



MIDA 2020 NEW DATES

DECEMBER 16 - 20, 2020

THE 84TH INTERNATIONAL CRAFTS FAIR RETURNS TO THE FORTEZZA DA BASSO IN FLORENCE

Florence, 25 March 2020 – The Florence International Crafts Fair will take place. Not on its usual dates (24 April – 1 May) but just before Christmas, from Wednesday 16 to Sunday 20 December. The decision to postpone the event was made by Firenze Fiera in close consultation with institutions and associations and became necessary due to the recent evolution of the COVID-19 emergency.

The MIDA platform will remain operational through Emporio MIDA, a permanent digital showcase dedicated to our exhibitors and on which we have been working for over six months. Designed to meet the needs of artisans operating on a global scale, this will be a new tool for selling and promoting crafts every day of the year. Emporio MIDA will enable users to discover online all of the artisans' activities, choose their products with the help of pictures and videos, and talk directly to them. With this project we aim to contribute to the future of crafts, by injecting innovation into the sector.

The latest news and updates on MIDA and Emporio MIDA will be published on our website www.mostrartigianato.it and our Instagram and Facebook channels @mostrartigianato.

The Florence International Crafts Fair (MIDA) welcomes every year in the spaces of Fortezza da Basso artisans and artisanal enterprises of all domains and dimensions, to present to visitors the variety, wealth and quality of a sector that is as hereditary as it is innovative. One of the engines of our economy.



Started off in 1931 as the first arts and crafts trade show in Italy, today MIDA represents both in Tuscany and internationally a reference point for the evolution of the creative system of craftsmanship.

Press office

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