

Press Release

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Heimtextil launches digital materials library

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Progressive material innovations presented digitally: following the cancellation of this year's fair due to the corona pandemic, Heimtextil is extending its range of digital services and launching a new online materials library entitled 'Future Materials Library'. 24 future-oriented materials for interior applications can now be found at www.heimtextil.messefrankfurt.com/future.

Heimtextil is now showing a selection of innovative materials from all over the world in the digital 'Future Materials Library'. At the last physical Heimtextil in 2020, visitors had the opportunity to explore the 'Future Materials Library' with all their senses. Now, in the online version of the library, visitors can discover the potential of previously unknown textiles at any time. The 'Future Materials Library' invites visitors to open their minds to experimental approaches and revolutionary ideas.

The curators of the new materials library are London-based futures-research agency, FranklinTill. "We are transitioning to a materials revolution that will help restore the balance in our relationship to our planet. As part of the Heimtextil Trends 21/22, we present a new selection of materials for interior applications with exciting innovations from all over the world", says Caroline Till of FranklinTill.

A mix of commercially viable products and developments in an early stage

Imaginative designers and environmentally-aware manufacturers: the Future Materials Library 2021 offers materials pioneers a platform and presents a first-class mix of economically proven and revolutionary developments. FranklinTill has organised the materials in four themes: REGENERATIVE CROPS, REMADE FIBRES, HARVESTING WASTE STREAMS and SUSTAINABLE COLOUR.

An example of a supplier of regenerative crops is the British company Tengri, which obtains rare yak fibres directly from a cooperative of nomadic yak shepherds in the Khangai region of Mongolia. In this way, Tengri enriches the pool of sustainable natural materials that, in addition to yak fibres, includes hemp, nettle and flax.

When it comes to remade fibres, the Finnish pioneers from Ioncell supply a pioneering material: they use an ionic liquid to turn used textiles, pulp, old newspapers and cardboard into strong textile fibres, which are then used to make long-lasting, high-quality fabrics.

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The French-Dutch company Tarkett also exploits waste products and gives fitted and used floor coverings a second life. With the aid of ground-breaking technologies, the two main components of carpet tiles – yarn and backing – are separated and a yarn purity of 95 percent guaranteed. Against the background of 28 million tonnes of food being thrown away every year in Japan, the country's Food Textile company is dedicated to the reduction of food waste, which it uses to make sustainable dyes. In a patented process, blueberries, red cabbage, coffee and matcha are turned into natural, brilliant textile dyes.

With their different approaches, these textile pioneers provide an exciting contribution to the transformation of the current linear system of production and consumption into a circular model. This is in line with the objectives of the 'Future Materials Library', which aims to convince both producers and consumers of the benefits of the circular-flow economic principle.

Resources are running low

Thus, the new Heimtextil materials library tackles one of the main problems of the modern age: the shortage of resources on earth. In particular, textile production creates huge and continuously growing quantities of waste. And, over past decades, the design business has developed a 'take, make and discard' model of consumption that is incredibly harmful for our planet. In the climate-emergency era, however, future-oriented designers are learning from nature and working together with it. They endeavour to make use of the power of highly efficient natural circular systems to create textiles and materials that are better for both humans and the planet.

Heimtextil Trends: a guide for the international sector

The 'Future Materials Library' is part of the Heimtextil Trends that, for almost three decades, have been offering orientation for the sector by revealing design tendencies for the coming season. Even in the crisis, the Heimtextil Trends remain a vital part of the overall concept of the fair and provide important content for all target groups involved within the worldwide sector. Accordingly, Heimtextil aims to spotlight style-defining design developments taking place within the larger context of lifestyle trends. At the same time, the Heimtextil trend experts scan the exhibitors' product world and identify unequivocal trends in the sector. In this connection, particular attention is paid to sustainable aspects along the entire value chain – in both the new digital library and live during the fair next January.

To the Future Materials Library:

www.heimtextil.messefrankfurt.com/future

Press releases & images:

www.heimtextil.messefrankfurt.com/journalists

Social media:

www.heimtextil.messefrankfurt.com

www.heimtextil-blog.com

www.facebook.com/heimtextil

www.twitter.com/heimtextil

Heimtextil
International Trade Fair for Home and
Contract Textile
Frankfurt am Main, 11 to 14 January 2022

www.youtube.com/heimtextil
www.instagram.com/heimtextil

Newsroom:

Information about the international textile sector and the textile trade fairs held by Messe Frankfurt around the world:

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. The Messe Frankfurt Group employs around 2,500* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250* million in 2020, following sales of €738 million in 2019. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com

* preliminary figures 2020