



*Mostra Internazionale dell'Artigianato, Firenze*

*Press Release*

*MIDA 2024 – the 88th International Crafts Fair –  
Opens Tomorrow (25th April) at the Fortezza da Basso*

*Florence, 24<sup>th</sup> April 2024.* **MIDA 2024 - the International Crafts Fair** – opens tomorrow at 10:00, at the Fortezza da Basso. Having now reached its 88<sup>th</sup> edition, it will be open until 1<sup>st</sup> May, presenting 530 exhibitors coming from all over Italy and from 32 other countries including **Belgium, France, Lithuania, Poland, Spain, Turkey, China, Egypt, Jordan, India, Nepal, Pakistan, South Africa, Thailand, Ukraine, and Vietnam.**

This first day will feature many live events and, according to tradition, it will be brightened by the scenic performances by the historical group of flag bearers and musicians '**Sbandieratori e Musici della Signoria di Firenze**', that will take place in the central square of the Fortezza at 10:30.

From 10:30 to 12:30, and from 15:30 to 17:30, the Palazzina Lorenese will see the beginning of **Laboratori con i Maestri artigiani toscani (Workshops with Tuscan Master Artisans - curated by Artex in co-operation with Firenze Fiera, Unicoop Firenze, CNA Firenze, Confartigianato Firenze, and OMA)**, aimed at bringing the general public closer to traditional precious craftsmanship. The spotlight will be on **Andrea Amerighi**, showing the manufacturing processes of goldsmithing decoration with metal wires. *«I have always worked in this trade with great passion»* – says Master Amerighi – *«I am happy to pass on my expertise and my passion to young people. This is a fascinating job, that really changed my life. »*

Always concerning goldsmithing, starting at 14:00, Master **Giuseppe Casale** will show the technique of engraving on metal plates within the activities of **Scuola le Arti Orafe (LAO – Le Arti Orafe Jewellery School)**, inside the Polveriera.

For all cooking enthusiasts, the most awaited event of this first day at the Fair will be held on the attic floor of the Spadolini Pavilion where, at 15:30, the **Cooking Show by Nonna Silvi will begin.**





## *Mostra Internazionale dell'Artigianato, Firenze*

**Based in** Castelfiorentino, Nonna Silvi is 82 years old and looking great. A star of social media, known as the “Italians’ Nonna”, with her simple and genuine recipes and her kindness, she conquered the web world with 2.5 million followers. Nonna Silvi will be helped by Barbara Barbieri, renowned chef from the Restaurant Sottoporta in San Frediano, and Provincial Head of the Associazione Italiana Cuochi (AIC – Italian Association of Chefs).

Tomorrow will also see the simultaneous opening of the **9<sup>th</sup> edition of Salone dell’Arte e del Restauro (Art & Restoration Fair)** at Sala delle Colonne and Sala dell’Arco. This is the main Fair in Italy dealing with the conservation, restoration, and valorisation of the global cultural and artistic heritage, seeing the participation of the **Italian Ministry of Culture**, along with companies, institutions, and all the most important realities connected to the world of cultural heritage. Another exhibition opening at the same time, inside the Arsenale Pavilion, is the **2<sup>nd</sup> edition of Abita – the Exhibition of Living Today** – on contemporary furniture and design.

### INFO

**OFFICIAL OPENING: FRIDAY, 26<sup>TH</sup> 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 1<sup>st</sup> May, closing time will be at 20:00)

[www.mostrartigianato.it](http://www.mostrartigianato.it)

UFFICIO STAMPA FIRENZE FIERA

Fiamma Domestici Tel. +39 055 4972243 – .334 1446710 –  
[domestici@firenzefiera.it](mailto:domestici@firenzefiera.it)



Firenze Fiera S.p.A. Sede legale e operativa: Piazza Adua 1 - 50123 Firenze, Italy  
CCIAA di Firenze, P.IVA 04933280481- Capitale Sociale € 21.778.035,84 |  
Tel. +39 055 497 21 | Fax +39 055 497 3237 [info@firenzefiera.it](mailto:info@firenzefiera.it) | [www.firenzefiera.it](http://www.firenzefiera.it)