

THE 87TH INTERNATIONAL CRAFTS FAIR

APRIL 25 . MAY 1, 2023

FORTEZZA DA BASSO, FLORENCE



MIDA



*Since 1931, we have been showcasing the small and large masterpieces that have made the history of Made in Italy and international handicrafts.*

A global village of arts and crafts from different cultures, developing into an itinerary between Italian Regions and Countries of the World.

Every year, the first certified international crafts fair in Italy hosts master craftsmen and emerging talents in a magnificent location - the 16th-century Fortezza da Basso, where cultural heritage and innovation give birth to unique creations and experiences, made to last.

Organised by:



In co-operation with:



Regione Toscana



COMUNE DI  
FIRENZE



Camera di Commercio  
Firenze  
*dal 1770 la casa delle imprese*



FONDAZIONE  
CR FIRENZE



CNA  
FIRENZE

Confederazione Nazionale Artigiani Piccoli e Medie Imprese



Confortigianato  
IMPRESE FIRENZE

artEX

Centro per l'Artigianato  
Artistico e Tradizionale  
della Toscana

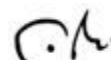
ASSOCIAZIONE  
OMA

OSSERVATORIO  
DEI MESTIERI  
D'ARTE

Fondazione  
Architetti  
Firenze



Ordine  
Architetti  
Firenze



FONDAZIONE  
GIOVANNI  
MICHELUCCI



UNIVERSITÀ  
DEGLI STUDI  
FIRENZE

DIDA  
DIPARTIMENTO DI  
ARCHITETTURA



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# Our Figures • MIDA2022

*A showcase of excellence, a unique opportunity for quality artisans, creators, and entrepreneurs.*



**+25,000** sq m

*Exhibiting Surface*

**2**

Special  
Initiatives

**+55,000**

*Visitors*

**6**

Collateral  
Exhibitions

**+400**

*Exhibitors*

**2**

Outside MIDA:  
Events in the historic  
centre of Florence

**MIDA**

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## *The Location*

The exhibition is hosted inside the Fortezza da Basso, a Renaissance architecture masterpiece built between 1534 and 1537 by order of Alessandro de' Medici. One of the most iconic monuments of Tuscany and of Italy in the world. Located in the heart of the city centre of Florence, only a 5-minute walk from the main railway station, it is well connected by public transport - bus and tramway - and in a perfect logistic position, with accommodation and car park available.

**MIDA**

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# Give Space to Your Business

A showcase of excellence, a unique opportunity for quality artisans, creators, and entrepreneurs. Every year, MIDA, the Florence International Crafts Fair, welcomes artisans and craft businesses of all backgrounds and sizes inside the premises of the Fortezza da Basso, from Italy and from abroad. The purpose is to trace the current constellation of handicrafts and its future prospects.



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*MIDA 2023 will present the diversity of the artisan multiverse, combining the valorisation of ancient knowledge and hi-tech technology with particular attention to sustainability.*

## PRODUCT CATEGORIES

❖ CLOTHING & ACCESSORIES

❖ ARTS & CRAFTS

❖ FURNISHINGS: Household and kitchen items, furnishing accessories and garden furniture, lighting, decoration and restoration, flowers and plants, textiles

❖ INTERNATIONAL CRAFTS

❖ BEAUTY & WELLNESS: Handmade products and artisan laboratories of cosmetics and bodycare

❖ DESIGN & INNOVATION

❖ PUBLISHING & TRADE PRESS

❖ GIFTWARE: Ornaments, gift items, religious items, paper and printing, stationery, creativity, games, hobbies, musical instruments

❖ GOLDSMITHING, JEWELLERY & BIJOUTERIE

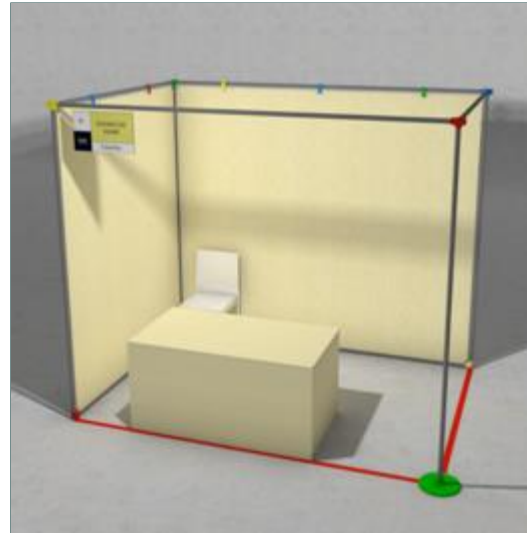
❖ FOOD & WINE PRODUCTS



# Our Offer

Set-up and basic furnishings • All booths are fitted with:

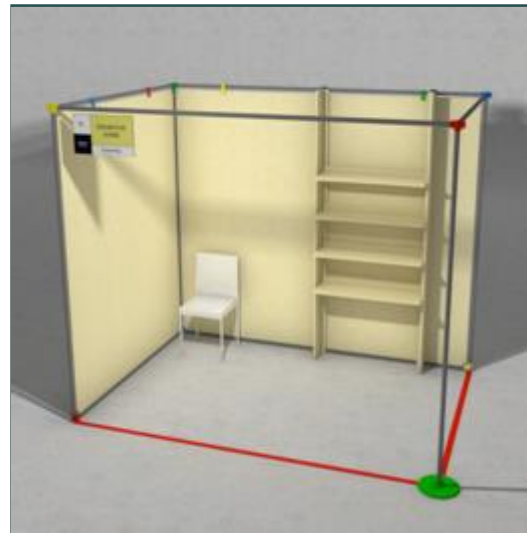
- ❖ Delimitation with panels (h 250)
- ❖ One electrical raceway of max 1Kw with three universal sockets
- ❖ Banner with company name
- ❖ Any presence of carpet on floor, and its related colour, will depend on the pavilion, which will be assigned at the discretion of Firenze Fiera



## OPTION A1

### 6 sqm (3x2)

- 1 x chair
- 1 x workbench (150x80x75h)
- 2 x 50w LED spotlights



## OPTION A2

### 6 sqm (3x2)

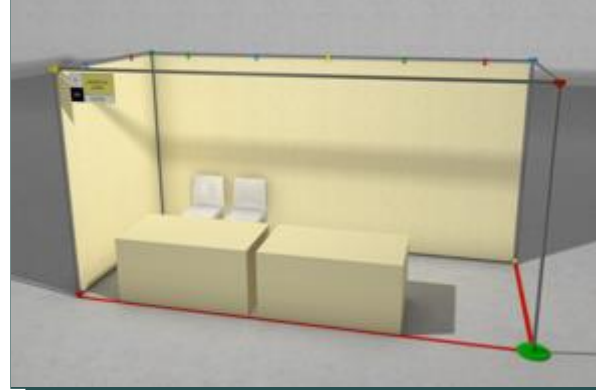
- 1 x chair
- 1 x shelf (100x28x250h)
- 2 x 50w LED spotlights



# Our Offer

Set-up and basic furnishings • All booths are fitted with:

- ❖ Delimitation with panels (h 250)
- ❖ One electrical raceway of max 1Kw with three universal sockets
- ❖ Banner with company name
- ❖ Any presence of carpet on floor, and its related colour, will depend on the pavilion, which will be assigned at the discretion of Firenze Fiera



## OPTION B1

### 10 sqm (5x2) and multiples

- 2 x chairs
- 2 x workbenches (150x80x75h)
- 4 x 50w LED spotlights



## OPTION B2

### 10 sqm (5x2) and multiples

- 2 x chairs
- 2 x shelves (100x28x250h)
- 4 x 50w LED spotlights



## OPTION B3

### 10 sqm (5x2) and multiples

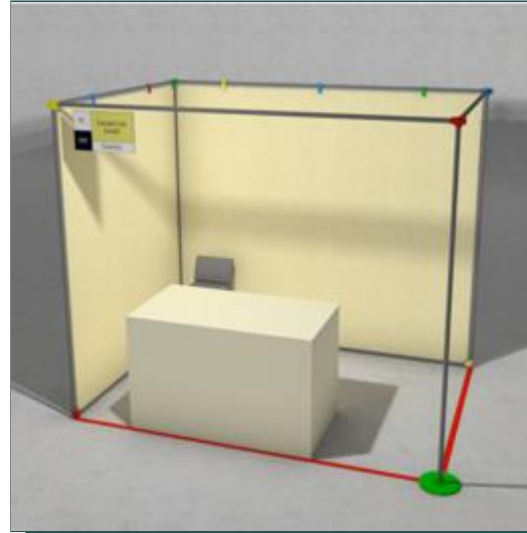
- 2 x chairs
- 1 x workbench (150x80x75h)
- 1 x shelf (100x28x250h)
- 4 x 50w LED spotlights



# Our Offer

Set-up and basic furnishings • All booths are fitted with:

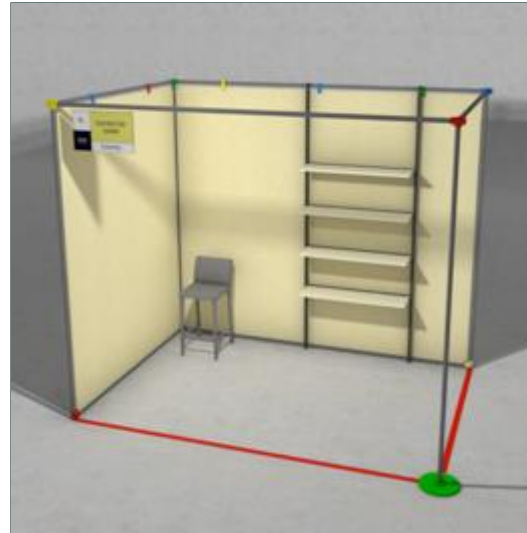
- ❖ Delimitation with panels (h 250)
- ❖ One electrical raceway of max 1Kw with three universal sockets
- ❖ Banner with company name
- ❖ Any presence of carpet on floor, and its related colour, will depend on the pavilion, which will be assigned at the discretion of Firenze Fiera



## OPTION C1

### 6 sqm (3x2)

- 1 x stool
- 1 x FOOD bench (150x80x95h)
- 2 x 50w LED spotlights



## OPTION C2

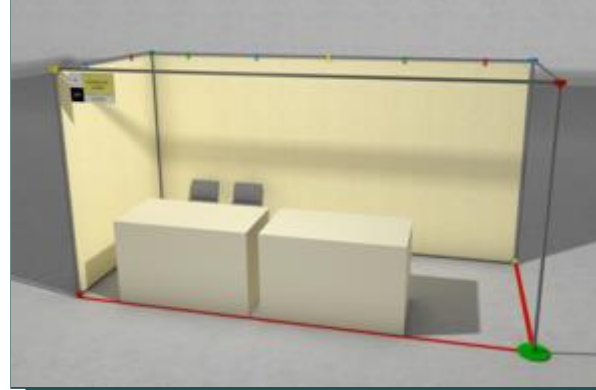
### 6 sqm (3x2)

- 1 x stool
- 1 x FOOD shelf (100x30x250h)
- 2 x 50w LED spotlights

# Our Offer

Set-up and basic furnishings • All booths are fitted with:

- ❖ Delimitation with panels (h 250)
- ❖ One electrical raceway of max 1Kw with three universal sockets
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## OPTION C3

### 10 sqm (5x2) and multiples

- 2 x stools
- 2 x FOOD benches (150x80x95h)
- 4 x 50w LED spotlights



## OPTION C4

### 10 sqm (5x2) and multiples

- 2 x stools
- 2 x FOOD shelves (100x30x250h)
- 4 x 50w LED spotlights



## OPTION C5

### 10 sqm (5x2) and multiples

- 2 x stools
- 1 x FOOD bench (150x80x95h)
- 1 x FOOD shelf (100x30x250h)
- 4 x 50w LED spotlights



# Rates - 2023



<i>Basic rate</i>	<b>€/sqm 185.00 + VAT</b> (*special discounted rate € 166.50/sqm + VAT)		
<i>Special Rates</i>	<p>Collective participation of <b>craft businesses regularly registered with Trade Associations, public and/or private Italian and international organisations and/or institutions</b></p> <p>-</p> <p><b>€/sqm 165.00 + VAT</b></p> <p>(*special discounted rate € 148.50/sqm + VAT)</p>	<p><b>Startups and new businesses</b> regularly registered with the Chamber of Commerce in Italy, with less than 48 months of activity</p> <p>-</p> <p><b>€/sqm 134.00 + VAT</b></p> <p>(*special discounted rate € 120.50/sqm + VAT)</p>	<p><b>Producers of original works</b>; applicable only for the first two year of participation starting from the 2022 edition, after which the Exhibitor will fall within the Basic Rate, while registering for VAT</p> <p><b>€/sqm 134.00 + VAT</b></p> <p>(*special discounted rate € 120.50/sqm + VAT)</p>

## Promotions

**BENEFIT FROM A 10% DISCOUNT.** By sending the application form and the payment of the advance no later than 15/01/2023, and the rest of the payment by 15/03/2023, you will be entitled to a \*special 10% discount.

The participation in MIDA 2023 includes free admission to Emporio MIDA, the digital showcase reserved exclusively fo the exhibitors of the International Crafts Fair ([emporiomida.mostrartigianato.it](http://emporiomida.mostrartigianato.it)).

For further information, please contact us: [mostrartigianato@firenzefiera.it](mailto:mostrartigianato@firenzefiera.it)



# Rates - 2023



## Registration Fee & Advance Deposit

The registration fee for each Exhibitor is **€ 300.00 + VAT, and includes insurance services.**

Upon registration, the advance to be paid is equivalent to 30% of the total amount, plus VAT. Application forms not including a payment receipt of the above amounts will not be considered.

## SEND YOUR APPLICATION FOR MIDA2023

To participate in MIDA2023, register and send your application to:

<https://areariservata.firenzefiera.it/en/lead/8>

For further information, please contact us: [mostrartigianato@firenzefiera.it](mailto:mostrartigianato@firenzefiera.it)



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# emporio MIDA

*Join Emporio MIDA,  
the new digital showcase of handicrafts!  
[emporiomida.mostrartigianato.it/en](https://emporiomida.mostrartigianato.it/en)*

*An innovative fair format – physical and digital –  
helping artisans acquire new expertise and tools to  
promote their work on the market.*

*Emporio MIDA is the commercial tool tailored for you.*

*Direct contacts with clients, a database of 9,000  
professionals, 85,000 social media contacts,*

*web marketing campaigns and customised solutions.*

*Admission to Emporio MIDA is limited to and aimed at  
all the exhibitors participating in the 2023 edition of  
MIDA.*

MIDA

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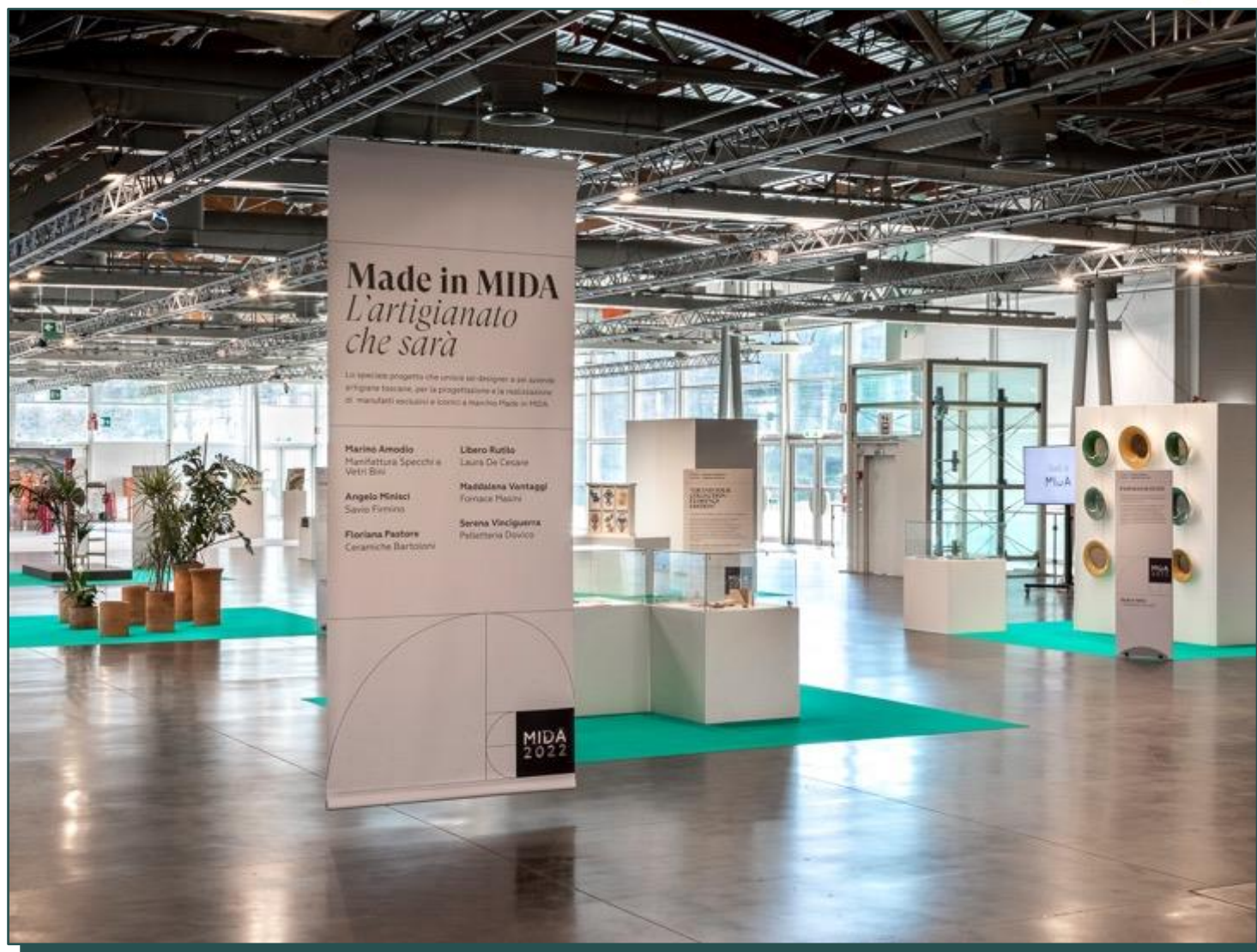


# Made in MIDA

## Towards the Excellence of Handicrafts

Following the success of the 2022 edition, once again Firenze Fiera is launching a call to select 6 designers in co-operation with the Florence Municipality, Fondazione Architetti Firenze (Florence Architects Foundation), Fondazione Giovanni Michelucci, and the Architecture Department of the University of Florence, with the support of the Scientific Committee of the Fair. The 6 selected designers will be paired with as many Italian artisan companies, and together they will create 6 exclusive and iconic objects bearing the brand 'Made in MIDA', that will be showcased within a special space during the Fair.

[www.mostrartigianato.it/made-in-mida](http://www.mostrartigianato.it/made-in-mida)





# Contacts

## SALES OFFICE

### PROJECT MANAGER

Costanza Magni

Tel. +39 055 4972239

Mobile +39 334 1446664

[magni@firenzefiera.it](mailto:magni@firenzefiera.it)

### INTERNATIONAL CRAFTS

Simona Tosi

Tel. +39 055 4972241

Mobile + 39 334 1447270

[tosi@firenzefiera.it](mailto:tosi@firenzefiera.it)

Giulia Baccianti

Tel. +39 055 4973439

[segreteriaespositori@firenzefiera.it](mailto:segreteriaespositori@firenzefiera.it)

## ITALIAN CRAFTS

Debora Daddi Tel. +39 055 4973019

Mobile+39 347 6597541

[consulentedaddi.mida@firenzefiera.it](mailto:consulentedaddi.mida@firenzefiera.it)

Martina Cappelli

Tel. +39 055 4973241

[segreteriaorganizzativa@firenzefiera.it](mailto:segreteriaorganizzativa@firenzefiera.it)

## TASTE CRAFTS, RESTAURANTS & STREET FOOD

Costanza Magni

Tel. +39 055 4972239

Mobile +39 334 1446664

[magni@firenzefiera.it](mailto:magni@firenzefiera.it)

Marika Cassese

Tel. +39 055 4973303

[ufficioespositori@firenzefiera.it](mailto:ufficioespositori@firenzefiera.it)

## PRESS/COMMUNICATION - FIRENZE FIERA

Fiamma Domestici

Tel. +39 055 4972243

Mobile+39 334 1446710

[domestici@firenzefiera.it](mailto:domestici@firenzefiera.it)

Web & Social

Barbara Del Bene

Tel. +39 055 4973540

Mobile +39 334 1447243

[delbene@firenzefiera.it](mailto:delbene@firenzefiera.it)

