**Press release November 2023**

**Let´s go DecoTeam: Great Inspiration and Service Initiative**

The atmospheric trend presentation, Colourful Affairs, and the innovative Infotainment program once again make DecoTeam the hotspot of inspiration. A special highlight is the creative workshop with TV star and interior designer Emell Gök Che! The event program, organized in collaboration with DecoTeam partners MZE/2HK, RZ – Trends Interior Design, FHR, and the Central Association for Interior Design and Furnishing (ZVR), focuses on trend inspiration and the current topic of social media marketing through keynote presentations and workshops.

**Social Media 4 You**

In a keynote speech, Ann-Kathrin Schmidt (FHR) provides trade fair visitors with insights into current social media strategies from Tuesday until Thursday at 11:00, 13:00, and 15:00 o’clock. The aim is to provide the trade fair visitors with new programs, efficient strategies and creative content, which will be directly implemented in the work area. A true highlight: all workshop participants will receive a voucher for a free 3-month social media training worth 990 euros. The training starts on January 23rd at 14 o’clock, with one hour weekly. Learning by doing - right after Heimtextil!

**Creative Workshop and Trend Presentation with TV Star Emell**

In addition to the social media workshop, collages and reels on the latest trend themes can be created in the creative work area together with Miriam Medri. A special highlight: TV star Emell Gök Che, known from the successful ZDF docutainment series " Mein fabelhaftes Ferienhaus" will present the new trend themes in the DecoTeam on the first day of the fair, Tuesday 9th of January, and will also be involved in the creative workshop. The sought-after interior designer stands for extraordinary creative implementations - a great inspiration for the fair visitors.

**Theme Day „Create the Future**

Another highlight is the theme day "Handel im Wandel" (Trade in Transition) on Wednesday, January 10th. Changes in shopping behavior due to the internet, labor shortages, digitization, and more present significant challenges for interior decorators and the retail trade. What are the concepts for a successful future? How do I reach the end consumers?

Bettina Grüninger, Managing Director of Texoversum LDT Nagold, provides an inspiring insight into innovative concepts. Her motto: From Point of Sale to Point of Emotion!

In the subsequent panel discussion, Bettina Grüninger and the experts Helmut Stauner (MZE), Anna Kathrin Schmidt (FHR), Ralf Vowinkel (ZVR), and Karin Mauro (RZ) discuss various paths, opportunities, and possibilities for a successful future. Lina Reitz (Reitz Lebensräume), Sophia Lauton (Wohnwerk in der Natur by Rupprich), and Henning Ruf (Kaiser EDV) also join the discussion. Networking is encouraged at the following get-together with tasty drinks and a live performance by George Pavel on the saxophone

**Meet the Experts**

On Thursday, January 11th, the focus is primarily on product knowledge and industry-relevant topics. Through short presentations on relevant, creative, and innovative topics, the experts in DecoTeam provide insights into the fascinating world of home textiles and sun protection, covering creative, functional, and sustainable thematic areas. This includes sustainable production processes, energy efficiency, smart homes, and the acoustic effects of home textiles and sun protection. Creative know-how, such as the harmonious combination of colors and designs, digital presentation at the point of sale, and more, complements the comprehensive expert knowledge. For further information, visit decoteam.de.

**Knowledge-Lounge: Strong into the Future**

In collaboration with the ZVR, Kaiser-EDV and the Berufsgenossenschaft for Raw Materials and Chemical Industry (BGRCI) present themselves within the Knowledge Lounge. "Strong into the Future" is the motto of the Central Association for Interior Design and Furnishing as well as the Knowledge Lounge. In addition to appealing workshops related to interior decorating and upholstery craftsmanship, which address cost calculations and room sketching, the focus is on recruiting young talent and networking. The Berufsgenossenschaft also offers short seminars, recognized as training events under the alternative care (entrepreneur model) for affected companies.

**Get-together – Meet DecoTeam**

The DecoTeam activities are topped off by the Heimtex Stars award ceremony. The best specialty stores in various categories are honored with the "Heimtex Specialist Retailer of the Year" award – a get-together of the best on January 9th, 2024, at 17 o‘clock in DecoTeam! Furthermore, on Wednesday and Thursday, the Happy Hour starting at 17 o’clock offers tasty drinks and live music with George Pavel on the saxophone, providing another opportunity for networking with DecoTeam members and more.

**Free admission tickets for Heimtextil can be obtained through the Heimtextil value-added program:** [**www.heimtextil.de/mehrwert**](http://www.heimtextil.de/mehrwert)**. The code is: HMDE24**



Emell Gök Che, interior designer known from the ZDF series "Mein fabelhaftes Ferienhaus," presents the trend themes on the first day of the trade show at DecoTeam.

A person sitting in a chair

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Bettina Grüninger, Managing Director of Texoversum LDT Nagold, gives an inspiring keynote on the theme "From Point of Sale to Point of Emotion," followed by discussions with industry experts and successful interior decorators.

A screenshot of a calendar

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Meet the Experts - The Know-How Initiative on Thursday, January 11th, 2023 at DecoTeam with short presentations on topics relevant to the industry.



George Pavel ensures the right sound musically!

DecoTeam-Members:

Apelt

Buchheister

Englisch Dekor

Erfal Höpke Textiles

Infloor Girloon

Indes Fuggerhaus

MHZ

Paulig

Unland

DecoTeam-Partner:

Heimtextil

BG RCI

FHR

Kaiser EDV

MZE

RZ – Trends Interior Design

ZVR

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