**Press Release**

**DISCOVERING EXCELLENCE: SPECIAL AREAS AND SAFARI TOURS OF MILANO HOME 2025**

*A tribute to the finest Italian and European craftsmanship: the special areas of Milano Home offer an exclusive showcase of* exquisite artistry for tableware and home decor. *With the 'Safari Tours', guided tours led by experts, visitors can discover the latest and most refined proposals in the various pavilions, in an engaging journey between creativity and mastery***.**

*Milan, 23 January 2025* – Milano Home 2025 dedicates a premier space to its **special areas**, designed to shine a spotlight on the very best of international craftsmanship and design. These in-depth explorations become immersive spaces, where objects tell the stories of traditions that pay tribute to ancient times but continue evolving today. In addition, Milano Home wants to offer its visitors new ways of exploring and visiting the event: **its 'Safari Tours', themed tours led by experts, wind through the different pavilions on a quest to showcase products and trends**, contributing to the formation and dissemination of an industry culture to the specialised retail target group.

**MANUFACTURING IN THE LIMELIGHT**

The finest Italian and European productions are celebrated within a circular space, with live demonstrations and striking stagings. Conceived and curated by architect **Ulderico Lepreri**, the 'Manifatture in Scena' project recreates an ideal square, around which theatre-stages are arranged, real micro-architectures with exhibition canopies that revolve around a central hub. Here, brands with centuries-old traditions stand out alongside newer ones, all creators of handcrafted pieces celebrated worldwide. There will also be table setting demonstrations, perfect as window displays in the points of sale.

The main players: Baroni Porcellane - Couzon- Eisch Germany- Meissen Est. 1710 – Noritake- Polo delle Arti Caselli Palizzi Napoli - Rogaska - Real Fabbrica di Capodimonte - R. Haviland & C. Parlon -Seguso Vetri d’Arte

**NOVEBOTTEGHE**

“NoveBotteghe Convergenze Materiche” is a cultural concept **created by gumdesign**, an architectural, graphic and industrial design studio founded in Viareggio by Laura Fiaschi, designer and graphic designer, and architect Gabriele Pardi.

The exhibition project tells the story of craftsmanship, the local territory, and the artisanal traditions across Italy, providing a unique opportunity to observe and **get to know our artisans and their works up close**. Marble, bamboo, cork, stones, grit, paper, and metal are the preferred materials for unique and amazing creations, capable of telling stories and arousing emotions.

**THE GLASS ISLAND**

The installation “Murano: the Glass Island” represents **a floating island on which the works created by the master glassmakers** **of Murano** are exhibited. Lights, videos and projections enhance the quality of the objects on display, creating, at the same time, an immersive space capable of capturing the visitor. The works showcased are a synthesis of the extreme variety of techniques and types of objects that the millennial tradition of Murano can still offer today, a mix of "glasses" with a traditional or contemporary feel, achieved in kilns, workshops and craft shops.

**"COME HAVE A COFFEE WITH US": THE ART OF EMBROIDERY**

This exhibition area celebrates the excellence of Italian embroidery, with the aim of fully showcasing its value and building a new independent production chain based on collaboration between embroiderers, thread suppliers, and manufacturers. The initiative responds to the growing demand for a market focused on unique and personalized products, highlighting artisanal quality and creativity.

Among the key players in the area, the **Atelier Pino Grasso Ricami** will offer live demonstrations. Supporting the project, the company **Aurifil**, a leader in the production of embroidery threads, has provided exclusive materials such as cotton, metallic, and wool threads, enriched with precious accessories like beads and sequins. Surprising set designs will come to life thanks to the work of companies like **Matilda Ricami Srl, EURORICAMI, and Ricamificio Vittorio Vanoni Srl**.

**SAFARI TOURS**

A brand new feature in this second edition, Milano Home offers visitors the opportunity to take part in the **Safari Tours**, themed guided tours led by industry experts. Each tour is designed to enhance specific aspects of the exhibition, offering an engaging and instructive experience.

*Safari CONCEPT GIFT*

For those looking for new gift-related ideas.

With Ilaria Apolloni, the first Giftplanner in Italy.

*THE GRAND TOUR Safari*

For those who want to discover the best of the high craftsmanship present at the exhibition

*POP UP SAFARI. Home living trends*

For those interested in the new home living trends.

With Gaia Monfrini, senior buyer and consultant for the Design and Furniture sector.

THE GREEN SAFARI

For those who care about the sustainability of every object and production process.

With experts from Raremood, curators of The Green Circle.

*Milano Home*  
*Fiera Milano (Rho) from 23 to 26 January 2025*  
*milanohome.fieramilano.it*