

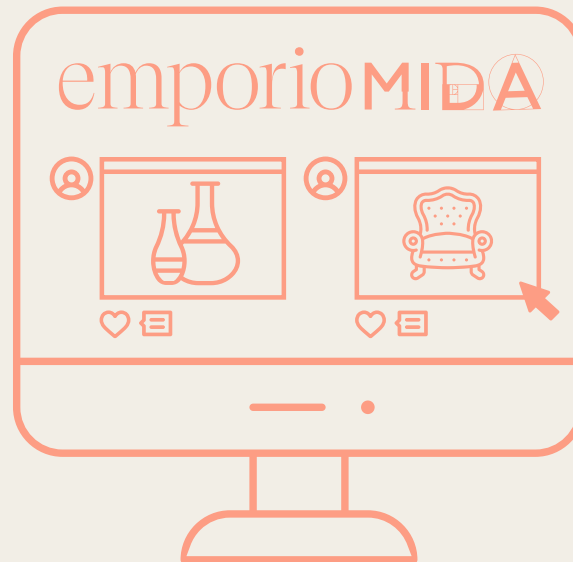
Crafts make the future

# emporio MIDA

The digital showcase for crafts

A project by MIDA – Florence International Crafts Fair

# About Emporio MIDA



## The selling tool tailored to you

Emporio MIDA is the new **digital platform** dedicated to the exhibitors participating in MIDA, the Florence International Crafts Fair.

This is a tool to sell and promote crafts **365 days a year**, designed to meet the needs of artisans in the local and global marketplace.

# How it works

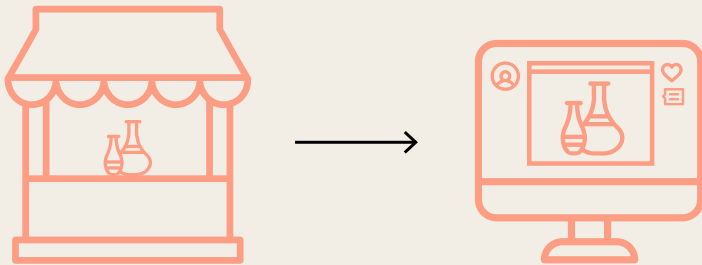


Your new clients are just a click away

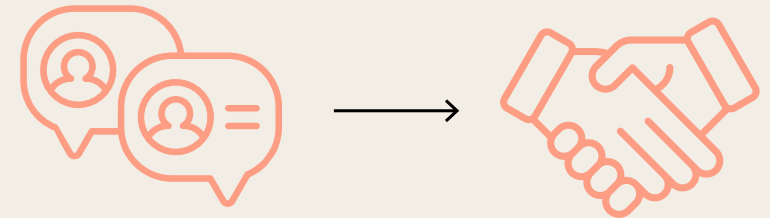
Using their laptops and mobile devices, **clients** can explore our roster of artisans anytime, choose products with the help

of photos, videos and catalogues, see the full list of retailers, save their favourites artisans and **interact** with them.

# What we do



Emporio MIDA is part of MIDA, which attracts 100.000 visitors (2019)



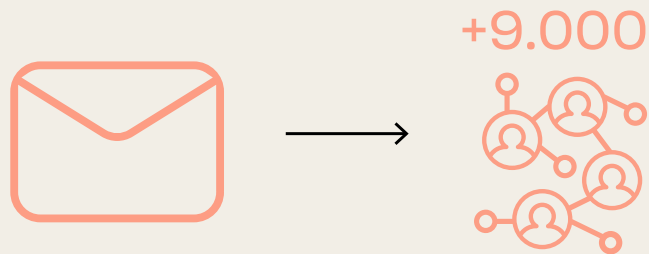
Section dedicated to artisan-professional buyer relationships



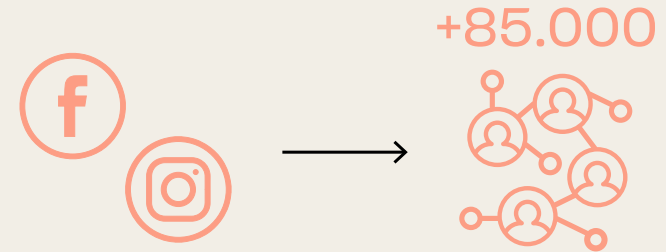
Platform performance monitoring to develop innovative, tailor-made solutions

# What we do

We take care of your business every day, 365 days a year



Periodic newsletters with latest news and follow-up information sent to more than 9.000 industry operators



Promotion via MIDA's social channels, to reach more than 85.000 users



Online marketing campaigns diversified by geography and product type

# Who can participate

Admission to Emporio MIDA is free and open to exhibitors who have already confirmed participation in MIDA 2020, scheduled for 16-20 December, and to those who will do so



- Do not lose time! If you have already completed the registration process, **send now the materials** described in the following page.
- If you aren't one of our exhibitors and want to become one, we invite you to **contact our sales office** (view contact information at the end of the document).

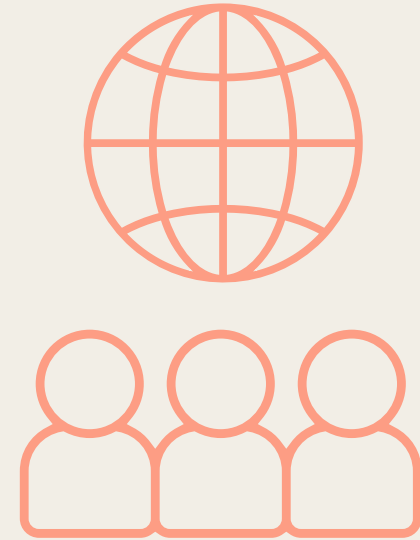
# How to participate

Hurry up! Emporio MIDA will be online starting from June 15, 2020.

The received materials will be published on the platform in order of arrival within two weeks of receipt.

Participation is guaranteed to all exhibitors who will register to MIDA 2020 and submit

material **as described in the following** pages on any date before the event but no later than November 20, 2020.



Your best creations, showcased  
to the world by us



# Guidelines

In the following pages you will find the necessary information to create your business page on Emporio MIDA.

Please read carefully the guidelines and requirements for the submission of materials, images and texts and make sure to fully comply with them so as to maintain the quality standards established for the project. Firenze Fiera reserves the right to refuse applications that are incomplete or that do not comply with the guidelines

described below. Please check with us if you have any doubts or questions. We can offer our support to help you present your products in the best possible manner.

[emporiomida@mostrartigianato.it](mailto:emporiomida@mostrartigianato.it)

# What is required

- **Name of the business**
- **Name of the artisan/business owner**
- **E-mail**
- **Phone number**
- **City**
- **Country**
- **Product category**  
(choose one or more of the following categories:  
clothing and accessories, artistic crafts  
and unique pieces, beauty and wellness,  
furniture, design, publishing and trade press,  
novelty items, jewellery, food and beverage)
- **Description of the business**  
Do not exceed 800 characters, including spaces
- **Instagram/Facebook profile**
- **Website**
- **Photos**  
Technical specifications: up to 5 images, JPEG  
format, minimum resolution 2000x2000 px.  
Firenze Fiera will select the photos and size  
them based on the layout of the website.
- **Videos** (if available)  
Technical specifications: HD resolution  
(1920x1080 px)
- **Catalogues in PDF format** (if available)
- **List of retailers** (if available)
- **Important note:** Your business description  
and product catalogue must be provided in  
Italian and, if available, in English.

# Submission of material



If you have a Gmail account, use the dedicated page for quick access to the platform! Fill in the form and upload material easily and intuitively using this link: [forms.gle/bKAcyjRnsWvWQ7zv8](https://forms.gle/bKAcyjRnsWvWQ7zv8)



If you don't have a Gmail account, send a WeTransfer file or a ZIP file of up to 8 MB at [emporiomida@mostrartigianato.it](mailto:emporiomida@mostrartigianato.it)

We kindly ask that you send all the files in a single e-mail. Personal details must be provided in a single text file in .doc or similar formats.

Once your content is online, you will receive a confirmation email with a link to your page.

# Guidelines for photo submissions

Here you will find some examples to use as reference guides in the creation and selection of the photographic images to submit. We recommend you to follow them carefully and to only submit photos that respect these guidelines.

→ **You must send:**

One or more product pictures (product-only images and/or in-context shots)

→ **You can also send:**

Photos of production processes  
Close up shots of product details

# Correct examples

## Product-only images



Left: Vago by Paulo Ulian, on display at MIDA 2019 as part of the exhibition "Circular Craft".

Right: Azar Studio, TA-DAAN selection at MIDA 2020

We advise you to use a neutral background for highlighting your products. This will help to optimally capture their colours, shapes and materials.



# Correct examples

## In-context product photos



When you photograph products 'in context', make sure that the product is always well-lit, in focus, and centered in the image. The background must not overwhelm the product, but rather highlight it. We also recommend you to include in your selection one or more pictures showing the product alongside raw materials and tools, as they can be useful to understand the craft production processes.

# Correct examples

In-context product photos



Collanevrosi, TA-DAAN selection at MIDA 2020.



# Correct examples

In-context product photos



Theo Cacao, MIDA 2020 exhibitor.



# Correct examples

Production processes



# Correct examples

Product details





# Correct examples

Product details



# Examples of incorrect photos



On the left, the background is messy and produces confusion, while the flash partially covers the object. In both images, the products are not in focus and in straight position, thus being not able to convey their quality and features.



# Examples of incorrect photos



On the left, the product has been partially cropped out of the image and the lighting and objects in the background detract attention from it. On the right, the product is not in focus and the background colour causes the product to fade into the background.

# Contacts

## **EMPORIO MIDA**

emporiomida@mostrartigianato.it

## **EXHIBITOR OFFICE**

*Artigianato italiano*

Maria Risi

risi@firenzefiera.it

*Italian craftsmanship*

Simona Tosi

tosi@firenzefiera.it

*Crafts of taste*

Costanza Magni

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*Digital crafts, start-ups,*

*FabLabs and makers*

Debora Daddi

maker@firenzefiera.it

*Beauty and wellness*

Martina Cappelli

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## **PRESS AND COMMUNICATION**

*Web and social media*

Barbara Del Bene

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*Press office*

Fiamma Domestici

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