

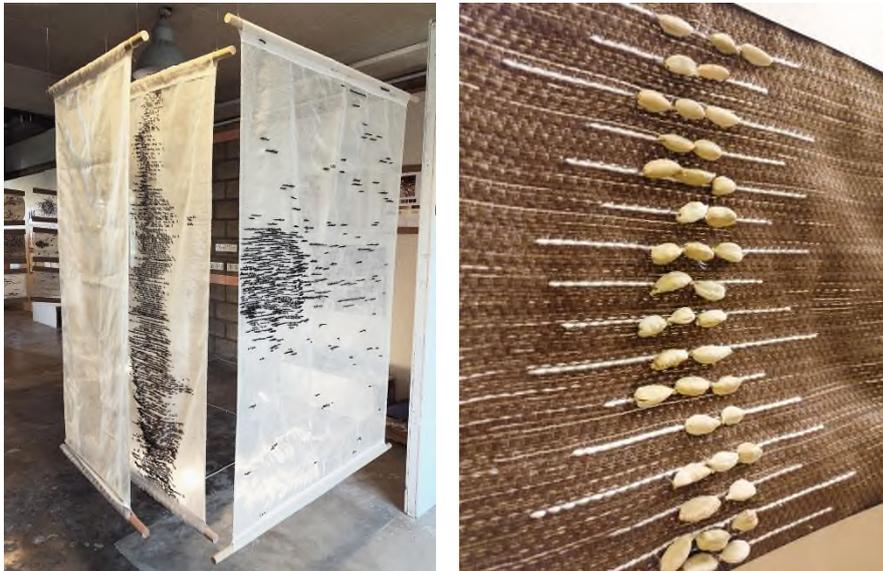
Press release

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Participants in the “New & Next university competition” for textile design come from across the globe

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The UK, Pakistan and Switzerland – these are the winners of the second “New & Next university competition” at Heimtextil (7-10 January 2020). Three renowned universities from these countries won this year's design competition in the run-up to the 50th edition of Heimtextil out of a total of 18 international submissions.



“Aromatic Screens” by Hibba Saqib from the Indus Valley School of Art and Architecture, Pakistan, was one of the winning designs of the Heimtextil “New & Next university competition”.

Following the successful launch of the “New & Next university competition” at the last event, the 50th edition of Heimtextil also offered budding textile designers the chance to submit their work via their university and secure an exclusive presentation area at the fair. Out of a total of 18 submissions from around the globe, three universities prevailed: the University of Bolton from the UK, the Indus Valley School of Art and Architecture from Pakistan and the Lucerne School of Design & Art from Switzerland. Representatives from the universities and their students will present the award-winning works at the renowned “New & Next” area in hall 3.0.

The three universities were selected by a five-member jury of experts: ‘The works produced by the students from these universities impressed us with their creative approaches and reinterpretation of traditional craftsmanship’, says Hervé Francois, General Manager of Mitwill Textile

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Europe in France and member of the expert jury. 'But we also found the use of natural materials to be extremely innovative and in keeping with the zeitgeist'. As well as Hervé Francois, the jury also included Xavier Comman from Hermès International in France, Aziza Grill Mariotte and Lutz Walter from the European federation EURATEX, Belgium, and Prof. Tina Moor from the Lucerne School of Design & Art in Switzerland.

New & Next area: start-ups showcase young design

The "New & Next" area has been synonymous with the promotion of newcomers at Heimtextil for many years now. Under this title, Heimtextil presents young labels that are being represented at Heimtextil for the first time. Over a dozen newcomers with fresh design ideas are expected to attend in January 2020. In the 'Textile Design' product segment in hall 3.0 in particular, young studios inspire with exciting designs. New & Next participants will also be offering creative design products for furniture and decorative fabrics as well as bed and bath in halls 4.2 and 12.0.

Press information and image material:

www.heimtextil.messefrankfurt.com/journalisten

On the net:

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Information on the international textile industry and Messe Frankfurt's global textile trade fairs:

www.texpertise-network.com

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500 employees at 30 locations, the company generates annual sales of around €718 million. We are closely networked within our industries. We efficiently support the business interests of our customers as part of our business divisions "Fairs & Events", "Locations" and "Services". A unique selling point of the corporate group is its global sales network, which provides dense coverage for all regions of the world. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, its shareholders are the City of Frankfurt with 60 per cent and the State of Hesse with 40 per cent.

More information: www.messefrankfurt.com

Heimtextil
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