

heimtextil

Textile Design Redefined: Heimtextil and Studio Urquiola Announce New Collaboration

Frankfurt am Main, January 2024. Heimtextil announces a partnership with Studio Urquiola at the 2024 show as the global trade fair scales for a 2025 design installation. The collaboration demonstrates a steadfast commitment to innovation, sustainability, and design throughout the textile industry.

Heimtextil, the largest international trade fair for home and contract textiles is pleased to announce a new and unique partnership with Milan-based design powerhouse, Studio Urquiola, led by celebrated Spanish architect and designer Patricia Urquiola. The project will be realized at Heimtextil 2025 with a momentous design installation curated by the studio.



Photo: Messe Frankfurt / Pietro Sutura

“It is a privilege to work with such a renowned international designer like Patricia Urquiola and the Studio Urquiola team,” says Olaf Schmidt, Vice President Textiles & Textile Technologies, Messe Frankfurt Exhibition GmbH. “The collaboration was prompted by a shared passion and vision for creative undertakings, trend dialogues, and sustainability solutions in the world of textile design. Their global work has encompassed various industries, and they continue to show the critical role design plays in the world we live in. Together with Studio Urquiola, we aim to showcase an immersive, sustainable textile and interior design experience at Heimtextil 2025.”

Heimtextil 2024 at a Glance

Heimtextil is the most influential international industry platform for home and contract textiles worldwide. At Heimtextil 2024, more than 2,800 exhibitors from more than 60 countries are taking part, a 25% increase in exhibitors and 95% degree of internationalization. Furthermore, the show has attracted buyer groups from 130 countries

spanning decorative and furniture fabrics to textiles for the bedroom, bathroom, table, wallpaper, sun protection systems, carpets and more. Attendees at Heimtextil include retailers, wholesalers, designers, furniture and bedding stores, interior decorators, interior architects, architects, hotel outfitters, and other top decision makers.

The Texpertise Network and Its Commitment to Sustainability

Heimtextil is the preeminent show in Messe Frankfurt's Texpertise network—the global market leader for textile trade fairs with more than 50 international textile trade fairs in 12 countries. As part of this network, Heimtextil is established as a pioneer and the visionary force for sustainable and progressive megatrends in the industry. The fair also addresses relevant future topics with highly innovative, creative, and unconventional partners who continue to challenge set standards.

Patricia Urquiola: A Design Icon

Patricia Urquiola's designs are revered for their distinct way of building an emphatic connection with the user. Her work is highly narrative with creativity, craftsmanship, and experimentation as fundamental characteristics of each endeavour. Guided by sustainability, innovation, and technology, the Studio Urquiola team helps companies reimagine, change, and evolve through design. Latest global projects include the Sixth Sense Rome hotel converted from a historic palazzo and the exhibition, *Echoes, 50 years of iMaestri* held during Salone del Mobile 2023 to celebrate 50 years of Cassina's iMaestri collection.

"We will start with an evolutive attitude," says Patricia Urquiola on the new partnership with Heimtextil. "It is about listening as much as presenting. We will continue developing textiles as products in their application in product design, interiors, and architecture. Then, we will work on a 2025 special presentation that will propose a synthesis of our work, vision, and larger conversation inside and outside the industry."

Heimtextil 2025 promises an inspired collaboration between two global design and innovation entities. Additional announcements on the Heimtextil and Studio Urquiola Partnership will be forthcoming in the following months.

About Studio Urquiola

Studio Urquiola was founded in 2001 by Patricia Urquiola and her partner, Alberto Zontone, and it operates in the fields of industrial product design, architecture (hotels, retail spaces, residences, exhibitions, and installations), art direction and strategy consulting.

Heimtextil

International trade fair for home and contract textiles

The Heimtextil event will take place from 9 to 12 January 2024 and from 14 to 17 January 2025.

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