



Mostra Internazionale dell'Artigianato, Firenze

MIDA 2024 KICKS OFF

Florence, 22nd April 2024. **MIDA – the International Crafts Fair** - was presented this morning to the press. Promoted and organised by **Firenze Fiera** in co-operation with the main institutions and trade associations, and taking place from 25th April to 1st May, this year it will reach the milestone of **88 years**, once again confirming its distinction as the first 'crafts fair' in Italy.

This Fair represents an unmissable springtime event in Florence for all those who love the beauty of 'savoir-faire' – a journey that is always new and stimulating, discovering unique and exclusive pieces made by 'golden hands' inside the treasure chests of historical workshops, and in experiential laboratories where the know-how of master artisans combines with the experimentations of new generations. The keywords are: **creativity, beauty, innovation, and sustainability** for an increasingly attractive future of crafts, in step with the new trends of taste, environment, and the market.

MIDA 2024 - certified ISO 20121 as sustainable event - is an unmissable opportunity for all those who wish to spend a whole day inside a historical Fortress located in the Florence city centre, discovering pavilions, ancient rooms, and open-air squares, amidst the numerous proposals of the various product sectors (clothing and accessories, furnishings, design and innovation, goldsmithing, jewellery, and bijouterie, beauty and well-being, international crafts, and many more) and the endless temptations of Italian and multi-ethnic wine and food specialties.

This edition will see the participation of 530 exhibitors - up by 18% compared to 2023 - on an overall surface of 34,000 square metres, confirming the attractiveness of MIDA to launch contemporary handicrafts. Once again, craft businesses, designers, young makers, and start-ups will be the real protagonists at the Fortezza, showing off all the charm of tradition and the attractive force of new sustainable and hyper-technological solutions, to the delight of an audience made up of enthusiasts and qualified operators (**the last edition gathered 65,000 visitors**).

The number of foreign countries participating also increased -32 compared to 28 in 2023. Among them: **Belgium, France, Lithuania, Poland, Spain, Turkey, Tunisia, Ecuador, China, Egypt, Ivory Coast, Jordan, India, Indonesia, Nepal, Pakistan, Peru, Syria, Singapore, the United States, South Africa, Thailand, Ukraine, and Vietnam.**





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It is worth mentioning the participation of **three great collective exhibitions of Chinese artists**, and the broad participation of artisans/artists coming from **Iran**. **In their space**, 5 artisans coming from Eastern Iraq will also exhibit. Furthermore, there will be a co-operative of **25 female artisans from Egypt**, who will bring their fabric artifacts to the Fair, made with the Talli technique, also known as Assuit, an ancient type of embroidery with metal wires that has been popular since the 19th century, witnessing the power of work as a form of female redemption and emancipation.

The Fair is becoming increasingly beautiful and internationally-oriented, as documented also by its participation in a mission in China next to a delegation of AiCC (Associazione italiana Città della Ceramica – Italian Association of Cities of Ceramics) within **Progetto Italia Cina** (Italy-China Project) **in the past month, to promote** commercial and cultural interchange activities between the two countries and with a special attention to ceramic production.

The events programme is particularly rich, including **exhibitions, conferences, workshops, and live manufacturing, and seeing** the active participation of the global artisan community, thanks to the co-operation of two associations - **CNA Firenze** and **CONFARTIGIANATO Imprese Firenze**, that have always supported Firenze Fiera in scouting and acquiring quality exhibitors. The latter will present their latest proposals in the sector of clothing and accessories, furnishings, beauty and well-being, design and innovation, trade press, goldsmithing, jewellery, and bijouterie, respectively inside the Ghiaie pavilion with **Artefacendo**, and inside the Palazzina Lorenese with **Pezzi Unici (Unique Pieces)**.

The absolute novelty of the 2024 edition will be its contemporaneity with the **9th edition of Salone dell'Arte e del Restauro (the Art and Restoration Fair)**, the main fair organised in Italy in the field of conservation, restauration, and valorisation of global cultural and artistic heritage. Taking place inside the **Sala delle Colonne** and **Sala dell'Arco**, it will see the participation of the **Italian Ministry of Culture**, along with businesses, institutions, and all the most important realities connected to the world of cultural heritage. The various activities offered by this Fair will also include the **International FLORENCE HERI-TECH Conference – The Future of Heritage Science and Technologies (scheduled for 29th and 30th April)** - a centre of attraction for scholars, researchers, and experts in the field of Science and Technology applied to Cultural Heritage restoration.





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Next to Salone del Restauro, MIDA will also see the return of the project “**Firenze, città del restauro**” (**Florence as the City of Restoration**) by the **Florence Chamber of Commerce**. Taking place in Corridoio della Sala dell’Arco, it was developed by **PromoFirenze** in its operational stages, along with **CNA**, **Confartigianato**, **Confindustria**, and **LegaCoop**, and offers a rich programme of events on the restoration, conservation, and valorisation of cultural assets, and of the artistic and architectural heritage.

The **Sala della Volta** will host **Viaggio in Italia. Artigianato e design (Journey in Italy. Crafts & Design)**, a knowledge path combining video installations, design objects and handicrafts linked with the beautiful sceneries and architectures of Tuscany and Italy. The exhibition is promoted by **Fondazione CR Firenze** and created by **OMA Associazione Osservatorio dei Mestieri d’Arte** in co-operation with **ADI (Associazione per il Disegno Industriale – Association for Industrial Design, Tuscan Delegation)** and under the patronage of the Region of Tuscany and the Municipality of Florence. The event explores the charming theme of a journey along our peninsula, and celebrates the cultural and economic potential that form its structured system.

Once again, the **Cavaniglia Pavilion** will welcome selected projects and exhibitions to enhance contemporary international arts and crafts, starting right from Tuscany. The **Archivio Storico della Regione Toscana (Historic Archives of Tuscany)** in co-operation with the **Archives of Maggio Musicale Fiorentino** and the organisational support of **Artex**, will present **LA MOSTRA IN MOSTRA: i mestieri artigiani nel teatro (THE FAIR ON SHOW – Artisanal Crafts in Theatre)**, an event dedicated to artisanal crafts for theatre. Through an emotional but also informative/educational path, this event will present historic pieces from the Archives of Maggio Musicale Fiorentino. The spotlight will be on scenography models presented back in 1942 at the Crafts Fair, along with photographs, sketches, documents, and stage costumes for an emotional journey in time and space with a strong “vintage” mood.





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The Cavaniglia Pavilion will also host the choral work **Notte stellata (The Starry Night)** - 3 large textile reproductions (450x350 cm) of the famous painting by Van Gogh created by the international community of «Feltrosa», a meeting dedicated to textile arts, curated by Fabio Giusti and Eva Basile.

Building on the success of the last editions, and in co-operation with **Scuola le Arti Orafe (LAO – Le Arti Orafe Jewellery School)**, MIDA 2024 will set up **LE ARTI ORAFE: Formazione e oreficeria contemporanea (GOLDSMITHING – Training and Contemporary Goldsmithing)** - an area dedicated to education inside the charming **Polveriera**, presenting works made by students and their teachers, and introducing an exhibition of three jewellery artists selected for the international contest **PREZIOSA YOUNG**. The exhibition will be complemented by a programme of live manufacturing including stone-setting, engraving, enamelling, wax modelling, CAD, and jewellery design.

Following the success of the 2023 edition, and to highlight once again the combination of arts, crafts, and the art of collecting, the **Sala Ottagonale** presents the exhibition **OFFICINA BARDINI. L'arte del legno (OFFICINA BARDINI. The Art of Wood)** curated by Giulia Coco and Marco Mozzo, with the scientific coordination of Carlo Francini and Valentina Zucchi. The spotlight will be on the carpentry workshop of the Bardinis, where they produced, restored, and reworked chairs, large chests, and other furnishings in a Medieval and Renaissance style, highly requested all over the world. Decorative elements, work tools, photographs, paper models used to restore and create the pastiches that made the Bardini firm so famous all over the world, will allow visitors to access the secrets of this lively workshop, understanding how it worked and exploring the techniques, the materials, the sources of inspiration, and the repertoires.

Once again, the **Attic Floor of the Spadolini Pavilion** will see the participation of the artisans of **TASTE**, with a selection of wine and food craft companies. There will also be room for **Cooking Shows** and events curated by **Unicoopfirenze** with tastings of delicacies from the 'Fior Fiore Coop' line, on schedule for 27th, 28th April, and on 1st May. The programme will also include workshops and events, with a special attention to the environment, and with games and challenges to discover **MATERBI**®.

Always concerning food, the **Central Square** will present the **Corte dei sapori (Courtyard of Flavours)** with street food featuring Italian and multi-ethnic wine and food specialties.





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Throughout the duration of the Fair, **Laboratories** with Tuscan Master Artisans for adults and children will take place (by appointment) at **Palazzina Lorenese**, curated by **Artex** in co-operation with **Firenze Fiera**, **Unicoop Firenze**, **CNA Firenze**, **Confartigianato Firenze** and **OMA (Osservatorio dei Mestieri d'arte)**. Instead, on the Attic Floor of the Spadolini Pavilion, families will be able to enjoy a **Children's Area** with games and activities for children aged 3-12.

For the second year in a row, edition no.88 will take place in conjunction with **ABITA – Mostra del vivere oggi (ABITA - the Exhibition of Living Today)**, organised by **Sicrea Srl**. and dedicated to the world of home and living, where visitors will have the opportunity to have a complete picture of what the market can offer in terms of home and living. Inside the Arsenale, Fureria, and Basilica Pavilions, over 3,000 square metres will be dedicated to furnishing, design, and home services. The exhibiting area will be complemented by a rich programme of events – exhibitions, and an Events Lounge that will host authors, creative workshops, and meetings.

MIDA 2024 is an increasingly social Fair, with growing data for the digital community that reached **127,450 followers**, and the participation of web stars such as **'Silvana la nonna toscana' (Silvana, the Tuscan Grandma)**. Based in Castelfiorentino, Silvana has become the 'Italians' Nonna', and thanks to her recipes and her kindness she conquered the world of social media with her Instagram, TikTok, and Facebook pages.

INFO:

OFFICIAL OPENING: FRIDAY, 26TH APRIL AT 11:00, TEATRINO LORENESE

Opening Times: every day from 10:00 to 20:00

Outdoor catering: every day from 10:00 to 22:00 (on the last day: from 10:00 to 20:00)

Free admission for outdoor catering: every day from 20:00 to 22:00 (On 1st May, closing time will be at 20:00)



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For PRESS accreditation:

<https://mostraartigianatoonline.tm.vivaticket.com/biglietteria/registrazionePub.do?idTurno=2441>

www.mostrartigianato.it

Official Radio for MIDA 2024: Radio Toscana

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