

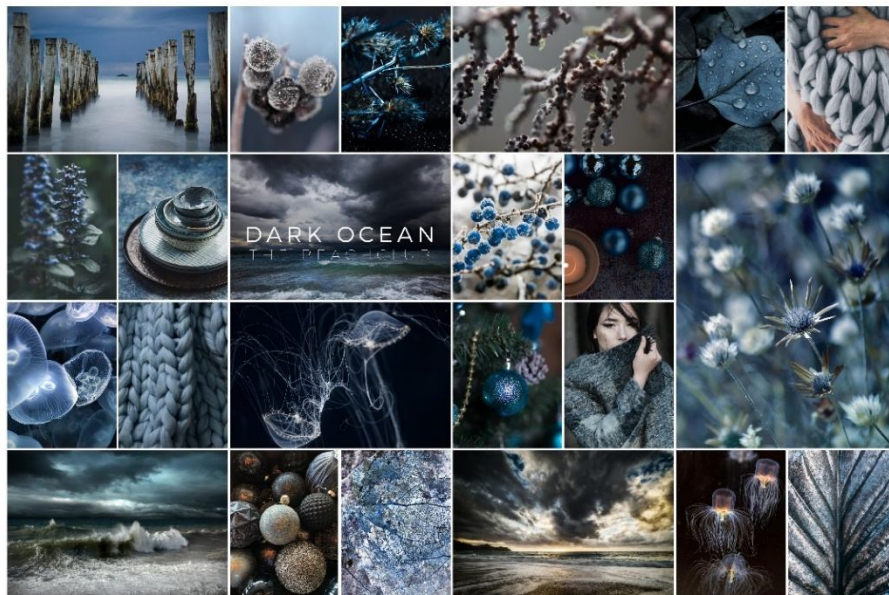
Press Release

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'Decoration unlimited – Dark Ocean' surprises with an unconventional look

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This new display for the show's 10th anniversary by 2deziĝn really pushes the boat out and demonstrates how festive decoration can help create maximum wow effects at the point of sale. The creativity consultants from the Netherlands have put together a unique world of experiences from an unexpected mix of themes and products. The professional buyers at the show will be plunging into this at Christmasworld, from 24 to 28 January 2020, where they will be able to 'go fishing' for new ideas for their display windows and shop decorations.



With 'Decoration unlimited - Dark Ocean', a rugged seascape meets a cosy beach-club atmosphere. The trade visitors to Christmasworld will be able to find out, in Galleria 1, what effects can result from this.
 Source: Messe Frankfurt Exhibition GmbH / 2deziĝn

Following their 'Merry Marriage', 'Happy', 'Window Wonderland', 'Newstalgia', 'The Ice Hotel', 'Design by modern nature', 'Surprise Surprise', 'The Loft' and 'Kinemona Vintage', Rudi Tuinman and Pascal Koeleman from 2deziĝn will once again be presenting a scenario full of extreme contrasts. Stormy seascapes are set against a cosy beach-club atmosphere: 'Decoration unlimited – Dark Ocean' plunges the visitor into a fascinating world full of raw and rugged elements of the ocean, surrounded by a range of impressive Christmas decoration. It is the unusual mix of cosy indoor and cooler outdoor decoration, combined with the fresh, natural materials, that is responsible for the eye-catching impact of this special display in Galleria 1.

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

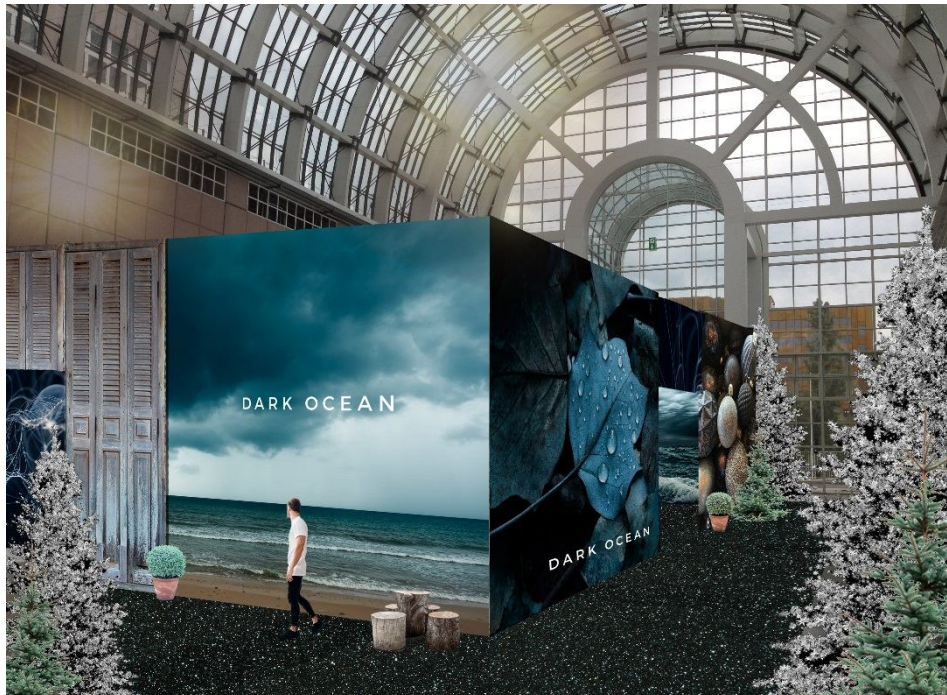
The colour pallet consists of shades of dark blue in a mix of natural greys and browns, together with accents of copper. As a result, against an ominous and threatening backdrop, there emerges an elegant ambience, offering a warm refuge from the wind and rain.

Think outside the box: learn from the professionals

2dezign love the unconventional, they love thinking outside the box and designing new looks with unusual objects and colours. This can be implemented in both small and large formats. “Be it furniture, Christmas decorations, lighting or decorative elements – it’s all about combining things in a way that is different, in order to create a particular atmosphere,” says Rudi Tuinman, Managing Director of 2dezign. “Before you begin to buy, think about the overall concept and establish the colourways,” urges Co-Managing Director Pascal Koeleman. Like with cooking, when you’re trying to create a festive display, it all depends on the individual elements of the preparation. The innovation comes from the new mix. And you can play on this all year long, in order to constantly surprise your customers and draw them into the shop. “That way, you continually create new stimulus for people to buy,” says Koeleman.

The special display is intended to encourage the retail trade to risk something new – be it in the display window and shop design or in the decoration of outside areas and public spaces. And the run-up to Christmas is a time when end consumers are particularly receptive to experiential scenarios that create an impression, inspire people and entice them to buy. “Emotion is the key. With startling and unexpected concepts for sales and display, we make people smile, get them, once again, to look through children’s eyes and awaken their wish to buy. It is from this approach that we draw inspiration for new story-telling ideas that create the “wow” effect at the point of sale,” explains Tuinman.

The designer duo, who have been commissioned by Messe Frankfurt, will be passing on their ideas for “outside the box” thinking to the trade visitors at Christmasworld: in guided tours, held daily at 11:00 a.m. and 4:00 p.m., 2dezign will address the issues of how the impressions they create can be implemented in retailers’ own shops.



Dark and stormy on the outside: 'Decoration unlimited - Dark Ocean' serves as inspiration for story-telling at the PoS and provides stimulating ideas for eye-catching displays.
Source: Messe Frankfurt Exhibition GmbH / 2deziq

Inspired by the Scottish landscape around the 'James Bond Skyfall Castle', use is made of sea-creature motifs, such as jellyfish, oxidised surfaces, driftwood and a great deal of fresh greenery such as seaweed, blue orchids, blueberries and white flowers.



Cosy and inviting interior: a warm refuge from the cold winter weather awaits visitors inside – including a bar, a fire in the grate and an elegant Christmas look.
Source: Messe Frankfurt Exhibition GmbH / 2deziq

Christmasworld - Seasonal Decoration at its best
Frankfurt International Trade Fair for festive and seasonal decorations
Frankfurt am Main, 24 to 28 January 2020

People who would like to order the products used for the display will find the entire range of seasonal and festive decoration in Halls 8, 9, 11 and 12 at Christmasworld. Participating exhibitors will be identified by name

and stand number, so that buyers can find them easily and discuss any further details and product specifications at their stands.

2deziĝn: Rudi Tuinman and Pascal Koeleman

Rudi Tuinman and Pascal Koeleman are 2deziĝn. The two designers from the Netherlands have made a name for themselves through interior decoration, floral design and publicity campaigns. They enjoy playing with reality, looking at things with a creative eye. 2deziĝn's preference for big effects and fresh greenery is partly attributable to the backgrounds of the two designers: Pascal Koeleman began his career as a florist and product designer; Rudi Tuinman comes from the fashion and styling sector. In 2000, they founded their joint studio in Rijnsburg, near the Hague, and have since chalked up international successes in the design of, amongst other things, showrooms, exhibitions and commercial and public spaces. Today, 2deziĝn consists of the two founders, a full-time team of designers and a network of freelance creatives.

Note for journalists:

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christmasworld.messefrankfurt.com/press

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Christmasworld: Seasonal Decoration at its best

Christmasworld is the world's most important order venue for the international decoration and festive articles sector. Held annually in Frankfurt, it presents the latest products and trends for all festivities of the year and provides innovative concept ideas for decorating large-scale and outdoor areas for the wholesale and retail trades, shopping centres, DIY markets and the green sector. Christmasworld is characterised by the complete spectrum of festive decorations while a wide-ranging complementary programme with Trend Show, special exhibitions, events and expert lectures is a valuable and informative source of supplementary inspiration for everyday business life in the sector. The 2019 event was attended by 1,085 exhibitors from 44 countries and over 45,300 visitors from 123 countries
christmasworld.messefrankfurt.com

Conzoom Solutions – the platform for retailers

Conzoom Solutions is a knowledge platform that offers the consumer goods industry a wide range of studies, trend presentations, workshops and guidelines for the point of sale. It provides a complete overview of Messe Frankfurt's international portfolio in the consumer goods sector – bundling a wide range of information for retailers. www.conzoom.solutions

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500 employees at 30 locations, the company generates annual sales of around €718 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services –

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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. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

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