



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

Tomorrow (May 1st) is the Final Day to Visit MIDA 89 at Fortezza da Basso

Florence, April 30th, 2025. **MIDA, the 89th edition of the International Handicrafts Fair**, will close its doors tomorrow (May 1st) at 8:00 p.m. The event, held at Florence's historic Fortezza da Basso, has once again brought traditional and innovative craftsmanship into the spotlight, showcasing not only unique creations from around the world but also the faces and voices behind them.

Among these are the three Palestinian sisters behind **"Foglie di Ulivo"** (*olive leaves*) proud to present at MIDA not only traditional handmade items – tunics and traditional dresses, handbags, pouches, office accessories and the iconic black and white keffiyeh with handwoven fringes – but also to share the rich culture and message of a people asserting their right to exist.

"We are a large Palestinian family – seven sisters and one brother – who moved to Italy many years ago," explains Bushra. *"Our roots are deeply planted in Palestine, in the city of Nablus, where we come from. Through our work, we aim to spread Palestinian culture, to carry its history into the present, and to pass on its past to the future, showcasing the beauty and excellence of its craftsmanship. Bringing typical products and handmade goods from the Palestinian Territories to this fair means sharing a piece of ourselves, our lives and our world. We believe every country has a heart and the heart of every country is its culture".* *"With the proceeds from our sales,"* Bushra adds, *"we strive to provide tangible support to our people, including through the adoption of two children living in Gaza"*.

And as we wait for tomorrow for a final assessment of this 89th edition, walking through the pavilions one can sense a positive and satisfied atmosphere among the exhibitors. *"This is my first year showcasing my handcrafted eyeglasses at MIDA,"* says **Gianni Saliceti**. *"I'm very pleased with the outcome, there's been a great deal of interest and very positive feedback from visitors"*.

"This edition has been very successful for us, both in terms of attendance and the level of engagement from the public," adds a volunteer from the **social cooperative Made in Sipario**, which promotes the artisanal work of young people with intellectual disabilities. *"Visitors were eager to learn how our young special artists approach the world of handmade craftsmanship"*.

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