

creativeworld

Creativeworld 2024: Sustainable products for young and young-at-heart artists

Frankfurt am Main, March 2024. The sustainability of products is becoming increasingly important in artistic design. This was abundantly on display at Creativeworld, which took place in Frankfurt am Main from 27 to 30 January. Numerous exhibitors presented "green" products for artists of all ages to the professional creative community. The Ethical Style by Creativeworld label at the stands provided orientation in the halls. The cross-event Ethical Style programme of the Frankfurt consumer goods fairs comprises a selection of exhibitors with sustainable approaches, curated by an independent jury of experts.

At Creativeworld, buyers can experience the international creative trends of tomorrow. One of these is Calm Essentials. The decisive factors here are the materials and their naturalness in terms of colour and quality.



The Ethical Style label points the way to manufacturers of sustainable products. Photo: Messe Frankfurt/Jean-Luc Valentin

Kremer Pigmente, the German specialist for historical pigments, has launched the 30 Years of NY Soil watercolour set with a local touch - quite literally: the eight colours are made by hand in the paint mill in Aichstetten, five of them with raw materials from the state of New York - as an ode to New York painting as a stylistic form. Artists use Kremer pigments with the matching watercolour painting medium based on gum arabic.

Buyers also found what they were looking for in terms of brushes and paper at Creativeworld. British supplier ARTCOE showcased over 25 sustainably produced artist papers in the Fine Art, Creative and Graphic Pad segments with its FRISK range. It is made from environmentally friendly, acid-free and recycled materials. The Faux Camel watercolour brushes of the Dynasty brand from the manufacturer F.M. Brush offer a combination of synthetic fibres with the special quality of holding pigments and releasing them at a controlled speed. As an ethical style exhibitor, F.M. Brush manufactures the brushes vegan, cruelty-free and from biodegradable components. The unvarnished wooden handles come from FSC-managed forests and are free from allergens, colourants and varnishes.

Creativeworld also had an extensive range of well thought-out sustainable products for young artists. The colouring drops from Ökonorm, for example, help young children with their first artistic attempts. The ergonomic shape is easier to handle than pencils and prevents little hands from cramping. The colours are vegan, non-toxic, smudge-proof, washable and economical to use. The dermatologically tested soft modelling clay Easydò Play dough from Morocolor is recommended for modelling with clay, which is popular with children. It is made in Italy from 99 percent plant-based raw materials in accordance with the ISO14001:2015 environmental certification standards. Children want to learn to read a clock by the time they start school. With the Super 5 learning clock from AMI, this becomes a creative pleasure, as it can be painted and even fitted with a real clockwork. It fulfils the sustainability aspect with certified solid cardboard and crystal-clear compostable packaging made from corn starch.



Creativeworld had sustainable products under the Ethical Style label for artists young and old, such as the 30 Years of NY Soil watercolour box from Kremer Pigmente (left) and painting drops from Ökonorm (right). Images: Messe Frankfurt

NEW: Trade fair dates 2025

Ambiente, Christmasworld and Creativeworld will continue to take place at the same time at the Frankfurt exhibition centre in future. The daily sequence of Creativeworld will be

optimised in close consultation with the industry: Creativeworld will start simultaneously with Ambiente and Christmasworld on Friday, 7 February 2025. It will continue to run for four days.

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

Press releases & images:

<https://creativeworld.messefrankfurt.com/frankfurt/en/press.html>

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