

news +++ Creativeworld – Eyes on creativity!
07 to 10 February 2025

creativeworld

Creative Academy 2025: A big stage for creativity

Frankfurt am Main, December 2024. In 2025, the Creative Academy will return as the focal point of Creativeworld. From 7 to 10 February 2025, trade visitors can look forward to a unique platform to experience the industry's latest trends, techniques and materials up close - and test them first-hand.

On all four trade fair days, the Creative Academy offers a varied workshop programme that is open to trade visitors free of charge and without registration. Participants can test the latest products and materials from leading national and international exhibitors live on site and have the opportunity to gain valuable knowledge for their specialised business.



The Creative Academy connects trade visitors creatively in one area. Photo: Messe Frankfurt/Jean Luc-Valentin.

The workshops offer direct dialogue, networking and knowledge transfer between manufacturers and the trade audience. The highlights of 2025 include:

Staedtler, 08.02.2025, 10:00 – 10:45 (GMT+1)

[FIMO effect botanicals - Discover the clay with real plant parts](#)

Royal Talens, 08.02.2025, 13:00 – 13:45 (GMT+1)

[Digital or Analog: Bringing Your Illustration to Life with the Amsterdam Color Palette](#)

Poli-Tape, 09.02.2025, 10:00 – 10:45 (GMT+1)

[Art meets Heat Transfer Vinyls – Unique possibilities for textile design](#)

The detailed workshop programme is available in the [Creativeworld Event Calendar](#)

Next trade fair dates

Creativeworld will continue to take place at the same time as Ambiente and Christmasworld at the Frankfurt exhibition centre. However, the three trade fairs will be moved to the beginning of February to ensure that the trade fair dates are harmonised.

NEW: Creativeworld: 07 to 10 February 2025
Ambiente/Christmasworld: 07 to 11 February 2025

Note for journalists:

Discover inspirations, trends, styles and personalities on the [Ambiente Blog](#) and further expert knowledge and ideas for retail on [Conzoom Solutions](#). With the [Conzoom Circle](#) network, Messe Frankfurt links the most important international platforms for the global consumer goods and retail industry and bundles industry knowledge and expertise.

Press releases & images:

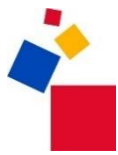
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Your contact:

Jelena Brezac
Phone: +49 69 75 75-6880
jelena.brezac@messefrankfurt.com

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

www.messefrankfurt.com

Background information on Messe Frankfurt

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Sustainability at Messe Frankfurt

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Background information on Conzoom Circle

conzoom-circle.messefrankfurt.com/information