**MILANO HOME ACADEMY FOR A NEW ERA OF HOME RETAIL**

*Training and inspiration to promote the role of shops in the history of artisanal and productive excellence: the meetings and workshops on the transformation of trends and consumption for the development of an increasingly advanced level of detail are back.*

*Milan, 3 October 2024* – Milano Home expands its offer with a broad series of training meetings for professionals and retailers in the home sector. Training is not only an opportunity for updating, but also a **strategic lever for anticipating trends, interpreting market changes and reinforcing the role of the shops** as a showcase for excellence in craftsmanship and production. In a context where heritage and tradition go hand in hand with sustainability and innovation, these events will provide valuable insights into transforming points of sale into increasingly relevant and innovative spaces.

**RETAIL ACADEMY: THE SHOPPING EXPERIENCE**

Retailers are the first to anticipate market changes and adapt to new consumer needs. At Milano Home, the Retail Academy becomes a privileged space to develop their know-how and face the challenges of the sector. A full calendar of events will address fundamental issues such as customer relationship management, the evolution of the shopping experience, the integration of online commerce and the optimisation of retail space, providing retailers with practical tools to become leaders of change.

**POLIDESIGN: THE NEW FRONTIERS OF RETAIL AND LIVING**

One of the most anticipated events, the talks curated by Poli.Design are a key opportunity to explore the new frontiers of living and interior design. Professionals and retailers will have the opportunity to discuss topics such as widespread residentiality, the use of new materials or the multi-channel dimension, and will be inspired to tell the story of beauty and well-made products in a unique and engaging way through the items they offer.

**PLATFORM: CONVERSATIONS ON THE FUTURE OF DOMESTIC SPACES**

This edition sees the renewal of the collaboration with Platform, an international magazine on architecture, design and interiors, through a series of meetings exploring how lifestyles are redefining living spaces. Together with international experts, projects that integrate design, local craftsmanship and manufacturing excellence will be showcased, offering retailers ideas on how to interpret new customer needs through objects and furnishing accessories.

**TALKS AND WORKSHOPS**

The Milano Home programme will offer a full schedule of talks and workshops dedicated to exploring key topics for industry professionals. The **Aperitivi Olfattivi** will explore the world of fragrances and their impact in creating unique atmospheres, while the **Floral Design Workshop** will focus on floral styling as a design element. If the **Taste the Future** laboratory offers an innovative look at how the culture of the table is changing, **Piazza di Carta** will be a true laboratory dedicated to the art of paper and its creative applications. Finally, the **Brand Power** meetings and talks will analyse the opportunities in the promotional and incentive sector, providing valuable insights for retailers looking for new growth strategies.

*Save the date!* ***Milano Home***   
*Fieramilano (Rho) from 23 to 26 January 2025*  
*milanohome.fieramilano.it*