

No. 2 / October 2022, Cologne
#hhcologne #woolnale

Art meets business: The "Woolinale" is celebrating its Cologne debut at h+h cologne 2023

+++ Artists from all over the globe are beautifying public spaces with wool and yarn +++ With a "Peace" campaign at the festival, handicraft fans are setting a sign for peace +++

The point in time couldn't have been chosen more appropriately. The 1st International Yarn Bombing Festival "Woolinale" is celebrating its premiere at h+h cologne 2023, the leading global trade fair for textile handicrafts, which is being staged in Cologne from 31 March to 2 April 2023. Then, things will get artistic, extraordinary, creative, colourful, exceptional and surprising in and around the Cologne fair grounds as well as in front of and at the Entrance South. Because artists from all over the globe will be presenting their textile pieces of art in Cologne at the "Woolinale" that is being held in Germany for the first time.

Yarn bombers create pieces of art for public spaces - often very humorous, as original eye-catchers, but also frequently as a statement about a particular issue, which is conveyed in this unusual way and thus attracts a great deal of attention. The programme includes for instance crocheted pillars, knitted facades or railings with self-made figures sitting on them. The highlight: Many exhibits will be on display at and in front of the Entrance South and thus accessible for end consumers. In this way, interested parties, who are not allowed to attend the trade fair h+h, can experience the pieces of art close-up and let the special charm of these works of art make an impression on them.

Why yarn bombing?

The makers want to use the festival to establish among others yarn bombing as a form of art in its own right. They also want to transport the old traditions of crocheting and knitting from the home sofa into the public eye. The Woolinale team is convinced that this can be best achieved with the aid of a new form of art, the textile street art of yarn bombing. Sponsors such as the Initiative Handarbeit, addi and Schachenmayer are supporting the Woolinale team headed by Elke Hahn, Heike Unger and David with this idea.

Everyone can take part and set a sign for peace using textiles!

In addition to the works of art exhibited there is also going to be a creative joint project for all crocheting and knitting fans at the Woolinale. The organisers are setting an official sign for peace under the motto "PEACE". Everyone, who can crochet and/or knit a little really can take part here and set an official sign for peace together with other people from the large, worldwide handicrafts community.

The textile Peace statements will be collected and put together to form a huge



h+h cologne
31.03. - 02.04.2023
www.hh-cologne.com

Your contact:
Frank Habekost
Tel.
+49 221 821-2063
e-mail
f.habekost@koelnmesse.de

Koelnmesse GmbH
Messeplatz 1
50679 Köln
P.O. Box 21 07 60
50532 Köln
Germany
Tel. +49 221 821-0
Fax +49 221 821-2574
www.koelnmesse.com

Executive Board:
Gerald Böse (President and Chief Executive Officer)
Oliver Frese

Chairwoman of the Supervisory Board:
Mayor of the City of Cologne
Henriette Reker

Headquarters and place of jurisdiction:
Cologne
District Court Cologne, HRB 952

Initiative^{e.V.}
Handarbeit

collective piece of art that will be presented to the public during the Yarn Bombing Festival. The names of all participants will be published on a nameplate next to the collective work of art for peace. In this way, everyone can take part and add a crocheted or knitted Peace statement to the collective work of art. This also applies for the local trade. There will be special offers for the latter to participate in this campaign next year.

Page

2/2

The preparations for the festival are already in full swing. Yarn artists from all over the world can register for participation up until 15 October 2023. A jury is now deciding whose pieces of art will be displayed at the Woolinale during h+h cologne 2023.

The podcast of h+h cologne "Zick Zack" provides an initial insight into the preparations for the Woolinale. The Director, Katrin Schön, talks to Elke Hahn and David Wasser, two of the initiators from the Woolinale team about yarn bombing, social projects and the imminent Woolinale. Further information is available at <https://www.woolinale.de> and www.hh-cologne.de as well as under the hashtags #woolinale #hhcologne

Note for editorial offices:

h+h cologne photos are available in our image database on the Internet at www.hh-cologne.com in the "Press" section or www.hh-cologne.com/imagedatabase .

Press information is available at:

www.hh-cologne.com/pressinformation

If you reprint this document, please send us a sample copy.

h+h cologne on Facebook:

www.facebook.com/hhcologne

h+h cologne on instagram:

<https://www.instagram.com/hhcologne/>

Your contact:

Frank Habekost

Public and Media Relations Manager

Koelnmesse GmbH

Messeplatz 1

50679 Cologne

Germany

Tel +49 221 821-2063

f.habekost@koelnmesse.de

www.koelnmesse.com

You receive this message as a subscriber to the press releases of Koelnmesse. In case you would like to dispense with our service, please reply to this mail under the heading "unsubscribe".