**Press Release**

**MILANO HOME 2025: A GRAND TOUR OF CRAFTSMANSHIP, INNOVATION AND SUSTAINABILITY TO REDESIGN THE FUTURE OF INDEPENDENT SHOPS**

*600 brands and over 100 training events at the second edition of the Fiera Milano exhibition dedicated to the world of the home. A journey that focuses on production quality and craftsmanship of excellence*

*Milan, 23 January 2025.* From 23 to 26 January at Fiera Milano, Milano Home reopens its doors for its second edition. The exhibition dedicated to the furnishing, gift and home decoration sector is ready to confirm the change of pace started in 2024, which has brought **the role of the specialist retailer** back to the fore.

**A manifesto for the future of the independent shop**

Milano Home's vision is based on the conviction that the shop **plays a crucial role** in the social and urban fabric, indispensable for building relations with the end customer and rewarding the value of research and innovation provided by companies and manufacturers. For this reason, it went on a journey throughout Italy and neighbouring European countries to **listen to the needs of shopkeepers** and to draw up an exhibition and cultural proposal aimed at **outlining the lines of development on which to build the future of the local shop**. This edition is designed to be a practical response to the needs expressed by retailers, providing them with useful tools and knowledge to face a constantly evolving market.

To make this commitment public and shared, Milano Home opens this edition with the **unveiling of its manifesto**: A declaration of intent to enshrine the centrality of the independent point of sale in the design considerations and practical initiatives of Fiera Milano. A commitment confirmed by its ability to attract professionals, as this edition's figures show.

**Milano Home in numbers**

Over 600 brands chose to exhibit at this edition, 30% of them from abroad. The most represented European countries are France, Spain, Germany and the Netherlands, while from other continents the United States and Japan are represented.

**A tour through four pavilions to tell the story of the home**

The recurring theme of this edition is the **Grand Tour**, a reference to the old tradition of the **voyage of discovery** that takes visitors on a unique experience of exploration, knowledge and celebration of excellence in craftsmanship and production. The tour of Milano Home unfolds through four pavilions, four complementary visions that tell and interpret the home through different inspirations, materials and styles.

**Pav. 1 - VIBES -** Fragrances, fabrics and objects that stimulate the imagination, promote well-being and engage the senses, turning shopping into an immersive, multi-sensory experience. This pavilion features the finest **perfume and candle laboratories for the home**, **historic Italian weaving mills with furnishings and linen in natural fabrics and hand-printed designs**, and an exceptional selection of **home accessories and paper creations** making for a unique and surprising range.

**Pav. 2 - ELEMENTS -** This is the pavilion that most embodies the future of home decoration and celebrates international excellence. Here, companies demonstrate their ability to transform materials and ideas into extraordinary products, blending the past with a contemporary vision. Among the finest examples of high craftsmanship are refined **Venetian glassware, Capodimonte porcelain reinterpreted in a modern key, traditional Caltagirone ceramics and the exclusive creations** of visionary designers capable of transforming each piece into a unique work of art.

**Pav. 3 - MOOD -** A tribute to **design** as an expression of creativity and lifestyle. This pavilion houses objects that can transform living spaces and reflect personal lifestyles and tastes. In addition to the world of **decoration** and **concept gifts**, there is a large area dedicated to **stationery**, **Christmas** and **accessories for pets**. Contemporary design takes shape here with home decorating ideas, unique objects and eclectic accessories designed to surprise and inspire.

**Pav. 4 - TASTE -** An area entirely dedicated to **food and cooking**. With taste and style, this space features the story of conviviality and the pleasure of being together. The highlights will be the latest products for the **tableware, cookware and kitchenware** sectors, highlighting the link between the worlds of design and art de la table. There will be a special focus on innovative services and point-of-sale technologies.

**The Special Areas**

Within the pavilions, there are numerous special areas. Here, the excellence of craftsmanship combines with the creativity of designers and manufacturers to tell stories of craftsmanship and research. These themed spaces are designed to offer visitors an immersive experience, showcasing the best of Italian and international production.

**NOVEBOTTEGHE | Convergenze Materiche** - The exhibition project conceived by gumdesign tells the story of know-how, region and craftsmanship throughout Italy through the experiences of nine figures.

**MANIFATTURE IN SCENA** - An idyllic square around which are arranged "stage-theatres", micro-architectures that revolve around a central hub: designed and curated by architect **Ulderico Lepreri**, "Manifatture in Scena" presents brands with a centuries-old tradition as well as more recent ones.

**THE GREEN CIRCLE** - Designed and curated by Raremood, the Bio Interiors department of Goldmann & Partners, it combines aesthetic excellence, functionality and a deep respect for the environment through 50 new proposals selected from around the world.

**L’ISOLA DI VETRO** - created in collaboration with the Consorzio Promovetro di Murano, the exhibition presents a series of works created by master glassmakers, offering a glimpse of the extreme variety of techniques and products that the island of Murano continues to offer.

And again, **BRAND POWER**, an area dedicated to the world of promotional and reward systems for industry and commerce, where innovative solutions can be found to improve customer relations, and **PIAZZA DI CARTA**, entirely dedicated to stationery and objects from the world of paper and writing.

**A packed cultural and educational programme**

An extraordinary programme of meetings and workshops amounting to around **one hundred hours of training** offers the unique opportunity to explore trends, interpret changes and strengthen the role of the store as the true spokesman of artisanal and manufacturing excellence. From sensory labs to Business Matching appointments, each event is designed to provide practical tools and cutting-edge strategies for managing change and strengthening your offering.

Thanks to the variety of the exhibition offering and its focus on retailers, Milano Home confirms its ability to act as a link in the supply chain for the entire world of the home: manufacturers, buyers, distributors, craftsmen of excellence, interior designers and small-scale guest accommodation will find here a point of reference and a place where they can identify coming trends, increase their know-how and follow the evolution of the sector.

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