

# Press

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Press Release  
Ambiente India & Heimtextil India  
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## **World's largest cushion representing the 'Fabrics & Embroideries of India' to be showcased at Heimtextil India this month**

## **D'décor signs for 2017 edition; to partner with Limca record holder Kanika Bawa to create this record-breaking showcase**

## **Exhibition marks 25 per cent growth compared to last edition**

With an aim to draw attention to India's dominant position in textiles and home furnishings, Messe Frankfurt Trade Fairs India is set to create the world's largest cushion at Heimtextil India this year. At 20 feet tall, this textile masterpiece, representing the 'Fabrics and Embroideries of India' is expected to create a record for the largest cushion in the world. The cushion will be on display at India's leading home fashion business platforms – Heimtextil India and Ambiente India from 20 – 22 June at Pragati Maidan trade grounds in New Delhi.

The organiser has partnered with India's Limca record holder Ms Kanika Bawa to create this gigantic installation titled 'CushionKari' which will be curated with fabrics from India's largest and the most renowned home furnishing brand D'décor. Mr Raj Manek, Executive Director and Board Member of Messe Frankfurt Asia Holding Ltd said: "India is recognised for its exquisite home textiles and furnishing fabrics globally and Heimtextil India – with its mix of brands, design trends and home fashion innovations, best represents this on a single platform. With this unique art installation, our aim is to draw attention to the 'Fabrics of India' and its strength in furnishings which is one of the largest export product segments in the country."

The CushionKari is based on a unique design concept of 'harmony in nature' and the congruence of man and the woman inspired by DaVinci's famous portrait. Having previously entered the Limca book of world record through her art installations during the Make in India week for the Kathakali Chair and the Surya Namaskar Art Yoga – Bawa has now tried to encompass this concept of harmony in nature through the five elements found in Vedas – Bhumi (Earth), (Jal) water, (Agni) fire, (Vayu) air and (Aakash) space through her design.

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The materials used in the making of the CushionKari represent fabrics of the nation such as - Khadi, Brocade, Morr, mixed Embroideries; together with the perfect blend of sustainable textiles such as - yarn, knit waste, fabric waste shredded as well as eco-friendly materials such as - banana fibre fabric, aloe vera fabric among others, embroidered to perfection.

Mr Ajay Arora, Managing Director, D 'décor said: "Heimtextil India is an important effort by Messe Frankfurt to create a trade show which can showcase India's capabilities in home textiles and we are proud to partner with this trade fair brand again. When Heimtextil India floated the idea of the world's largest cushion, the first such installation of its kind in the home décor space, D'Décor's association with the endeavour was almost a foregone conclusion. The installation, a tribute to Indian capability, is meant to epitomise prowess, excellence, quality, vision and a capacity to overcome any challenge – all of which are an integral part of D'Décor's ethos and DNA." D'Décor also confirmed that it will be launching its new Diwali collection at the show and many new initiatives around digital will be introduced for the first time.

Besides this record-breaking showcase, the trade fair has also created new records in exhibition space which is exceeding by over 25 per cent in 2017. Market leaders of home textiles and interior décor segment including D'décor, Welspun, Reliance, Raymond, AWKenox Steel, Flair Houseware, Organic Home (Stonemen Crafts), Lifestyles 360 Degree, Gomaads among others are expected to launch their newest collections for 2017.

In all, over 180 companies from India, Bangladesh, China, Korea, Nepal and Thailand will be exhibiting at this three-day home fashion fair. For home stylists, architects, interior designers, retailers and design experts, it will be a one-time opportunity to see this record-breaking CushionKari live at the fair.

For more information, please visit: [www.ambiente-india.com](http://www.ambiente-india.com) ; [www.heimtextil-india.com](http://www.heimtextil-india.com)

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**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With some 2,400 employees at 30 locations, the company generates annual sales of over €640 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. 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, 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](http://www.messefrankfurt.com)