



**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

## **DESIGN MEETS CRAFTSMANSHIP** **AT MIDA 89**

TUESDAY, APRIL 29 EVENTS

**UNTIL MAY 1<sup>ST</sup>**

**FLORENCE, FORTEZZA DA BASSO**

*Florence, April 28<sup>th</sup> 2025.* At **MIDA 89**, traditional craftsmanship meets design to offer a contemporary creative perspective that transcends the divide between the two worlds. A key example of this synergy is the exhibition **“Galleria dell’Artigianato. The Essence of Making”**, promoted by **Artex** in collaboration with **Firenze Fiera** and set along the evocative Medici walls of the Cavaniglia Pavilion. On display are 24 works by Tuscan master artisans celebrating creative craftsmanship through a fusion of tradition and innovative technical and expressive experimentation.

In the Sala della Volta, the exhibition **“Con.te.ne.re – From Object to Body. Variations in Scale in Craftsmanship and Design”**, promoted by **CR Firenze Foundation**, produced by **OMA (Observatory of Arts and Crafts)** and **curated by ADI (Association for Industrial Design)**, Tuscany Delegation, focuses on the theme of “containment,” both physical and metaphorical. The exhibition explores the functional and symbolic dimensions of containment through Italian craftsmanship and design, featuring the use of innovative, multifunctional and sustainable materials.

Among the many highlights of this edition is the rich daily program of **OFFICINE ESPERIENZIALI**, organized by Artex, CNA Firenze, Confartigianato Firenze, LAO and MUS.E Foundation, in collaboration with Firenze Fiera. Visitors can enjoy live workshops with master artisans, guided tours through the most captivating and hidden spaces of the Medici fortress and cooking shows — all free to attend with reservation (<https://mostrartigianato.it/programma-officine-esperienziali/>).

Tomorrow, April 29<sup>th</sup>, at **10:30** in the Spadolini Pavilion (attic floor) in the Taste Area, the **Cooking Show** will open with students from Florence’s A. Saffi Hospitality Institute and Michelin Green Star chef **Stefano Pinciaroli** of Ristorante PS (Cerreto Guidi). In the afternoon, visitors can enjoy tastings and a hands-on demonstration of traditional potato tortelli with **Giancarlo Carnevali** from Forno Carnevali.

At 2:00, within **ABITA, the home design expo** running concurrently with MIDA, Pavilion Fureria will host the talk **“Design Shaping the Future: Creativity and Opportunity with Accademia Capiello.”** Curated by

ORGANIZZATA DA:



CON IL PATROCINIO DE:



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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IN CONTEMPORANEA CON:



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Stefano Mingaia and Sonia Carrera, the talk delves into the fascinating world of creativity and how it can become a tangible career in design, communication and the visual arts. During the session, Accademia Cappiello (a historic Florentine school now part of the Hdemy group) will present its educational offerings, including three-year courses and master's programs in graphic design, fashion, interior design and digital communication.

An inspiring and engaging event open to all - students, families and design enthusiast - this talk aims to help participants navigate the landscape of creative education and explore the professional opportunities it offers.

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