news +++ Christmasworld - Seasonal Decoration at its best
29 January to 2 February 2027

christmasworld

Christmasworld Take Off 2027: Inspiring Insights on Festive Lighting, Large Area and Object Decoration

Frankfurt am Main, November 2026. How will city centres and consumer behaviour change until 2040 and what role will attractive experiential spaces play in this transformation? At Christmasworld Take Off on 1 February 2027, the latest industry knowledge on creative lighting and decoration concepts, best practices and personal encounters come together in one event. The compact afternoon event is specifically aimed at representatives of commercial end users and institutions such as cities and municipalities, shopping centres, amusement parks, airports and decoration agencies.

On Monday, 1 February 2027, the leading international trade fair for seasonal and festive decorations presents Christmasworld Take Off, opening with a keynote by retail advisor and futurologist Theresa Schleicher. As a retail expert focusing on innovative retail structures and new urban concepts, she offers valuable perspectives on the future of commerce in a data-driven world. The keynote titled “City Centres 2040: Key Drivers Shaping the Future of Consumer Behaviour” is followed by a guided tour to selected exhibitors in Hall 4.0, showcasing innovative lighting installations as well as eye-catching large-scale and object decoration concepts. The programme concludes with a get-together over coffee and cake in a relaxed atmosphere, providing an opportunity for personal exchange, new contacts and in-depth discussions on current challenges and projects.



At Christmasworld, trade visitors will discover genuine crowd-pullers for their locations in the extensive range of festive lighting, large-scale decorations and decorative objects. Photo: Messe Frankfurt/Thomas Fedra

Programme at a Glance

Meeting Point: Hall 4.0, Room Europa

13:00 - 13:45 | Keynote with Theresa Schleicher

‘City Centres 2040: Key Drivers Shaping the Future of Consumer Behaviour’

13:45 - 14:45 | Guided Tour: The Fascination of Light & Decoration in Hall 4.0

14:45 - 15:45 | Get-Together

Complimentary Business Club Access
Participants in Christmasworld Take Off receive exclusive complimentary access to the Messe Frankfurt Business Club. Membership includes access to lounge areas, refreshments and Wi-Fi, as well as additional services throughout Christmasworld. To ensure a high-quality and personal networking experience, the number of places is limited. Registration for Christmasworld Take Off is now open via the event website: Take Off: Event programme for festive lighting, large-scale & object decoration | Christmasworld.

Next trade fair dates:
Ambiente, Christmasworld and Creativeworld will continue to take place at the same time at the Frankfurt exhibition centre.

Ambiente/Christmasworld:	29 January to 2 February 2027
Creativeworld:	29 January to 1 February 2027

Note for journalists:
Discover further news, expert knowledge and ideas for retail on 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.

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