heimtextil

# Heimtextil makes its debut at Downtown Design Dubai – with insights into the Trends 27/28 by Alcova

**Frankfurt am Main, 5 November 2026. Heimtextil is strengthening its presence in the Middle East's interior design and hospitality sectors: for the first time, it is partnering with Downtown Design, the region's leading design fair held as part of Dubai Design Week. Together with Milan-based design platform Alcova, Heimtextil is presenting the Heimtextil Trends 27/28 'The Performance of Everyday Living', in Dubai from 4 to 8 November. A compact presentation featuring film, text and visual elements offers the international and regional design community insights into the key trend themes.**

The anchor event of Dubai Design Week, Downtown Design is the Middle East's leading design fair. The region's growing hospitality and design landscape is playing an increasingly influential role in the international interiors industry. A rising number of ambitious hotel and design projects is driving demand for forward-looking spatial concepts, high-quality materials and textile solutions. Through this first-time partnership, Heimtextil is building on this momentum and, together with Alcova, bringing international trend perspectives to one of the world's most important growth regions for design and hospitality.

The focus is on the Heimtextil Trends 27/28 developed by Alcova, their key themes and creative impulses. Under the title 'The Performance of Everyday Living', they explore how spaces can do more without asking more of us. This brings into focus a question that is equally relevant to residential interiors, hospitality and interior design: how can spaces become more functional while simultaneously enhancing comfort and design quality?

'Downtown Design stands for connectivity, relevance and quality: it is where the Middle East's creative community comes together with the global design industry. This exchange connects international perspectives with the specific needs and experiences of the region's design professionals. Heimtextil and Alcova bring complementary strengths in materials and craft-led experimentation – topics that are particularly relevant to our community at present – and combine them with a clear understanding of the commercial realities behind successful design,' says Mette Degn-Christensen, Director, Downtown Design.

For Heimtextil, the participation also marks an important step in further strengthening its connections with the design and hospitality sectors in the Middle East.

'The Middle East is an important source of inspiration and momentum for interior design and hospitality. Dubai brings together an international design community, and in cooperation with Alcova, we are bringing our expertise in trends, materials and design to

this audience. In doing so, we are taking Heimtextil's themes beyond Frankfurt and connecting them with the perspectives of relevant partners in the Middle East,' says Olaf Schmidt, Vice President Textiles & Textile Technologies, Messe Frankfurt.




Photo: Downtown Design Dubai

Heimtextil 2027 takes place from 12 to 15 January 2027.

**Press information & images:**
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