**Press release October 2024**

**DecoTeam – inspiration and added value**

**DecoTeam at Heimtextil is the kick-off for an inspiring start to the new year 2025, with the trend experience Style Affairs, Dolce Vita, networking and an exciting event program on design, artificial intelligence for interior decorators and a Meet the Experts on “Textile added value and energy efficiency”. Innovations and inspiration that bring real added value!**

**January 14/ Design Day: Experience trends with Corinna Kretschmar-Joehnk**

On Tuesday, the first day of the trade fair, the focus will be on the latest interior trends and design. Style Affairs is the DecoTeam theme for 2025, which focuses on new styles, trendy lifestyles and fascinating colors. PURITY shows the new retro feeling, Cosiness fascinates with a very natural look, and Luxury stands for a color-intensive modernity with expressive colors and designs, luxurious, chic and exciting at the same time. DecoTeam like, the new styles are presented with many ideas for implementation in atmospheric interior concepts. Corinna Kretschmar -Joehnk will provide creative inspiration at 11 a.m. and 1/3 p.m.: “Current interior trends: inspiration from the international hotel industry for private living” is the topic of the creative presentation. The well-known interior designer will then present the new styles in an exclusive tour - an exciting and entertaining design walk!

The Design Day will be rounded off at 5 p.m. with the Heimtex Star awards ceremony. The best specialist stores in various categories will be awarded the “Heimtex Specialist Retailer of the Year” prize - a get-together of the best in the DecoTeam.

**Interior Designers' Day: the future of artificial intelligence**

The 15th Interior Designers' Day organized by RZ - Trends Interior Design and ZVR is a must-attend event for specialist retailers. Michael Hoffman, lecturer at the University of Münster and at the Akademie des Handwerks, Schloss Raesfeld, will give a very understandable introduction to the world of AI for interior designers in a keynote speech on Wednesday, January 15 at 11 a.m. and 1/3 p.m.

Exciting insights into how AI can transform the areas of talent acquisition, social media and marketing, among others. Talent acquisition with communication through automated processes, brand reach with AI-controlled social media posts, marketing campaigns planned with AI and much more - these are all topics that are easy to implement with AI.

In practice-oriented workshops following the presentation, visitors to the trade fair will be able to experience AI up close with interior designer GPT under the guidance of Michael Hoffmann and get straight into the practical side of things. They can test their own AI applications on tablets and simulate realistic scenarios. An ideal introduction for beginners with valuable skills for direct application in everyday working life - future-oriented skills that drive the business forward - learning by doing in the DecoTeam at Heimtextil!

The workshops will take place at 11.30 a.m., 1.10 p.m. and 3.30 p.m. (limited number of participants - registration in advance possible at info@decoteam.de)

**Highlight: Interior decorator GPT for DecoTeam visitors**

**DecoTeam offers trade fair visitors exclusive access to “Raumausstatter GPT”, a version of ChatGPT specially developed for the needs of specialist retailers, interior decorators and interior designers, with specialist input from experts in the industry. It's about marketing, PR, social media, recruiting new talent and specialists, but also about the energy efficiency of sun shading. Simply achieve better results - work more efficiently and creatively!**

Another highlight is the QIH (Quality in Craftsmanship) award for interior decorators at 5 pm. Under the moderation of Kristina Buschauer, Klaus Winkler and Hermann Hubing, top interior design companies that have received a “very good” rating from customers will be honored.

**Meet the Experts**

On Thursday, January 16, everything will revolve around textile added value. At 11 a.m. and 3 p.m., the DecoTeam Experts will give short presentations on the topics of acoustic comfort (Oliver Metz-Gebhardt, Buchheister), performance fabrics - refinement and functionality (Lars Maier, Höpke) and virgin wool carpets - feel-good island for design, acoustics and climate (Theresa Paulig, Paulig)

At 1 p.m., Wilhelm Hachtel will give a presentation entitled “The importance of automated solar shading for building resilience in the context of global warming”, providing an insight into the effects of climate 2045 on the indoor climate and offering concrete solutions.

**Future-oriented service concepts**

Together with the ZVR, FHR, MZE and Kaiser-EDV will be presenting an innovative and service-oriented portfolio for trade fair visitors.

The FHR Group is increasingly focusing on strengthening its partners regionally with customized solutions. Whether purchasing, technical product support, commercial organizational structures, employee retention and recruitment or advertising concepts - FHR supports its partner companies in all areas.

The aim of MZE is to position interior decorators as strong, regional brands and, if they wish, to accompany them on their journey from craftsmen to holistic furnishers. With customized solutions, MZE supports its partners not only in purchasing, but also in brand development.

As a leading provider of software solutions for interior design companies, Kaiser EDV has in-depth industry-specific expertise in the field of digitalization, which offers users major benefits. The developments focus in particular on saving time and gaining information through the automation and digitalization of processes

**Get-together – Dolce Vita in DecoTeam**

DecoTeam is inspiration, innovation, networking and, in 2025, dolce vita. Visitors to the trade fair will be treated to a morning snack and fine finger food from noon. From 4 p.m., we invite you to happy hour with trendy cocktails, networking with the DecoTeamers and much more.

**Free admission tickets for Heimtextil can be easily accessed using the QR code.**

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Corinna Kretschmar-Joehnk, well-known interior designer, will provide creative trend inspiration with her presentation “Inspirations from the international hotel industry for private living”. The DecoTeam trends will then be brought to life in an entertaining guided tour.



Wilhelm Hachtel's presentation “The importance of automated solar shading for building resilience in the context of global warming” provides an insight into the effects of climate 2045 on the indoor climate and offers concrete solutions.



Discover the future with AI: Michael Hoffmann, lecturer at the University of Münster and Akademie des Handwerks, Schloss Raesfeld gives an exclusive keynote speech and a practice-oriented workshop with the interior decorator GPT in the DecoTeam. Experience AI at first hand and implement it directly with future-oriented skills that drive the business forward!

DecoTeam-Members:

Apelt

Buchheister

Englisch Dekor

Erfal Höpke Textiles

Infloor Girloon

Indes Fuggerhaus

MHZ

Paulig

Unland

DecoTeam-Partner:

Heimtextil

FHR

Kaiser EDV

MZE

RZ – Trends Interior Design

ZVR

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