



Mostra Internazionale dell'Artigianato, Firenze

Comunicato stampa

Emporio MIDA Online from Saturday, 22nd April 2021, for the 85th International Crafts Fair

Florence, 22nd April 2021. The “Artisan’s Fortress” goes online. The 85th International Crafts Fair will open on Saturday, 24th April on the Emporio MIDA digital showcase. After 84 years of history and success, this special and innovative edition goes online, while waiting for the return of the physical fair, set to take place at the Fortezza da Basso from 23rd April to 1st May 2022.

For nine consecutive days – from next Saturday, 24th April, to Sunday, 2nd May 2021 - about a hundred selected exhibitors from various product sectors – clothes, accessories, furnishings, design, jewellery creations and high jewellery, international artifacts of artistic excellence, and food & wine products for gourmands – will present their work online. These will be unique pieces, combining ‘savoir-faire’ and historic workshops, not to mention the futuristic impulse of Makers, giving voice to future handicrafts. The exhibition is free and open to everyone – you only need to click on Emporio MIDA (emporiomida.mostrartigianato.it) to get in touch directly with artisans, view their activities, select, and choose their most beautiful works browsing through photographs, videos and catalogues published online.

The programme of events organised by Firenze Fiera in co-operation with personalities from the world of institutions and associations is extremely rich, thanks to the support of a Scientific Committee formed by prominent members on a national scale in the field of culture, arts and arts and crafts. The Fair will officially open on Saturday, 24th April at 12:00 with an opening ceremony, broadcast live from the Sala Verde at Villa Vittoria, in the presence of Lorenzo Becattini, President of Firenze Fiera, Eugenio Giani, President of the Region of Tuscany, Leonardo Bassilichi, President of the Florence Chamber of Commerce, Federico Gianassi, Councillor of Budget and Economic Activities for the Florence Municipality, Giacomo Cioni, President of CNA Firenze, Paolo Gori, Vice-President of Confartigianato Firenze. Tamara Ermini, Vice-President of Firenze Fiera, will moderate the event.

Among the various initiatives on the first day of the Fair, spotlights are turned on the convention L’artigianato è futuro (Crafts Make the Future). From 12:45 to 14:45, a ‘virtual’ round table will take place featuring the members of the Scientific Committee for a constructive and stimulating dialogue on the future of handicrafts. The event will also deal with the relations between crafts as valorisation element of the genius loci and the territory, the role of crafts in the identity of post-pandemic fairs, possible relations and hybridisation between the ‘handmade world’ and the culture of project, the relationship between new technologies and the world of design, projects supporting historic workshops,

the new generations of artisans, ideas to relaunch Tuscan arts and crafts, and the potential role of arts and craft galleries in the world.

“This new edition of the Fair opens with a strong sense of rebirth and restart for craft businesses”, stated Lorenzo Becattini, President of Firenze Fiera. “We hope we managed to convey online the expectations of many Florence citizens and of all the beauty culture enthusiasts who, through the years, have seen the Fair as a fixed and unmissable event, animated by the pleasure and the emotion of spending a Spring day at the Fortezza every year, directly in contact with the most beautiful creations of Master Artisans from all over the world”.

“This is why – Becattini concluded – next to the commercial showcase and the cultural events on schedule, we also decided to offer our virtual visitors of Emporio MIDA the opportunity to retrace some of the most important historic moments of the Fair thanks to the collaboration of the Archive of the Tuscan Regional Council which offered a selection of photographic panels from the Archival Fond of the Ente Mostra Artigianato. For those who miss the Fortezza, it will also be possible to follow an online guided tour illustrating the most exclusive and hidden parts of the Medicean Fortress - home of the Fair since 1978 - through an intriguing account”.

“We organised this 4.0 edition – said Tamara Ermini, Vice-President of Firenze Fiera – for exhibitors and visitors to feel as involved as possible, as if they were actually inside the Fortezza. It will be a new and unusual edition, but full of meetings and events such as, for example, the exhibition CRAFT 4.0 on the future scenarios of crafts, tributes to two legendary exhibitors - Felice Botta and Andrea Fedeli -, a tribute to Philippe Daverio, who attended many editions of the Fair at the Fortezza, and who was a passionate advocate of the Italian arts and craft valorisation”. “With Extra MIDA - concluded Tamara Ermini - a project starting now and continuing until the next edition of the Fair, in April 2022, we will enter inside eight artisan workshops with live music performances creating an exclusive and charming interaction between the world of high craftsmanship, a pride of Made In Italy in the world, and the universal world of music”.

<https://emporiomida.mostrartigianato.it>

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