



Mostra Internazionale dell'Artigianato, Firenze

Press Release

The International Crafts Fair Looks ahead and aims to expand abroad

Florence, 26th April 2024. **MIDA – the 88th edition of the International Crafts Fair** – is open until 1st May at the **Fortezza da Basso**. In these first two days, the Fair has welcomed record visitor numbers and is being very much appreciated by all the participants.

“As the Minister of Entrepreneurship and Made in Italy – said **Adolfo Urso, Italian Minister of Entrepreneurship and Made in Italy** while speaking at the **opening ceremony** through a video message – I am particularly proud of the artisan sector in our country, representing over one fifth of the national entrepreneurial fabric, with 1.3 million companies, and over 2.5 million employees. Italian craftsmanship stands for excellence and quality – two elements that are reflected into our products, increasingly known and appreciated all over the world. I would like to congratulate the Florence International Crafts Fair on reaching 88 years of activity this year, thus confirming its role as the first crafts fair in Italy”.

“This morning, we inaugurated the Fair with two music pieces played by master pianist Roberto Prosseda, composed by Florentine composer Mario Castelnuovo Tedesco in 1931, the same year when our Fair was born (22nd March, at the Parterre). This has everything that it takes to be an extraordinary edition, more beautiful and greater than the past editions, said **Lorenzo Becattini**, President of Firenze Fiera, who added: “Together with our institutions, our shareholders, and the economic groups, we have a further ambition – we must and wish to open to an international dimension of handicrafts, which means taking our artisans to some cities in the world to enhance the ‘savoir-faire’ of our city and our region. It might be an ambitious goal, but it is something within the reach of all of us”.

“This 88th edition comes with very encouraging and positive figures, said **Dario Nardella, Mayor of Florence**. **That is why I would like to relaunch the point touched upon by President Becattini** – the internationalization of MIDA. The Fair is already international, but it can be even more by stepping outside the borders of our city and our region. The idea that MIDA can affect various





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territories of our country, but also various European regions, with its artisans and entrepreneurs, is a very strong vision. Our country does not only export products – it also exports values, ideas, and visions. The strategy of opening a new phase for the Fair, having thus one pole to attract artisans from all over Europe, and one pole also to take our crafts outside the borders, is a winning idea. As far as I can, I will strongly support it now and in the future”.

“The International Crafts Fair – added **Eugenio Giani**, President of the Region of Tuscany – is a showcase for DNA and ‘savoir-faire’, and the edition that we inaugurated this morning, thanks to the work of Firenze Fiera and of all the institutions participating, promises to be a great success. Our hope is to make it grow more and more, both in terms of quality and quantity of exhibitors, because this is a fair for the people. A fair for individual citizens who choose to visit the Fair, who feel the identity of craftsmanship, and this is always amazing when we talk about production. Because you can see the touch of human hands that are able to turn matter into increasingly evolved products, thanks also to the use of machines”.

“It is always a great emotion to be here – added **Dario Costantini**, President of National CNA. “Being here to talk about craftsmanship is like – allow me the comparison – for a believer to pray inside Saint Peter’s Basilica. Some days ago, at Mimit, Minister Urso and I were recalling the fact that, a certain Mr. Leonardo da Vinci started his career as Italian genius when his father sent him to a workshop as an apprentice, right here in Florence. After many centuries, crafts are still here – so, we honour this land that gives it prestige. Ours is a craftsmanship that progresses, that keeps up with the times, that needs moments of centrality, not only during Fairs. We are working a lot – also with other confederations – for the Framework Law on Craft. In 15 years, we have lost 220,000 companies, and we hope that this Government will implement a measure that might finally make a law from 1985 change. Luckily, Italian artisans have moved on since 1985”.

“In a historic moment where we talk about Artificial Intelligence, we have a duty to promote and enhance AI as artisan intelligence to build a social and economic development model that can be sustainable and on a human scale”, commented **Tommaso Grassi Nesi**, representing National Confartigianato.





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The opening ceremony was closed by **Elena Amodei**, Director of Salone dell'Arte e del Restauro (Art & Restoration Fair) and by **Cristina Acidini**, head of the Technical and Scientific Committee of the Fair, who underlined the importance of holding the ninth edition of this important event inside the Fortezza da Basso, where the headquarters of the Opificio delle Pietre Dure are. The Opificio delle Pietre Dure is a Ministry Institute that presents a local profile, being three of its headquarters in Florence, but it also reveals the nature of a central institute within the Italian Ministry of Culture, and an international profile”.

Tomorrow, at 16.30, an event will celebrate **35 years of activity of magazine D'A**. Edited by Giovanni Mirulla, this is a reference magazine at international level for Design, Crafts, Applied and Decorative Arts.

Talking about taste, tomorrow (Saturday) **tastings of delicacies from the Fior Fiore Coop line** will start on the attic floor, continuing on 28th April and 1st May.

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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