



Mostra Internazionale dell'Artigianato, Firenze

Press Release

**A Return to the Crafts of Future.
MIDA - the 87th International Crafts Fair –
to open at the Fortezza da Basso, Florence, from 25th April to 1st May 2023**

Florence, 23rd February 2023. Expectations are growing for **MIDA, the International Crafts Fair**, organised by **Firenze Fiera** in co-operation with the main institutions and trade associations, and taking place at the Fortezza da Basso **from 25th April to 1st May 2023**.

This exhibition has always been an unmissable event for all those who love 'savoir-faire' - an exciting journey to the roots of creativity, with an endless variety of creations and products giving a nod to **technological innovation and sustainability**, and presented inside the Fortezza by many exhibitors coming from all over Italy and from various countries of the world, who have always been the main attraction for the Fair visitors.

Edition no. 87 will be held in conjunction with **ABITA**, an event fully dedicated to the world of living, offering innovative solutions in the sector of furnishing, sustainable building, design, and greenery. ABITA is organised by **Sicrea** in co-operation with Confartigianato Firenze, Confesercenti Firenze & CNA Firenze.

It is a great opportunity for visitors, who will be able to visit both the Fairs with the same admission ticket, meeting exhibitors, technicians, and experts of these sectors for an increasingly exhaustive and complete offer - an unmissable event for all those who wish to spend a whole day inside a historical Fortress, amidst a wide range of proposals between ancient know-how and Crafts 4.0.

Many artisan businesses, designers, planners, and young makers will participate in the Fair, reaffirming the attractiveness of MIDA to launch the crafts of future. The real protagonists of this event, they will return to the scene at the Fortezza, presenting not only their secret workshop tricks and alchemies, but also unique and hyper-technological pieces. Their creations will be showcased to an audience of enthusiasts and qualified operators (in 2022, visitors were more than 56,500) on an



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exhibiting surface of over 25,000 square metres. The keywords? **Creativity, beauty, and innovation**, for an increasingly **green and sustainable** future of handmade products – always attractive and in step with the times.

The events programme will be particularly rich, offering **exhibitions, conventions, workshops, educational workshops, and live demonstrations**, along with the active participation of the global artisan community.

UP TO THE CRAFT – Percorsi Generativi (Creative Paths) will be organised inside the **Sala della Volta** – an exhibition promoted by **Fondazione CR Firenze** and curated by its operating entity **OMA – Associazione Osservatorio dei Mestieri d'Arte**, along with **DIDA (Department of Architecture of the University of Florence)** that will present a selection of artworks by young artisans who will give live demonstrations. New creators of startups and university students mixing crafts and design according to the principles of reuse, recycling, and circular supply chains will also be called to participate. The result is a new idea of contemporary artisans, skillfully experimenting new materials, techniques, and technologies - a key link between tradition and innovation to activate future business processes.

In co-operation with trade associations, during the Fair OMA will also offer **free educational workshops for children up to 11 with mandatory reservation**.

"W o - M e n a t w o r k - Artisti e Artigiani: 100 scatti del fare e dell'essere Toscana" (Artists and Artisans – 100 Snapshots about “making” and being “Tuscany”) is a photographic exhibition created by **Stefano Lupi**, a professional in the field of audiovisual communication. Inside the **Sala dell'Arco**, he created this event as a tribute to the whole Tuscany. It is a prestigious event telling about the passion, the art, the genius, the history, and the creativity of a whole territory, along with the industriousness of its people, the story that made it great and unique through the centuries, with the sole purpose of unveiling the work of often unknown men and women, who nonetheless are the driving force and the excellence of a region and of a country. The protagonists will be experienced artists and artisans who, through their faces and speaking inside their own workshops and ateliers, will tell a hundred life stories that deserve to be brought to light in order not to be lost.





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The timeless charm of Montelupo ceramics will live again inside the spaces of the **Grotte** with **Blu Zaffera. The Montelupo Ceramics in Blue Shades**, curated by the Fondazione Museo di Montelupo and featuring works by ceramists from the Association Strada della Ceramica di Montelupo Fiorentino.

Confirming once again the close union between arts, crafts, and collecting, and building on the success of the exhibition **Officina Bardini**, that took place from 30th September to 20th November 2022 at the Bardini Museum - **Officina Bardini in Fortezza** will be set up inside the **Sala Ottagonale**. The purpose is to illustrate through its various stages the working methodology and the complex artisanal and also entrepreneurial system implemented by Bardini through an inspiring dialogue between some works belonging to the homonymous Museum and a significant group of **documents, photographs, artifacts, and work tools** - colours, chisels, gouges, etc. – preserved inside the nearby Palace Mozzi Bardini.

After the success of the past edition, and in co-operation with the **School Le Arti Orafe (LAO)**, **MIDA 2023** will set up an area entirely dedicated to goldsmith training inside the Polveriera, presenting some works made by students, and seeing also the participation of the teachers. They will give a public demonstration of their innovative techniques.

Talking about 'taste', the attic floor of the Spadolini Pavilion will be set up to host a **Show Cooking** space curated by **Unicoop Firenze** on 29th, 30th April and on 1st May, with free tasting and events, and by the **Association of Tuscan Chefs** on the remaining days of the Fair (25th, 26th, 27th and 28th April).

Opening Times: 25th - 29th - 30th April and 1st May: 10:00/22:00 - 26th-27th -28th April: 10:00/20:00

Outdoor dining areas: open every day from 10:00 to 22:00 (with free admission on 26th- 27th -28th April from 20:00 to 22:00).

Admission ticket: Full price: € 7.00

Reduced price: Members of UNICOOP.FI (valid on 26th, 27th and 28th April): € 5.00

INFO: www.mostrartigianato.it



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