



Mostra Internazionale dell'Artigianato, Firenze

Press Release

MIDA 2024
– the 88th International Crafts Fair –
Closes Tonight

Florence, 1st May 2024. **MIDA 2024 – the 88th International Crafts Fair** closes tonight at the Fortezza da Basso at 20:00 with a positive outcome in terms of exhibitors' satisfaction and attendance. The **over 65,000 visitors** could not miss this traditional appointment with the latest novelties of Italian and international crafts, along with the numerous events organized inside the pavilions, and in the rooms of the Monumental Area of the Medici Fortress.

*“We are closing this edition of the Fair with great satisfaction for the large number of visitors registered during the seven days of the Fair, and for the atmosphere of great energy and positivity amidst all the exhibitors – stated **Lorenzo Becattini, President of Firenze Fiera** – “Our consolidated synergies with institutions and associations, as well as those started with important cultural realities - Salone dell'Arte e del Restauro (Art & Restoration Fair), the Italian Ministry of Culture, and Maggio Musicale Fiorentino – the broad participation in conferences, educational workshops, and in the various family activities consolidated the format of MIDA as a privileged container for an annual update on contemporary crafts”. “I would like to thank the exhibitors and our increasingly numerous partners – concluded **Becattini** – and I look forward to seeing everyone at the next edition, that will take place from 25th April to 1st May 2025”.*

*“This event celebrated the excellence and creativity of artisans, offering them business opportunities, and providing visitors with and an unforgettable experience – added **Giacomo Cioni, President of CNA Firenze Metropolitana**. “I would like to thank all those who contributed to the*



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success of MIDA 2024, and who made it possible to create this amazing exhibition of talent, tradition, innovation, and sustainability. We can surely look to the 2025 edition with confidence."

*"Craftsmanship is our living tradition that is renewed every day. This edition of MIDA was an opportunity to enhance the quality of craftsmanship, and also to take stock of innovation, starting from digital applied to artisan skills. This was a Fair of the highest quality, both for the products showcased and for the installations", commented **Serena Vavolo, President of Confartigianato Imprese Firenze.***



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