



FIERA MILANO

**MILANO
HOME**
your way of living

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AT MILANO HOME THE FOCUS IS ON SUSTAINABILITY AND INNOVATION FOR THE HOME LIVING SECTOR

At the first edition of MILANO HOME, from 11 to 14 January 2024 at fieramilano, sustainability and innovation are the true protagonists. Among the confirmed events at the fair there will be a special installation titled "The Green Circle" dedicated to innovative and virtuous objects

Milan, 21 June 2023 - **MILANO HOME**, the new annual trade fair dedicated to home furnishing and decoration, will make take place **from 11 to 14 January 2024 at fieramilano (Rho)**.

A new event that hosts unique and distinctive objects and rewards research and product innovation, enhancing the skills and stories of companies that share the event's founding values: **originality, authenticity, quality and innovation**.

Ideas, trends and products will stand out for their design, research, uniqueness, customisation and, of course, **sustainability, a theme that will run across the fair pavilions and represents the common thread linking the values of MILANO HOME**. In particular, the concept of **quality** in its deepest sense, where attention to detail, choice of materials and customer service are priorities, as well as fairness, reciprocity and sensitivity to social and environmental issues.

To underline the relevance of this specific theme, there will be several special initiatives and dedicated installations. Among the first novelties is the **Green Circle**, the innovative project by Isabella Goldman, a bioclimatic architect - which will present a selection of products consistent with the criteria of sustainability and the circular economy.

MILANO HOME, through this project, wants to be the initiator of a new approach for the purchase of consumer goods: a critical approach where "beautiful" also becomes "well made" and above all "right" according to internationally recognised ESG criteria and the UN SDGs.

The space, created as a circular plaza, will host **60** alternative and as yet little-known **products**, selected according to a **sustainable approach** that respects



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nature, traditions, materials, the territory, or people and their emotions, or that offers a completely new approach to everyday objects using new yet sustainable technologies.

The appointment with MILANO HOME is from 11 to 14 January at fieramilano (Rho) milanohome.fieramilano.it

MILANO HOME is the new trade fair project dedicated to furnishing accessories born from the partnership between Fiera Milano and Ge.fi. An event that rewards research and product innovation, enhancing the skills and stories of the exhibitors: from the smallest companies to sector leaders to offer products that encompass quality, uniqueness and originality for customers in search of objects that can interpret their multiple identities, accommodate changes, and express new meanings.