

# Press

December 2017

Tendence  
Internationale Frankfurter Messe  
Frankfurt am Main, 30 June to 3 July 2018

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Aufruf Talents e

## Calling all talents: apply for a place on the Tendence promotional programme by 19 March

**Creativity wanted! Hardly any other market is faster lived than the consumer-goods sector. Which means that new ideas, fresh products and innovative design concepts are always in demand. Once again, Tendence invites jewellery and fashion designers, as well as craftspeople, to apply for a place on the Talents promotional programme in 2018.**

With its Talents promotional programme, Tendence, the first international order and new-products platform of the consumer-goods sector in the second half of the year, supports creative, skilful and innovative young designers with a free exhibition stand. The young people chosen have the chance to present their work at the fair and to make important contacts to trade and industry from 30 June to 3 July 2018. For many 'Talents', this is the chance to break into the international design and consumer-goods scene and make decisive contacts.



Talents present initial prototypes at Tendence

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

The area for jewellery and fashion design is embedded in the jewellery and accessories section in Hall 11.1. Also in good company is the 'Modern Crafts' area in Hall 9.0. There, the chosen Talents will make their presentations in the immediate vicinity of the 'FORM 2018

exhibition, which shows award-winning contemporary products that bridge the conflicting demands of handicrafts and design.

Young designers are invited to submit their projects, one-off products and prototypes by 19 March 2018 to:

Messe Frankfurt Exhibition GmbH  
Emine Disli  
Ludwig-Erhard-Anlage 1  
60327 Frankfurt am Main  
Germany  
Tel.: +49 69 7575-6915  
Email: [talents.tendence@messefrankfurt.com](mailto:talents.tendence@messefrankfurt.com)

The entry form can also be downloaded from the internet at [www.tendence.messefrankfurt.com](http://www.tendence.messefrankfurt.com).

### **On the internet**

You will find further information and high-resolution photographs at <http://tendence.messefrankfurt.com/journalists>

### **#tendence18**

[www.twitter.com/tendencefair](http://www.twitter.com/tendencefair)  
[www.facebook.com/tendencefair](http://www.facebook.com/tendencefair)

### **Tendence – international trade fair for consumer goods**

Tendence (30 June to 3 July 2018) is Germany's most international order venue for the second half of the year. The wide-ranging product portfolio covers fields of the home, furnishing, decorating, gifts, jewellery, fashion accessories, tableware, kitchenware, home textiles and outdoor living. Special shows and a wide-ranging complementary programme of events are multi-faceted sources of sales-boosting impulses for retailers. Strong brands and key communicators use this new-products platform to present their trends for the winter and Christmas season. At the same time, they give bulk buyers from the international trade the chance to place orders in good time for their spring and summer collections.

### **Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With over 2,300 employees at some 30 locations, the company generates annual sales of around €647 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) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)

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