



## PRESS INFORMATION

### FRANKfurtstyleaward goes THE ARTS+

#### FRANK® for FUTURE Award 2019 presented at Frankfurt Book Fair

Kronberg, October 14, 2019 – This year, the FRANKfurtstyleaward will be again present at the Frankfurt Book Fair with a stand in Hall 4.1, N 96. As part of the cultural festival THE ARTS+, the "FRANK® for FUTURE Award" will be presented for the first time on Sunday, 20 October at 14.00 hrs. The ten winners from the TOP60 Collection of this year's international talent competition, which was held under the motto HEIMAT 4.0, will be shown on the catwalk of the THE ARTS+ stage. The ten young talents were awarded the "Hessischer Nachwuchspreis für Fashion & Design" in June 2019.

Which platform would be better suited for talented young designers than the festival on the future of the creative and cultural economy THE ARTS+ at the Frankfurt Book Fair? And the FRANKfurtstyleaward is right in the middle of it. The ten winning HEIMAT 4.0 designs from the three lifestyle categories **ADVENTURE**, **EARTH** and **URBAN** will be shown at the FRANKfurtstyleaward stand N 96 in Hall 4.1 from October 16 to 20, 2019.

On Sunday, October 20, 2019 at 14.00 hrs., the time has come: The FRANK® for FUTURE Award will be presented for the first time at the THE ARTS+ stage. **The winner of this award is Eva Valentina Ruthe.** Not only is she a finalist in this year's FRANKfurtstyleaward, her design "Planet Earth is our Home. There's no Planet B" is used as key visual for the motto HEIMAT 4.0. The award is endowed with 1,000 Euros and is offered by the start-up company amui.space. "We are proud to award the prize today to a young designer who is committed to making fashion more sustainable," says Denis Hüter, founder of amui. amui.space is a new online platform that aims to connect designers, creatives and production companies worldwide and support the FRANKfurtstyleaward to accompany the young designers' fashion collections from prototype to production and distribution.

Under the motto "**Future Fashion**", the ten winning designs of the FRANKfurtstyleaward 2019 HEIMAT 4.0 will be presented at the Catwalk Show. The young fashion designers were awarded the "**Hessischer Nachwuchspreis für Fashion & Design**" in June 2019.

As already in summer, the fancy and elaborate sketched and manufactured unique pieces from all over the world will be set in scene effectively models of the Frankfurt agency **East West Models**. Young make-up artists of the **Famous Face Academy** ensure the right make-up and the perfect hair style.

"After our show at the Frankfurt club Gibson and our participation at the ApparelSourcing in Paris, the FRANK® for FUTURE Award 2019 and the Catwalk Show of the ten winning designs at The ARTS+ are an excellent opportunity for this year's finissage of the FRANKfurtstyleaward", says Hannemie Stitz-Krämer, founder and organizer of the FRANKfurtstyleaward.

The one-hour performance will be completed by a panel discussion between the designers who are present and the partners from amui.space, Barbara Weigand and Denis Hüter: "Design Talent meets Thought Leaders: Transformation 4.0 - Future Fashion & Technology.

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**The winners of the FRANKfurtstyleaward 2019 HEIMAT 4.0 as well as the "Hessischen Nachwuchspreises für Fashion & Design" are:**

- **Outstanding Talent:** Jenna Standish, „Cape Town“, Student, Design Academy of Fashion, South Africa
- **Lifestyle „Urban“:**
  1. Place: Melissa Kunz, „Grow up“, Student, FAHMODA, Germany
  2. Place: Valeria Dror, „Russian Heritage“, Student, Shenkar College for Engineering Design & Art, Israel
  3. Place: Shir Danny, „Refugees Journey“, Student, Shenkar College for Engineering Design & Art, Israel
- **Lifestyle „Adventure“:**
  1. Place: Tiffany Anggiono, „Distant Memory“, Student, Raffles College of Higher Education, Indonesia
  2. Place: Rivka Mirzkandov, „Tibetan Nomads“, Student, Shenkar College for Engineering Design&Art
  3. Place: Dorothee Ahrens, Student, „Nostalgic Inspiration“, FAHMODA, Germany
- **Lifestyle „Earth“:**
  1. Place: Koki Iwanaka, „Living“, Student, Tokyo Institute of Technology, Japan
  2. Place: Nderay Ndao, „Bombacaceae“, Master Class, Fashion Design Institute of Dakar, Senegal
  3. Place: Silvia Rutz, „We reap what we sow“, Student, Modeschule Brigitte Kehrler, Switzerland

**Partners and Sponsors of the FRANKfurtstyleaward 2019**



**THE ARTS+**

This year's edition of THE ARTS+ brings together some of the most innovative thinkers, creative minds and cultural practitioners from around the world. In Hall 4.1 of the Frankfurt Book Fair, they will explore, discuss and shape the future of culture and creativity in the digital age. THE ARTS+ is fair, exhibition and interdisciplinary festival at the same time. For the first time, THE ARTS+ is cooperating with the B3 Biennale of the Moving Image and the renowned B3 exhibition, which includes film, media, games and technology-based installation art.

**FRANKfurtstyleaward - International Talent Competition in Fashion & Design:**

The FRANKfurtstyleaward ([www.frankfurtstyleaward.com](http://www.frankfurtstyleaward.com)) is one of the most important international competitions for young talents in fashion & design and stands for a sustainable talent and career platform that promotes innovative ideas, creativity and outstanding creative achievement. With the FRANKfurtstyleaward, FrankfurtRhineMain and Hessen under the patronage of the City of Frankfurt and by the main sponsors Messe Frankfurt, HA Hessen Agentur GmbH and Hessen Trade & Invest GmbH, Fraport AG and Wirtschaftsinitiative FrankfurtRhineMain e.V., once a year become the center for the best fashion & design schools from all over the world when the TOP60 fashion designers of tomorrow present their designs to an international audience. High numbers of participants, a growing pool of international participants and the expansion of the FRANKfurtstyleaward as well as a strong network of international fashion design schools are the result of the successful establishment of the competition. The shows of the 20 TOP designs in the finale will be staged at Tendence on 29 June 2019 in the marketplaces: "Urban", "Adventure" and "Earth", before being followed by a festive AWARD ceremony with the finalists of the competition and guests from fashion, design, industry, culture and society. Tendence is the trade fair for consumer goods from the home, furnishing, decorating, gift articles, jewellery, fashion supplies, everything to enjoy, kitchen and home textiles combined.

Further information, interview and/or photo requests:

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