**Press Release**

**RETAIL ACADEMY, DESIGN TALKS AND SENSORY WORKSHOPS: MILANO HOME OFFERS PRACTICAL TOOLS FOR FACING THE CHALLENGES OF THE FUTURE.**

*Retail Academy, Design Talks, Olfactory Aperitifs and many other initiatives dedicated to the evolution of the trends and consumption in the home sector: a complete programme to guide retailers, designers and professionals as they explore new themes and tools for the future of the sector.*

*Milan, 23 January 2025* – In the evolving panorama of the home sector, Milano Home promises to be the ideal meeting point for guiding professionals and retailers towards the future of the market. An **extraordinary programme of meetings and training workshops** offers the unique opportunity to explore trends, interpret changes and strengthen the role of stores as true ambassadors of artisanal and manufacturing excellence.

From sensory workshops to Business Matching appointments, each event is designed to provide practical tools and cutting-edge strategies. Participating in Milano Home means accessing a wealth of knowledge that redefines the role of retailers and designers, preparing them to successfully face the challenges of an ever-evolving market. An unmissable event for those who want to be protagonists of the future of retail.

**DESIGN TALKS: NEW INTERIOR DESIGN AND LIVING SCENARIOS**

This edition sees the renewal of the important collaboration with **Platform**, an international magazine on architecture, design and interiors, through a series of meetings for exploring how lifestyles are redefining **living spaces**. Together with international architects and 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.

The talks, **curated by Poli.Design,** represent a further opportunity to explore the evolutionary scenarios of interior design. Professionals and retailers will have the chance to discuss topics such as the use of new materials, the introduction of new display solutions or the multi-channel dimension, and will be inspired to tell the story of beautiful, well-made products in a unique and engaging way through the items they offer. The talks will be presented by **Francesco Scullica**, full professor of Industrial Design at the Department of Design of the Politecnico di Milano and by **Fabio Daglio**, architect and interior designer, coordinator of the project.

**RETAIL ACADEMY: ENHANCING RELATIONS**

The Retail Academy continues to be a key space for providing retailers with practical tools to tackle market challenges. Through a packed calendar of events, participants will explore key topics such as customer **relationship management**, the evolution of the **purchasing experience**, the opportunities offered by **social media**, the integration of **e-commerce** and the secrets of **home staging**. These events will allow retailers to consolidate their know-how and establish themselves as protagonists of change, strengthening their relationships with customers and experimenting with new strategies and practices to give new functions and meanings to the points of sale.

**MEETINGS AND WORKSHOPS**

Among the most eagerly awaited proposals, the **Olfactory Aperitifs** will offer a sensory journey into the world of home fragrances, showing how these can enhance living spaces. The **Floral Design Pills** workshops, on the other hand, will guide participants to the discovery of floral styling as a decorative and design element, providing creative ideas to enhance domestic spaces.

And this rich calendar will include a special event on the first day of the exhibition with the presentation of the **Manifesto of Milano Home.** This is a real charter of values that the exhibition will propose to the market to guide it and share the new challenges that see designers, creatives, distributors and retailers as protagonists of the renaissance of the home sector.

It establishes the values and commitment of Milano Home to offer training opportunities for retailers who aim to change the thinking and culture of the point of sale, but also look at manufacturing companies. A manifesto that also incorporates the analyses collected during the Road Shows staged by the exhibition out in this last six months throughout Italy, engaging the specialised retail segment.

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