

Press Release

Ribbon-Cutting Ceremony at Fortezza da Basso for the 89th MIDA – International Handicrafts Fair, from 25th April until May 1st

“Italian craftsmanship is a treasure we must preserve and promote,” stated Adolfo Urso, Minister for Business and Made in Italy, in a written message.

Florence, April 27th 2025. **MIDA**, the 89th edition of the International Handicrafts Fair, continues at **Fortezza da Basso** until May 1st. In its first three days, it is experiencing a boom in visitors' numbers and enthusiastic public response.

“I thank President Becattini for the invitation and greet all the artisans present at this major event that, since 1931, has celebrated art, creativity and innovation of Made in Italy products,” stated in a written message **Adolfo Urso, Minister for Business and Made in Italy**. *“In Italy, there are nearly 1.3 million artisan businesses, making up one-fifth of the national entrepreneurial fabric. The Italian government strongly supports the artisan sector, implementing policies that promote training, innovation and the digital transformation of enterprises. Italian craftsmanship is a wealth we must safeguard and enhance - together, we are building a future of excellence and sustainability, where you continue to bring prestige to Italy”*.

“It is both a pleasure and an emotional moment for me to inaugurate this important fair,” said **Lorenzo Becattini, President of Firenze Fiera**, *“now in its 89th edition and seeing great success. The longevity and success of this event are the result of collective effort and years of synergy with institutions. I want to thank, first and foremost, our shareholders: the Tuscany Region, the City of Florence, the Metropolitan City, the Chamber of Commerce of Florence and the City of Prato. Also ICE, the CR Florence Foundation with OMA, Artex, Assocamere Estero, CNA, Confartigianato, Sicrea and finally Destination Florence and the international delegations present here — such as those from Oman and the United Arab Emirates — with whom we hope to develop exciting collaborations in the future, including intercultural dialogue among distant nations. As we close this edition,”* Becattini concluded, *“we’ll immediately begin work on the 90th edition, where we’ll bring our traditions into the future”*.

“The International Handicrafts Fair is a remarkable opportunity, a unique showcase to highlight real excellence. This edition is proving to be a great success,” stated **Sara Funaro, Mayor of Florence**. *“Florence is a city of artisans, and we aim to keep enhancing this sector — starting with our many projects to protect and preserve our historic workshops”*.

ORGANIZZATA DA:



CON IL PATROCINIO DI:



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

OFFICIAL GREEN CARRIER



RADIO UFFICIALE:



IN CONTEMPORANEA CON:





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

Eugenio Giani, President of the Tuscany Region, remarked: *"The presence of so many producers and such a large audience shows how the artisan sector continues to drive our economy. The Handicrafts Fair is truly a symbol of the identity and DNA with which Florence and Tuscany present themselves to the world. It's a community celebration that goes beyond craftsmanship. I thank Firenze Fiera and its leadership, who have once again given new life to the Fortezza's exhibition center after the difficult years of the pandemic".*

"I've always felt the opening of MIDA as part of my life — ever since I was a child, when I came here to admire the excellence of handcrafted creations, which I see again today, perhaps even more so," said **Massimo Manetti, President of the Florence Chamber of Commerce**. *"The Chamber of Commerce will continue its commitment to make next year's 90th edition something truly exceptional and unprecedented".*

"MIDA is a unique showcase in our country, once again revealing how thin the line is between craftsmanship and art," said **Luca Tonini, President of CNA Toscana**. *"We present centuries-old traditions brought to life by men and women whose skilled hands create true masterpieces — symbols of Italy and especially of Tuscany".*

"Today, more than ever, craftsmanship is not just tradition but a strategic lever for navigating global change," declared **Serena Vavolo, President of Confartigianato Imprese Firenze**. *"Our businesses, small yet incredibly resilient, preserve ancient knowledge while simultaneously innovating, contributing to the Made in Italy brand as a singular cultural and economic model. MIDA is its most authentic expression".*

Tomorrow the **Cooking Show Program** is starting, curated by Leonardo Romanelli: at 10:30 on the Spadolini Attic Floor, students from the F. Datini Hospitality Institute in Prato will perform alongside **Rocco De Santis**, 2 Michelin star chef at the Santa Elisabetta restaurant (Florence). Tastings will follow throughout the afternoon.

ORGANIZZATA DA:



CON IL PATROCINIO DI:



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

OFFICIAL GREEN CARRIER



RADIO UFFICIALE:



IN CONTEMPORANEA CON:

