

## heimtextil

### Heimtextil University Contest: making young talents globally visible

**Frankfurt am Main, October 2023. Unusual materials, functional concepts and fabrics with emotional value: The University Contest gives young talents the unique opportunity to present design concepts at Heimtextil. The participants can give free rein to their creativity in conception and implementation.**

From works of double interpretation to modular tufted carpets and the exploration of textiles as a potential memory: Each year students from design universities around the world have the chance to submit their latest and most unusual designs and have their concepts evaluated by a selected expert jury based on a set of criteria. "As trade fair organizer, it is important for us to invest in knowledge transfer. Because creativity must be thought of holistically. The industry needs young and unconventional approaches, which we want to promote and develop with our University Contest format," says Olaf Schmidt, Vice President Textiles & Textile Technologies at Messe Frankfurt.

#### **Three finalists exhibit their projects**

This year, among the 28 works submitted, three outstanding artists will be given the unique opportunity to present their work free of charge and exclusively at Heimtextil 2024 - and to represent their university. From January 9 to 12 2024, the winners will have the chance to network on an international level and make valuable business contacts thanks to their own exhibition stand in Hall 3.0 in the New & Next area. The entire global industry also benefits from fresh ideas and creative minds that take new paths in thinking and develop marketable ideas.

#### **Creative visions: The successful projects of the University Contest 2023**

From unconventional pattern dimensions to functional modular elements and fabrics as a means of communication - three projects with fundamentally different approaches that convinced the jury with their original concepts.

Winner Rebecca Milautzcki describes her work, titled *Below the pattern*, as follows: "The ambiguity of the work lies in the regulated development scheme and the four defined pattern dimensions that form an aesthetic, constructed formulation of ambiguity. It is enacted through the combination of translucency, materiality and three-dimensionality of the bonding structures." In her master's degree in Textile Art / Textile Design, Rebecca Milautzcki developed this project in collaboration with the Westsächsische Hochschule Zwickau.



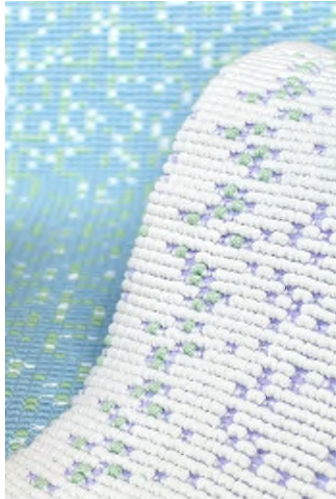
Picture: Rebecca Milautzcki

In addition to the black and white representation, there is also a very colorful and functional design, developed by Tasja Videmšek: "In my project *Home textiles inspired by Bauhaus* I focused on modularity of products, developing a modular tufted rug which can be freely assembled into different compositions depending on the needs of the space. Inspired by the Bauhaus movement, several design areas were explored, preserving the vision of the movement, and placing it in an environment of a contemporary home", Videmšek explains her project. She is studying Textile and Fashion Design at the University of Ljubljana and was also able to develop the result as part of her Master's degree.



Picture: Tasja Videmšek

Svenja Bremen, Master's graduate in Fashion Design / Costume Design / Textile Design at HAW Hamburg, is the third winner of the contest. She commented on her project as follows: "*Soft memories* is a design research project in which I explored textiles as a potential memory. It was especially important to me to find a way to embed personal memories into the fabrics to enhance their value and promote respectful interaction. I want the textiles to be much more than mere fabrics; they serve as powerful means of communication, carriers of meaning, and memory."



Picture: Svenja Bremen

Hall 3.0 offers comprehensive further information on the projects as well as the opportunity to exchange with the young talents.

Heimtextil

International Trade Fair for Home and Contract Textiles

Heimtextil will be held from 9 to 12 January 2024.

**Press releases and photos:**

<https://heimtextil.messefrankfurt.com/press>

**Social media:**

[www.heimtextil.messefrankfurt.com](http://www.heimtextil.messefrankfurt.com)

[www.instagram.com/heimtextil](https://www.instagram.com/heimtextil)

[www.facebook.com/heimtextil](https://www.facebook.com/heimtextil)

[www.twitter.com/heimtextil](https://www.twitter.com/heimtextil)

[www.youtube.com/heimtextil](https://www.youtube.com/heimtextil)

**Newsroom:**

Information from the international textile sector and about the worldwide textile events of Messe Frankfurt at: [www.texpertise-network.com](http://www.texpertise-network.com)



**Your contact:**

Anil Öt

Tel.: +49 69 75 75-5021

[anil.oet@messefrankfurt.com](mailto:anil.oet@messefrankfurt.com)

Messe Frankfurt Exhibition GmbH

Ludwig-Erhard-Anlage 1

60327 Frankfurt am Main

[www.messefrankfurt.com](http://www.messefrankfurt.com)

**Background information on Messe Frankfurt**

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar in our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. 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)