



*Mostra Internazionale dell'Artigianato, Firenze*

Press Release

## *MIDA 2025, the 89<sup>th</sup> International Handicrafts Fair, Closes Successfully Tonight*

*Florence, May 1<sup>st</sup> 2025.* **MIDA 2025, the 89<sup>th</sup> edition of the International Handicrafts Fair**, officially concludes this evening at 8:00 p.m. at Fortezza da Basso, closing with strong results both in terms of exhibitor satisfaction and public turnout, in line with previous years. More than 60,000 visitors attended the event, eager not to miss the traditional showcase of Italian and international artisanal excellence. For the first time, the fair was enhanced by the introduction of “Experiential Workshops,” which drew record numbers to hands-on labs and exclusive guided tours through the hidden corners of the historic Medici fortress.

*“We close this edition of MIDA with great satisfaction for the strong attendance over the past seven days and for the dynamic and positive atmosphere experienced by our exhibitors,”* said **Lorenzo Becattini, President of Firenze Fiera**. *“As we look ahead to celebrating the 90<sup>th</sup> anniversary of Italy’s most beloved and longest-running artisan fair in 2026, I want to extend my sincere thanks to the 530 artisans who once again placed their trust in us. They – with their faces, voices, and culturally diverse traditions – together with institutions and trade associations, have reaffirmed MIDA’s role as a vital, ongoing observatory on contemporary craftsmanship”*.

*“We are extremely pleased with the outcome of this year’s International Handicrafts Fair,”* said **Giacomo Cioni, President of CNA Firenze Metropolitana**. *“The response from the public, the quality of the exhibitors and the attention the fair received confirm that craftsmanship remains vibrant, appealing and central to the cultural and economic narrative of our region. The 109 companies we showcased represented this spirit at its best, offering not just products of excellence, but also stories of passion, identity and innovation. My thanks go to all the participating businesses, our partners and everyone who worked behind the scenes to make this success possible”*.



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*"Supporting craftsmanship is not an act of nostalgia, but a commitment to our identity and future generations," added **Serena Vavolo, President of Confartigianato Firenze.** "Once again, MIDA demonstrated that the true heart of Florence and of Made in Italy lies in the hands of artisans, and it is through them that we can shape the future."*



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