



Mostra Internazionale dell'Artigianato, Firenze

Press Release

An excellent start for MIDA 2024 at the Fortezza da Basso, open until 1st may 2024

Florence, 25th April 2024. **MIDA 2024 – the 88th edition of the International Crafts Fair** – is going with the wind in its sails! Visitors got in line in the square in front of the Fortezza already at the opening of the gates, and crowded the pavilions, the exhibitions, and the workshops presented inside the Fair.

The **official opening ceremony** is going to take place **tomorrow at 11:00 at Teatrino Lorenese**, seeing the participation of **Lorenzo Becattini**, President of Firenze Fiera, along with **Eugenio Giani**, President of the Region of Tuscany, **Dario Nardella**, Mayor of Florence, **Dario Costantini**, President of National CNA, **Tommaso Grassi Nesi** representing National Confartigianato, **Brunella Tarli** for the Chamber of Commerce of Florence, and **Elena Amodei**, Director of Salone dell'Arte e del Restauro (Art & Restoration Fair). **Adolfo Urso**, Minister of Made in Italy, will participate with a video message that will be broadcast at the opening of the event.

To mark the occasion, master pianist **Roberto Prosseda** - boasting a vast record production that also includes the complete piano works by Mendelssohn and the Sonatas by Mozart) – will play two pieces of music from 1931 - year of birth of the Fair – by the renowned Florentine composer **Mario Castelnuovo Tedesco** called “Romanza senza parole” and “Tango”, taken from “4 Pezzi di media difficoltà”.

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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