles work together to create a holistic hospitality experience.

"The collaboration with The Florentin demonstrates: textiles play an important role in the contract sector. We are delighted to be working with a first-class hotel in Frankfurt, Heimtextil's home city. This shows that forward-looking interior design is visible in the region and can be discussed in concrete terms," says Olaf Schmidt, Vice President Textiles & Textile Technologies, Messe Frankfurt.

The Florentin hotel in Frankfurt, which opened in 2025, demonstrates how textile materials are applied at the highest level. The hotel was designed and fitted out by the design studios atelier zürich and Unscripted Design. It is characterised by a distinctive design concept, the deliberate use of textiles and materials and individually designed spaces. This makes The Florentin a fitting reference project for Heimtextil's Interior.Architecture.Hospitality segment.

"That Heimtextil has chosen The Florentin as a stage for its guiding theme 'Creating a room means creating a whole world' is a great honour and pleasure for our entire team. We look forward to engaging with designers, architects and hoteliers from around the world. After all, the most memorable guest experiences are created where design,

materiality and hospitality come together to tell a shared story," explains Boris Meßmer, General Manager of The Florentin.

Visitors to Heimtextil gain first-hand insights into the interior design of The Florentin. During a panel talk on 14 January at the Interior.Architecture.Hospitality Talk Spot in Hall 4.1, the architects and interior designers discuss the design of the luxury hotel. Under the title "The Art of Collaboration: Different Perspectives, One Shared Vision", atelier zürich and Unscripted Design share insights into their collaboration on The Florentin.



Photo: Messe Frankfurt

At The Florentin, textiles are used to the highest standards.



Photo: Messe Frankfurt

Heimtextil's new campaign visual featuring images of The Florentin.

Heimtextil 2027 takes place from 12 to 15 January 2027.

Press information & images:
https://heimtextil.messefrankfurt.com/frankfurt/en/press

Online:
www.heimtextil.messefrankfurt.com
www.linkedin.com/heimtextil

www.instagram.com/heimtextil
www.facebook.com/heimtextil
www.youtube.com/heimtextil



Your contact:
Mira Engl
Phone: +49 69 75 75-3060
mira.engl@messefrankfurt.com

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

www.messefrankfurt.com

Background information on Messe Frankfurt
www.messefrankfurt.com/background-information

Sustainability at Messe Frankfurt
www.messefrankfurt.com/sustainability-information