



*Mostra Internazionale dell'Artigianato, Firenze*

Press Release

## RESTART MIDA.

Countdown to the 86<sup>th</sup> International Crafts Fair,  
at the Fortezza da Basso, from 23<sup>rd</sup> April to 1<sup>st</sup> May 2022

*Florence, 20<sup>th</sup> December 2021.* After the last successful national 'crafts' trade fairs, anticipation is building for the next edition of **MIDA – the Florence International Crafts Fair** - taking place at the **Fortezza da Basso from 23<sup>rd</sup> April to 1<sup>st</sup> May 2022.**

At a time when fairs represent an important sign of recovery and a sort of new Renaissance, and crafts have become the ambassadors of 'Made in Italy' beauty in the world along with fashion and design, the **86<sup>th</sup> edition of the Fair** becomes a long awaited and unmissable appointment, where the general public will finally be once again be able to experience live the most beautiful handmade works from Italy and from many other countries in the world.

Many exhibitors from all parts of Italy and from various foreign countries – among them, France, Tunisia, Morocco, Peru, Egypt, India, Madagascar, and Pakistan – have already decided not to miss this traditional spring event taking place in Florence at the Fortezza da Basso. Thanks to that, they will be able to immediately access the EMPORIO MIDA platform, a digital showcase where they will have the opportunity to promote for free their own products 365 days a year.

Once again, the main objective is to combine the traditional spirit of the Fair with an increasing attention towards digital design and crafts. And this is where **CRAFT 4.0** comes into play - an event launched by **Firenze Fiera** in co-operation with the **Architecture Department -Design Campus of the Florence University**, the **Florence Municipality**, **Fondazione Architetti Firenze** and **Fondazione Giovanni Michelucci**, presenting innovative works at the Fair, born from a combination of crafts, design and new technologies.





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Halfway between tradition and innovation will also be the *leitmotiv* of **MADE IN MIDA – L'artigianato che sarà (The Future of Handicrafts)**, a project officially marking the close co-operation between six Tuscan craft businesses and an equal number of designers selected on a national scale to create 6 exclusive and iconic objects bearing the 'Made in MIDA' brand, which will be on show during the Fair.

**MIDA 2022** also aspires to be a hub of the new frontiers of Italian goldsmith's art, thanks to an initiative made in co-operation with **Scuola Le Arti Orafe (LAO)**. The Polveriera space will host an area entirely devoted to didactics, presenting works made by the School's students, seeing also the presence of teachers, who will give a public demonstration of their knowledge. This event will be accompanied by a presentation of a selection of objects made by artists participating in the **Florence Jewellery Week 2022** which, for this edition, will host **PREZIOSA Makers**, the first official event of **FUORI MIDA** with free admission, made by **LAO & ARTIGIANATO E PALAZZO**, which, from 28<sup>th</sup> April to 1<sup>st</sup> May, will gather artisans and designers selected by a specific Scientific Committee inside the **Scuderie at Palazzo Corsini**.

The timeless charm of **MONTELUPO ceramic** will be revived thanks to an exhibition organised by the **Association 'Strada della Ceramica di Montelupo'**, featuring a selection of works by local artisans and artists, halfway between heritage and a new expressive experimentation.

*"We are witnessing a renewed confidence and optimism in many artisan businesses, which have already confirmed their participation in the 2022 edition of the Fair - said **Lorenzo Becattini, President of Firenze Fiera** – proving their will to recreate this vital live relationship with the general public, something that everyone in this sector has been missing. We are committed to guarantee all the exhibitors a totally safe Fair, as well as a rich programme, in step with the times. Furthermore, thanks also to the work of trade associations, organisations and institutions, we want to ensure we can meet the needs of those craft-oriented territories which are willing to face the challenges of global competitiveness and innovation".*

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