

news +++ Ambiente/Creativeworld
06 to 09/10 February 2026

ambiente creativeworld

From fine writing to DIY: Ambiente and Creativeworld combine high-profile stationery

Frankfurt am Main, 18 November 2025. From premium writing instruments and fine stationery to modern gift items, school supplies, artist-grade tools and creative materials: Ambiente Giving and Creativeworld will showcase the full spectrum of stationery, gifting and creative product worlds in February 2026 – including trend areas that spark inspiration.

Whether pens, paper products or mixed media materials – the full variety of the stationery and creative assortments will be showcased in Frankfurt. In Hall 4.2 of **Ambiente Giving**, the Urban Gifts, Stationery & School product segment offers a globally unique overview of gift items, stationery, writing instruments and school supplies. Brands such as Chic.mic, Donkey Products, Kikkerland, Marna and Troika will present trend-driven gift ideas with a design-led approach.



Ambiente + Creativeworld: From stationery to DIY materials, retailers find everything they need in one place. Picture: Messe Frankfurt / Pietro Sutura

High-quality writing instruments, stationery, notebooks and greeting cards will be offered by newcomers and established names alike – including Diplomat, Faber-Castell, Platinum Pen, Quilling Card, Rössler Papier and Waldmann. Suppliers such as Lebez and Safta stand for versatile school-related product solutions. Rico Design will be exhibiting both in Hall 4.2 and at Creativeworld – a prime example of the targeted synergies within the consumer goods trio.

In the halls of **Creativeworld**, leading brands in graphic and art supplies will present their latest innovations. Companies such as Da Vinci, Kreul, Royal Talens and Schmincke represent a broad range of premium colours, brushes and media for professional use and

creative DIY artists alike. In addition, manufacturers such as Fedrigoni-Fabriano and Staedtler showcase their expertise in paper, drawing supplies and lettering materials.

This creates a clear convergence between classic writing culture, artistic expression and creative crafting: stationery, fine writing and DIY merge into a comprehensive picture that reflects the entire range of the market. Many specialist retailers – from independent creative shops to large chains – benefit from this thematic proximity as they have begun to treat stationery as a holistic category that seamlessly links writing, gifting, decorating and crafting.

Trend areas: a guide to the future

Inspiration arises not only within the halls but also in between: the trend areas in the foyer of Hall 4.1 (Ambiente Trends) and in Hall 1.1 (Creativeworld Trends) translate global design movements into tangible product and presentation ideas for the fields of stationery, writing instruments and creative materials. Curated by the Stilbüro bora.herke.palmisano, they show how colours, surfaces and materials shape current aesthetics – from refined colour and paper worlds to innovative design-material-function combinations. These trend areas offer the retail trade valuable orientation and practical input for assortment planning and merchandise presentation.

Next trade fair dates:

Creativeworld will continue to take place at the same time as Ambiente and Christmasworld at the Frankfurt exhibition centre.

Creativeworld: 06 to 09 February 2026

Ambiente/Christmasworld: 06 to 10 February 2026

Note for journalists:

Discover further expert knowledge and ideas for retail on <http://www.conzoom.solutions>. With the [Conzoom Circle](#) network, Messe Frankfurt links the most important international platforms for the global consumer goods and retail industry and bundles industry knowledge and expertise.

Press releases & images:

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