



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

Press Release

MIDA no.89 – the International Crafts Fair Charting New Routes at the Fortezza da Basso, in Florence, from 25th April to 1st May 2025

Milan, 6th February 2025. **MIDA no. 89, the International Crafts Fair**, will take place at the Fortezza da Basso, in Florence, from 25th April to 1st May 2025. Promoted and organised by **Firenze Fiera** in co-operation with the main institutions and trade associations, it is the first certified Fair of “know-how” in Italy - an identity heritage of “Made in Italy” in the world. For 89 years, this event has been witnessing the evolution of crafts within the national and international social-cultural fabric, from fascism to the post-war period, until the present day.

Established in 1931, every year, **this successful event** has been harmoniously combining voices, cultures, generations, and different and remote traditions. It is a journey through the world, to find the roots of creativity. It features an endless variety of artifacts, side events, and live experiential laboratories which nod to technological innovation and to ethic green and sustainable work processes, while still being inspired by tradition.

*“These last 89 years have seen the development of industrial culture and the transition to a digital era. In this context, artisans have always had a key role in passing on identity values during this complex social evolution, showing the ability to adapt and to embrace change by relying on **creativity, passion, and relations**”,* stated **Lorenzo Becattini, President of Firenze Fiera**.

*“That is where we have to start again from – continued **Becattini** – if we want to build our future. Our responsibility as organisers of an international dedicated Fair is to build a collective project together with institutions and associations, so that once again craftsmanship can offer a perspective in these current uncertain times”.*

Built in just three years, between 1534 and 1537, by court architect Antonio da Sangallo ‘the Young’ for the first Duke of Florence - Alessandro de’ Medici - the magnificent **Medici Fortress** will once again welcome artisans, the protagonists of the Fair, much to the delight of a wide audience of international enthusiasts, buyers, journalists, and influencers, as witnessed by the **65,000 visitors who registered for the last edition of the Fair**.

The Fair represents an unmissable opportunity for many craft businesses, young makers, creators, developers, and designers to exhibit inside one of the most important congress and exhibition centres in the world, telling their stories and the excellence of the territory.

Over 500 exhibitors will exhibit on a surface of 35,000 square metres. This will be an edition with a strong **international focus**, thanks also to the close relations established with the main Italian Chambers of Commerce abroad (CCIE) for the participation of exhibitors coming from various countries, including **France, Spain, Egypt, Morocco, China, India, Pakistan, Vietnam, and Singapore**, among others.

All product categories will be represented – **clothing and accessories – arts and crafts - furnishings – international crafts – beauty and wellness – design and innovation – publishing and trade press – giftware – goldsmithing, jewellery, and bijouterie – food and wine products**.

The programme will feature various events, promising to be rich in conferences, workshops, laboratories, and experiential workshops. Find some previews below.



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“**CON•TE•NE•RE dall’oggetto al corpo. Varianti di scala nell’Artigianato e nel Design**” (CON•TE•NE•RE from **Objects to Bodies. Scale Variations in Crafts and Design**) is an exhibition 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 – Industrial Design Association, Tuscan Delegation)** and sponsored by the Region of Tuscany, and the Florence Municipality.

Inside Sala della Volta, within the Monumental Area, the exhibition will explore the theme of containment as a function and as a symbolic meaning through the evolution of design and craft objects that enclose, welcome, and preserve.

The exhibition starts from the most ancient tools – vases, amphorae – and gets to contemporary objects that acquire new scales, materials, and functions, while still adhering to the same principles, such as secretaires, dressers, armchairs, bathtubs, bookcases ... architectural vehicles and spaces coming from museum collections, design archives, and contemporary manufactures.

The narrative is built upon a dialogue between scale, function, and materials, showing how the essence of containing changes over time in terms of materials and production techniques, while still remaining deeply rooted in the act of welcoming.

Many activities will deal with **arts and crafts and contemporary design**, promoted and organised inside the **Cavaniglia** Pavilion thanks to the support of **ARTEX – Centro per l’Artigianato Artistico e Tradizionale della Toscana**, lead partner of **La Galleria dell’Artigianato (Crafts Gallery)** that every year promotes Tuscan artisans producing unique pieces of the highest quality and culture, intended for collectors, art galleries, and museums.

Following the success of the last editions, in co-operation with **Scuola Le Arti Orafe (LAO – Jewellery School in Florence)**, MIDA 2025 will set up an area dedicated to education, presenting works created by students and their teachers inside the charming space of **Polveriera**, once the ammunition arsenal of the 16th-century fortress. Furthermore, the exhibition will be completed by a series of demonstrations from students and master goldsmiths, who will perform live works of encasing, engraving, enamelling, wax modelling, CAD, and jewellery design.

The programme will be complemented by an insight on the jewellery sector - an exhibition featuring the winners of the **Preziosa Young 2025 International Contest**, and **a cycle of conferences** devoted to crafts, design, and research on contemporary jewellery, reserved to high school students.

MIDA no. 89 – International Crafts Fair

Florence, Fortezza da Basso

25th April – 1st May, 2025

Opening Times: 10:00 -20:00 (every day)

Admission Tickets: Full: € 8,00 – Reduced: € 6,00

For further information: www.mostrartigianato.it

Press Offices

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