



## MILANO HOME, THE NEW FIERA MILANO EVENT CLOSSES POSITIVELY

The organisational machine is already on track for the next edition, from 23 to 26 January 2025

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Milano HOME, the innovative trade fair dedicated to the world of living, held at Fieramilano (Rho) from 11 to 14 January 2024, recounted news, trends and excellence in the world of home decor. Declaring the success of this first edition was the appreciation by operators and visitors of the innovative layout, aimed at creating a real community capable of listening to and sharing the needs, requests, and objectives of all interlocutors. The ring routes designed for each of the 4 pavilions in as many "content areas" - called Vibes, Mood, Taste, Elements - guided visitors to discover all the new products as well as the numerous installations and inspirational areas such as Manifatture in Scena, a cultural themed space that brought together the excellence in the porcelain sector.

Curated by Ulderico Lepreri, an architect and expert connoisseur of the Art of the Table, this area featured some of the most prestigious brands that have marked the history of the Art of the Table over the centuries, as Meissen 1710; Moser 1857; Lalique 1888; Venini 1921, Haviland & C. Parlon 1842, Royal Copenhagen 1775, Rogaska, Cesa 1882, Greggio 1948, Ricci Argentieri 1927. NoveBotteghe Convergence Materiche, another cultural and entrepreneurial concept conceived for Milano Home

by gumdesign, on the other hand, narrated and showed, unique and original Italian artists and objects and craftsmanship, while the installation L' Isola di Vetro, a floating island on which works of traditional and contemporary taste, created by great masters of Murano glass, are displayed. And Green Circle, a special area curated by bioclimatic architect Isabella Goldman, showcased a selection of products chosen according to a sustainable approach that respects nature, traditions, materials, territory, people and their emotions. And among the many new products, just to name a few among the proposals of the almost 600 brands present, there were the unique works of ceramic maker Onofrio Acone made strictly by hand, exclusively in ceramic, the original furnishings of Winetage, a very young start-up that uses wood recovered from wine barrels to create exclusive furnishing accessories. Also emphasising the value of craftsmanship are the porcelain stoneware furnishing collections by Lineasette or the creativity and lifestyle of the handcrafted collections by Fade Maison. Alessi will also be present with its new project 'Il tornitore matto' (The mad turner) and the new brand of the Guzzini family, Blackout, dedicated to cordless lamps. From Swedish brand Kosta Boda, known for its focus on modern lifestyle products to art and design,

while L'Oca Nera showed many new objects and micro-architectures to personalise the home with discreet and measured luxury. The numerous training events focused on living spaces and aimed at all those working in the sector also aroused interest that lived up to the expectations. In fact, the programme of meetings respected the variety of appointments punctuated by the Design Talks on contemporary living themes, organised in cooperation with Poli.Design and Platform, and the Retail Academy, whose calendar featured a variety of topics of interest to retailers and shopkeepers. Leading the various meetings were semiologists, digital pr, marketing directors, lecturers in consumer psychology and neuromarketing, brand strategists and interior designers.

And among the novelties, Meet&Coffee, the informal appointments between buyers and sellers held every morning to encourage meetings between potential new partners over a coffee.

Now we are already looking ahead to the next edition, scheduled from 23 to 26 January 2025, again at fieramilano (Rho). Stay tuned!

[www.milanohome.com](http://www.milanohome.com)

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