



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 89: the 89th edition of the International Handicraft Fair returns at Fortezza da Basso from April 25th to May 1st

Florence, April 22nd, 2025. MIDA, the **International Handicraft Fair**, was officially presented this morning in the Sala della Scherma at **Fortezza da Basso**. Scheduled from **April 25th to May 1st**, the **89th edition** of MIDA reaffirms its strategic role as a permanent observatory of a sector that today, more than ever, represents a challenge and an opportunity for business and professional growth for many young talents.

Promoted and organized by **Firenze Fiera** in collaboration with key institutions and trade associations, MIDA89 is Italy's first certified fair of artisanal excellence, celebrating the key values of contemporary craftsmanship – **quality, ethical beauty, tradition, innovation, sustainability and inclusion** – through 530 exhibitors from across Italy and over 30 countries, including **China, Egypt, France, Spain, India, Indonesia, Japan, Iran, Morocco, Nepal, Pakistan, Oman, Tunisia, Vietnam, Madagascar, Peru, Senegal**, thanks also to partnerships with the leading Italian Chambers of Commerce abroad.

A fair with growing appeal and a strong international vocation, MIDA welcomes thousands of visitors each year (65,000 in 2024), including enthusiasts, lovers of beauty, professionals, designers, young makers, journalists, influencers and bloggers. It offers a multisensory journey around the world, with direct contact with diverse and distant cultures, styles, and traditions – from artistic and traditional crafts to sustainable contemporary design. On display: unique pieces, new objects of desire spanning **fashion and accessories, artistic craftsmanship, international crafts, wellness products, furniture and design creations, objects, fine and costume jewelry**, as well as Italian and international food and wine excellence.

Among the **35,000 square meters of exhibition space**, once again the Spadolini Pavilion will play the key role of **Italian and international craftsmanship**, hosting many Italian and foreign artisans. On the **ground floor**, Italian workshops will present generational business stories still working clay and ceramics, wood, yarns and fabrics, stones, gold and silver in traditional ways, as well as stories of young talents, leader of innovation and sustainability, and iconic examples of artistic craftsmanship. On the **lower floor**, international master artisans will showcase the identity of their countries through original carvings, embroidery, jewelry, carpets and a wide variety of home decor and accessories.

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IN COLLABORAZIONE CON:

Artex Centro per l'Artigianato Artistico e Tradizionale, CNA Firenze, Confartigianato Imprese Firenze, Comune di Firenze, Fondazione CR Firenze, OMA Osservatorio Mestieri d'Arte

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On the **attic floor**, the **Taste** will be richer than ever, with flavors and scents from far and wide, cooking shows and many tasting events. Meanwhile, in the **central square**, the **Corte dei Sapori** will feature Italian and multicultural street food and pop-up restaurants.

After the success of past editions, **ARTEFACENDO**, curated by **CNA Firenze**, returns to the **Ghiaie Pavilion**. Over **70** artistic and traditional craft **businesses** – from fashion to woodwork, alabaster to goldsmithing – showcase the full richness of Made in Italy. Daily live demonstrations and manufacturing will immerse visitors in production processes and showcase the talent of master artisans. Visitors can vote for their favorite artisan to help assign the **Excellence in Exhibition 2025** award.

Also curated by **CNA Firenze**, **FRAGMENTA**, **PRECIOUS DETAILS** unfolds along the **Arco Corridor** as a space for visual and material reflection on the value of detail and the uniqueness of handcrafted jewelry. On display: pieces from six goldsmiths, narrative microcosms where tradition and contemporary styles merge. In the same area, **IN CONVERSATION. MASTER ARTISANS AND YOUNG TALENTS IN EXHIBITION**, a project promoted by **CNA Firenze** and **LAO**, highlights 21 unique jewels created in collaboration between seven students of **LAO (Le Arti Orafe School)** and seven master Florentine goldsmiths. This creative dialogue between different generations blends contemporary research and design with traditional Florentine goldsmithing techniques.

UNIQUE PIECES is the title of the collective exhibition by **Confartigianato Firenze** at the **Palazzina Lorenese**, celebrating craftsmanship as an unrepeatable art form and narrating the excellence of **contemporary craftsmanship**. From glass art to wooden spinning tops, custom frames to artistically forged fireplaces, hand-bound notebooks to household linens, textile creations to crystal work and handcrafted furniture.

MIDA89 will also be a moment for reflection on the **concept of 'containment' through objects of design and high craftsmanship, on the essence of craftsmanship and the culture of contemporary jewelry**: three original themes at the core of dedicated exhibitions.

CON.TE.NE.RE – From the Object to the Body. Scale Variations in Craftsmanship and Design is the exhibition promoted by **CR Firenze Foundation**, realized by **OMA (Observatory of Arts and Crafts)**, and curated by **ADI (Association for Industrial Design)**, Tuscany Delegation, held in the **Sala della Volta**. It focuses on the theme of containment, exploring its functional and symbolic value in Italian craftsmanship and design – from enclosing objects and fluids to its metaphorical meanings of welcoming and guarding. It shines light on the relationship between container and content, space and identity, individual and community, through products that tell stories, preserve, transform, welcome and protect – containers of memory, meaning and future.

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At the **Cavaniglia Pavilion**, **GALLERY OF CRAFTSMANSHIP – ESSENCE OF CRAFT** will be staged, curated by **ARTEX – Centre for Artistic and Traditional Craftsmanship of Tuscany**. A theatrical set-up will showcase works by about 30 Tuscan artisans using various materials and techniques – from silver to ceramics, fabrics to scagliola, wood to glass. A live lab will also be featured with video tools and demonstrations to illuminate the essence of craftsmanship.

At Cavaniglia visitors can also admire works by **four jewelry designers and two perfume startups from the United Arab Emirates** who will participate in workshops in Florentine ateliers. The initiative stems from a 20-year collaboration between Artex and the Sharjah Chamber of Commerce, fostering cultural exchange between Tuscany and the Middle East, two geographically distant realities and traditions, yet close in their desire to explore new artistic contaminations.

Plenty of “precious” initiatives from **LAO – Le Arti Orafe**, Italy’s leading educational institution for contemporary jewelry. At **La Polveriera**, works by the three **Preziosa Young** winners will be on display – an offshoot of **Preziosa/Florence Jewellery Week**, an event conceived and organized by LAO to support new generations by capturing the emerging needs of experimental jewelry. In the **educational area**, a wide range of **practical demonstrations** are scheduled with master goldsmiths and students covering gem setting, engraving, glazing, wax modeling, CAD, and jewelry design. For the first time, visitors can take part in a **free experience** and try crafting a jewel guided by a master artisan.

This year, the **FLORENCE CITY OF RESTORATION** project by Florence Chamber of Commerce returns to MIDA (**Sala dell’Arco**), developed in its operational phases by PromoFirenze, with the contribution of the working group consisting of representatives from CNA Firenze, Confartigianato Firenze, Confindustria Toscana Centro and Costa, LegaCoop Toscana and ANCE Firenze. During the fair, a rich program of informative and training sessions on restoration, conservation and enhancement of cultural assets, as well as artistic and architectural heritage, will take place.

FIRENZE FORMA CONTINUA is the initiative set up at **Sala Ottagonale**, where visitors can deepen their knowledge of the urban history of Florence and the surrounding area, from the first Etruscan settlements to the present-day metropolitan city. Through a schedule of videos and digital insights, the public can follow the story of the city's evolution and explore various themes, feeling connected to the urban fabric that finds meaning in the community that inhabits it. The project is curated by the **Florence World Heritage Office and Relations with UNESCO**, City of Florence, **MUS.E Foundation**, **HeRe_Lab Department**, Department of Architecture, University of Florence.

Among the many attractions of MIDA89, don’t miss the rich program of **EXPERIENTIAL WORKSHOPS**, organized by **Artex**, CNA Firenze, Confartigianato Firenze, LAO, MUS.E Foundation, in collaboration with

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Firenze Fiera: live workshops with master artisans, guided tours of the most captivating and secret areas of the Medici Fortress and cooking shows, all available for free with reservation (info and program: <https://mostrartigianato.it/programma-officine-esperienziali/>).

For the third consecutive year, alongside MIDA, **ABITA – the exhibition dedicated to home decor, curated by SICREA**, will take place in the Arsenale, Basilica, and Fureria pavilions. Visitors will have the opportunity to explore a comprehensive overview of today's offerings in the home sector, with proposals and solutions for home furnishings, design and related services. In addition to the exhibition area, a rich program of initiatives will be available, from exhibitions to the Events Lounge, which will host authors, creative workshops and meetings.

DECLARATIONS:

"We are about to open the 89th edition, confident that MIDA can represent not only an important event supporting the craft sector with the support of public institutions, associations and businesses, but also a hub for culture and knowledge where business can be done, networking opportunities created and professional growth and business culture fostered," said **Lorenzo Becattini, president of Firenze Fiera**. *"It will be a special edition for many enthusiasts and visitors who will experience unique immersive experiences for the first time, participating in the 'Experiential Workshops' under the guidance of master artisans and taking 'Guided Tours' of the underground and most exclusive and secret areas of the Medici Fortress. Seven live days, during which, thanks to the national synergies activated, we expect a large turnout from all over Italy, as we prepare to celebrate the 90th anniversary of Italy's most beautiful and long-standing artisan fair in 2026".*

"We are at the 89th edition, an important event that has become part of our city's history, after many years of success," said **Mayor of Florence Sara Funaro**. *"A fair that continues to grow, attracting Florentines and visitors. Moreover, we are currently implementing several actions to protect the craft sector in our area. We know how complex and urgent it is to work with this objective, as it is a fundamental part of the history and identity of our city. Fairs like this help keep the spotlight on this scene and enhance a strategic sector for Florence and our country".*

"The International Handicrafts Fair is an event for all citizens, an important part of our identity that has become part of our DNA," said **Eugenio Giani, President of the Tuscany Regional Government**. *"The exhibition has been greatly enhanced and renewed in recent years, to the point that through MIDA Firenze Fiera plays a significant role in transforming the Fortezza da Basso into an internationally recognized exhibition center, as demonstrated by the stands of foreign countries and the global reach of the fair that opens on April 25th at Fortezza da Basso, where works on the new Bellavista pavilion are ongoing".*

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*"At MIDA 89, over twenty of the main public entities will sign the protocol for the development of the 'FLORENCE CITY OF RESTORATION' project, promoted by the trade associations and immediately supported by the Florence Chamber of Commerce, PromoFirenze, and Unioncamere Toscana," added **Massimo Manetti, President of the Chamber of Commerce of Florence.** "It now enjoys the support of the Region, the City of Florence, the CR Firenze Foundation, the Uffizi, the Academy, the Opificio delle Pietre Dure, the Superintendency, Universities, and Firenze Fiera. The goal of this protocol is to implement a plan of actions aimed at promoting and revitalizing the entire restoration sector, which a University of Florence study indicates involves over 1,500 restoration businesses in the Metropolitan City of Florence, including those certified or meeting the corresponding Ateco code, with more than 7,000 employees".*

*"The CR Firenze Foundation is promoting once again this year, within MIDA, an exhibition that values the artisan knowledge, curated by OMA – Association of Arts and Crafts and ADI, which I thank," said **Maria Oliva Scaramuzzi, Vice President of CR Firenze Foundation.** "The chosen theme is 'containing,' which also means safeguarding, protecting and welcoming, narrated through excellence craftsmanship and scenography productions. The Foundation believes in and invests in craftsmanship as one of Florence's vocations, a heritage to preserve while innovating, looking toward future generations."*

*"Today, more than ever, craftsmanship is not just tradition but a strategic lever for facing global changes," said **Serena Vavolo, President of Confartigianato Imprese Firenze.** "Our small yet extraordinarily resilient businesses preserve ancient knowledge while innovating, contributing to making Made in Italy a unique cultural and economic model. MIDA is the most authentic representation of this."*

*"The International Handicrafts Fair is a valuable opportunity to highlight the work of artisans, not just from an economic perspective, but also from a cultural one, because it allows us to convey to the public the value behind each product: knowledge, manual skills and the quality of materials. It is through this direct dialogue, not just through the commercial dimension, that the bond between craftsmanship and the territory is renewed, passing on the culture of 'making' to the new generations. As CNA Firenze Metropolitana, we participate with confidence, showcasing over 100 selected artisan businesses, offering them a concrete opportunity for visibility, access to the market and recognition in a context that values quality and the ability of craftsmanship to evolve without losing its roots," said **Giacomo Cioni, President of CNA Firenze.***

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INFO:**Opening hours:** every day from 10:00 AM to 8:00 PM

Outdoor dining: every day from 10:00 AM to 10:00 PM (last day from 10:00 AM to 8:00 PM))

Free entry to outdoor dining: every day from 8:00 PM to 10:00 PM (on May 1st closes at 8:00 PM)**For PRESS accreditation:****<https://mostrartigianato.it/press-area/>***Press Offices**Firenze Fiera - Fiamma Domestici M 334 1446710 domestici@firenzefiera.it**Studio Maddalena Torricelli Ph 02 76280433 M 331 6215048 studio@maddalenatorricelli.com*

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