

29. Messe für  
kreatives Gestalten



Messe Westfalenhallen Dortmund

17.–21. März 2010

Media Information 55 / 2010 – Interim Final Report

21.03.2010

- “Each new CREATIVA is the best CREATIVA“
- Yet bigger and more international
- Around 8 million Euros turnover
- PerlenExpo’s successful premiere

Dortmund (Kh) – Last Sunday the CREATIVA (17th – 21st March 2010) came to its successful conclusion, breaking new records with regard to exhibitor numbers, rented floor space and also international participation. And so the CREATIVA was able to further underline its position as Europe’s number one exhibition for creative design. “Managing to set new records like these in a time of economic crisis, which of course also leaves its mark on manufacturers and retailers in the craft trade, is quite a remarkable achievement“, according to Stefan Baumann, Managing Director of the Messe Westfalenhallen Dortmund GmbH. The CREATIVA provided a source of satisfied exhibitors and sound turnover figures.

501 commercial and non-commercial exhibitors from 13 countries took advantage of the CREATIVA. Here they showed their range of products, materials and techniques, all centring around creative design and crafts over an area of rented space covering some 9,572 square metres (2009: 8,892). The amount of foreign involvement hit a record level of 14 percent (2009: 12 percent).

The level of turnover at the CREATIVA 2010 reached altogether around 8 million Euros. 95.4 percent of visitors made purchases or orders at the exhibition itself, on average for 106 Euros. This was the result of a visitor survey carried out by an independent exhibition market research institution.

One of the main themes this year was paper. Individual artists and craft clubs demonstrated through varied contributions that this material is not merely a print medium. Guest country Korea for example presented in its “Hanji Paper Road“ display remarkable paper exhibits made from hanji, a substance from the rind of the mulberry tree which stretches back thousands of years. “We established contact here with a very open and interested audience and the visiting school classes had lots of questions to ask about the exhibits. The visitors were particularly fascinated by the fact that all the exhibits were indeed made out of paper“, was the comment made by Gudrun Angelis from the Women’s Museum in Bonn, curator for the guest country Korea. “There were even those who wanted to buy the exhibits there and then, and weren’t perturbed by the steep prices“, Angelis went on to say.

The CREATIVA is not just a stomping ground for those with creative talent but indeed one reserved for the ladies, with **92.9 percent** of visitors of the **female** sex. Europe's biggest exhibition for creative design attracted ladies not only from all corners of Germany to Dortmund but also from the neighbouring states. 27.7 percent of the visitors travelled between 50 and 100 kilometres, a further 29.7 percent travelled between 100 and 300 kilometres and 6.5 percent more than 300 kilometres. Alongside visitors from Germany guests were also recorded **from the Benelux countries, Great Britain, Italy, Sweden, Switzerland and the Czech Republic.**

Not only was it possible to match the **great number of visitors** of the previous year, but to even **top** it. **Altogether around 76,500 visitors** (2009: 74,806) came to the Messe Westfalenhallen Dortmund to find out about new products and ideas on the creative front, to experience new techniques and to make purchases for leisure time and occupational activities.

Thanks to the extensive selection of educational and workshop programmes on offer for creative design the CREATIVA is not only of interest to those pursuing their own hobbies but also to staff in kindergartens, nurseries, schools and for vocational instructors, social education workers and therapists. There has been an obvious increase here in particular over recent years - whilst in 2009 10 percent of those asked claimed to be visiting the CREATIVA first and foremost **for occupational reasons**, this year the figure had risen to **12.5 percent.**

Once again this year various stage events and workshops invited visitors to develop their skills with textiles. Not only topical themes attracted the visitors, but also **traditional handicraft techniques such as lace-making** proved to be very popular amongst visitors and attracted an audience from around the country. "My workshops were attended by a mixture of participants from Flensburg to Austria and the public which included academics, housewives, grandmothers and children was very mixed indeed", course instructor Martina Wolter-Kampmann reported.

The company idee.Creativmarkt GmbH & Co. KG was able to confirm its impression that **handicrafts** are once again **making a strong comeback**: Knitting is practically experiencing its renaissance. Our pompon yarn was so popular at the CREATIVA, that we had to re-order twice", claimed Managing Director Dirk Langenströher. The market leader amongst the specialist retailers for art and craft supplies was representing the company at the CREATIVA for the first time and brought with him a range of around 3,000 different articles. Amongst the best sellers were wool and also deco patches and jewellery which the visitors were able to experiment with at the organised workshops. Over 1,000 visitors took part in the workshops. "We achieved our objective", claimed Langenströher.

On Creative Impulse Avenue in hall 7 the visitors were able to take a peep over the shoulder of clubs and designers and have a go themselves, for example as at the registered German Origami Club. The club took part in the CREATIVA for the first time and was full of enthusiasm right from the start. "It went really well", said Marlene Rostig, vice chairperson of Origami Deutschland e.V. The aim of the club was to present the diversity of the art of

origami and to awaken the interest of new members. Indeed they succeeded. "Our workshop area was full every minute of the exhibition. The visitors came to use our stand as a source of tranquility. Origami is really like a form of meditation where the folding allows you to just completely let go", as Rostig put it.

"No-one can get past the PerlenExpo in Dortmund"

The **PerlenExpo** was able to celebrate a **successful premiere** this year in hall 5. Here internationally well-known names from the pearl branch were exhibiting their goods on a specifically designated area where they presented a number of unusual little gems. Micha Schröder who was also responsible for this exhibition drew a positive conclusion: "The exhibitors of the PerlenExpo are simply euphoric about it. There were such huge crowds during the whole event. Even big pearl producers from the USA came to see the CREATIVA for themselves. They were quite impressed and regretted badly not having exhibited this year. Next year they will be back. No-one can get past the PerlenExpo in Dortmund", according to Schröder.

Amongst the **most popular areas on offer** this year were art and craft supplies, textile design and handicrafts, jewellery, machine sewing and knitting as well as painting and drawing materials. **More than seven out of ten** visitors awarded the selection on offer this year the top two (of altogether six) grades of **"good" and "very good"**.

The **objectives** set by almost **eight out of ten** visitors in connection with their visit to the exhibition were **fulfilled** either **fully or partly**. 19.1 percent were not yet in a position to reach a judgement at the time of the survey.

The visitors awarded Dortmund itself once again excellent grades **as an exhibition location for the CREATIVA**. More than **one quarter of the visitors** awarded the grade **"good"** and **a further 53.9 percent** even the grade **"very good"**.

The survey revealed exhibitors were very satisfied with levels of turnover. **Three-quarters of the exhibitors** assessed their own commercial success as being **very good to satisfactory**.

"Each new CREATIVA is the best CREATIVA!"

"As far as our sales figures are concerned, we have seen a continual development since 2006. This year too we have achieved another 15 to 20 percent more sales compared with the previous year, said Stefan Machelett from the Employment Co-ordination Office of the Castrop-Rauxel prison. And his colleague Rüdiger Nehrke added: "Each new CREATIVA is the best CREATIVA." That's why we will certainly be back again next year. "This is something the ministry itself specifically supports", according to Nehrke.

"Fantastic – it's like a dream", summarised Manuel Franke, Managing Director of Quadratologo. We painted at least 1,500 quadratologos during the course of our workshops. After a long winter, spring appeared at the

CREATIVA – you could see it on the peoples' faces, they were much quicker to spend their money than in previous years.“

There were once again new faces amongst the exhibitors, for example Parel Paradijs from the Netherlands. “It really went very well for us, we are looking forward to coming again next year. Our appliqués were very popular amongst the visitors because it was something new for them. We also go to the biggest creative design exhibition in the Netherlands, but we think the CREATIVA is better“, said owner Maryse Rijnders.

#### “I love this exhibition“

For Sonja Braun, Sales Manager of Creasand, who was also present for the first time, the CREATIVA was a complete success: “I love this exhibition“, Braun enthused. The company launched a brand new product at the CREATIVA, a mixture of quartz sand and bio-oils which makes sand sculptures both robust and durable so that even outside they can last for many years. “When you want to introduce a new product then the CREATIVA is the right place to be. Above all it was staff members from schools, nurseries, kindergartens, homes for the elderly and special needs institutions who were interested in our product“, said Braun. In 2011 Creasand will be happy to come back again, but with a more generous and inviting stand.

The 1st Tilda Convention enjoyed a successful appearance at the Kunst & Kreativ stand: “We did the right thing deciding to initiate the Tilda Convention here in Dortmund. We had about 600 customers every day at our stand and 300 participants at our workshops. Compared to 2009 we were able to record an increase of 25 percent and hence the best result we have ever achieved at the CREATIVA“, as Thomas Leu, Marketing Director of the specialist retail chain Kunst & Kreativ summed up.

“For us the CREATIVA went really well, the feedback from the visitors was excellent. I'm also very satisfied with the sales“, said Heidegret Steffens from the Heidegret Steffens fashion studio for textile design. The designer was particularly taken by the new concept *fokus.kreatives.handwerk*. “People really appreciate this exclusive forum at the CREATIVA“, according to Steffens.

#### Seeing each other again in 2011

**The CREATIVA was once again able to convince both exhibitors and visitors alike.** Almost **nine out of ten exhibitors** have already stated that their return to the **CREATIVA 2011 is either definite or extremely probable.** Of those **77.2 percent** plan to exhibit on the **same scale**, whilst **17.9 percent** even wish to **increase their stand areas**. Only one percent of the exhibitors excluded a repeat visit at this point in time. Others had not yet formed their decision.

**Also the visitors have made a note of the next CREATIVA in their diaries with almost nine out of ten visitors** already in favour of a repeat visit next year.

And in 2011 there will also be a special anniversary to celebrate. It will be the **30th CREATIVA** taking place in Dortmund from **16th to 20th March 2011**.

Many of you will not however have to wait so long for the next event for creative design. For already in two months - **from 13th to 16th May 2010** - the Messe Westfalenhallen Dortmund will be playing host to the **PATCHWORKTAGE**.

### Summary: facts & figures on the CREATIVA 2010

CREATIVA	<b>Title</b>
17th to 21st March 2010	<b>Duration</b>
Europe's biggest exhibition for creative design	<b>Brief description</b>
Messe Westfalenhallen Dortmund GmbH	<b>Promoter</b>
Westfalenhallen 4 – 8 and Messe Forum	<b>Halls</b>
More than 30,000 square metres (gross)	<b>Exhibition area</b>
484 commercial and 17 non-commercial exhibitors from 13 countries – Belgium, Denmark, Germany, France, Japan, Luxembourg, the Netherlands, Poland, Sweden, Switzerland, South Africa, the United States of America and Korea	<b>Exhibitors</b>
Arts and crafts, handicrafts, fabrics/patchwork fabrics, patchwork quilts, various supplies for art and craft work, games, wooden articles, paper, stamps, scrap books, decorations, haberdashery, ribbons, appliqués, clothing, children's fashion, dolls and accessories, jewellery and jewellery-making kits	<b>Main themes and offers</b>
Consumers with creative interests such as handicrafts and craftwork, those with creative hobbies and people whose official or voluntary occupations involve creative activities	<b>Target group</b>
Around 76,000	<b>Visitors</b>
Around 8 million Euros	<b>Turnover (forecast)</b>
Hall 4: Guest country Korea with the "Hanji Paper Road" display	<b>Guest country Korea</b>
Hall 4: Event stage <ul style="list-style-type: none"> <li>• Folding designs – fashion from Hanover</li> <li>• Wool it or won' t it – fashion from Elzbieta Skribkariuk</li> <li>• Free motion quilting with the long arm</li> <li>• Tips for handicrafts – decorations for cups and lanterns</li> <li>• PaperART – Mr. Lo's folding dreams</li> <li>• Creative project from Bangladesh</li> <li>• Anything as long as it's jewellery – creations from famous names</li> <li>• Poi swinging for special learning needs</li> </ul>	<b>Event areas</b>

<p>Hall 4: Exclusive Forum for Handicrafts</p> <ul style="list-style-type: none"> <li>Joint stand with selected artists and specialists representing different handicrafts: Hand embroidery from Afghanistan, paper and crafts from Korea, pottery for everyday use, felt design, finger painting with oil, glass figurines, graphics, hand-weaving, wooden objects, fairytale wool tapestries, sewing crafts, natural soaps, paper and book articles, porcelain/ceramic goods, terracotta and copper craft, clay artwork and web design.</li> </ul>	<p><b>fokus.kreatives.handwerk</b></p>
<p>Hall 4: CREATIVA Knit "Strick" Café</p> <ul style="list-style-type: none"> <li>Workshops and information all about knit art "KlugeStrickArt"</li> </ul>	<p><b>CREATIVA Strick-Café</b></p>
<p>Hall 6: Designing textiles – Initiative for school lessons</p> <ul style="list-style-type: none"> <li>Creative jeans – upgrading with needle and thread</li> <li>Lace-making for schools</li> <li>Hand spinning and needle binding</li> <li>Felt hobbies</li> <li>Traditional quilts</li> <li>Embroidery project Afghanistan</li> </ul>	<p><b>Workshops, visitor participation activities and demonstrations</b></p>
<p>Hall 6: Time to play and experiment</p>	
<p>Hall 7: Creative Impulse Avenue</p> <ul style="list-style-type: none"> <li>M3 – Bold fashion designers</li> <li>Visual art – registered Hobbyclub Dortmund-Scharnhorst</li> <li>Dayemi complex – a creative project in Bangladesh</li> <li>Cultural development in the Ruhr valley – Creativ Gruppe 68</li> <li>Ceramic art – Karl Dieter Horn</li> <li>Registered German Origami Club – Let's fold together!</li> <li>The palette – playing with colours</li> <li>Hand-weaving and weaving+</li> </ul>	
<p>Hall 8:</p> <ul style="list-style-type: none"> <li>Expert florist Brigitte Heinrichs demonstrates the art of flower arranging</li> </ul>	

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