**MILANO HOME: TALKS AND TRAINING MEETINGS**

*Insights and reflections on developments on the most important topics in the sector, with a focus on living spaces. For a fruitful exchange for all industry professionals.*

*Milan, 4 October 2023*. Milano Home completes its exhibition offer with important refresher courses for professionals in the sector. Training is, in fact, fundamental for understanding the changes taking place and anticipating the needs of the end customer from the design to the sale stages.

Retailers who want to be informed and trained on the changes in the market will be given the opportunity to do so, while a special focus will be on the new living scenarios, with meetings held in cooperation with **sector experts also featuring case studies by international architecture firms**.

**THE SHAPE OF THINGS: TALKS WITH POLIDESIGN**

New materials and shapes to explore the future of living together with young designers and find new inspirations for their shops. Two talks by Poli.Design (Prof. Francesco Scullica - Arch. Fabio Daglio)

**Widespread residentiality.** The new situations lead to a new space-time dimension, which allows us to have extended social relationships that can lead to new business models and new relationships with interior spaces, objects and domesticity. The talk will explore how and with which instruments the designer can keep the co-ordination between this complex structure, in what proportion the new objects and secondary materials, and how Interior Design also in relation to product design (especially with reference to furnishing objects and accessories) can influence the equipment and characterisation - in functional and symbolic terms - of these new “temporary dwellings”.

**“In-store” co-retailing and multi-channel experiences**

The increase in the use of technology, particularly in this particular sector, has certainly led to a strong push for formats and strategies that focus on 'omni-channel' and online sales. Nevertheless, the physical space, the interaction with materials and the perceived sensoriality are today still central themes for getting the consumer excited and are always fundamental for the testing of products that the digital experience merely covets. This talk will look at these themes to analyse innovative aspects and be of support to the new needs, choices and behaviours of companies, retailers, buyers and consumers and how the role of the designer can assist them with multi-sensorial products.

**LIVING IN THE PRESENT: MEETINGS IN COOPERATION WITH PLATFORM**

A series of meetings to understand the way homes and objects are changing, to find new ideas for customers and new ways to advertise them. The “living places” are spaces where people live, work and interact on a daily basis. Places that have undergone significant changes in recent years and where architects play a fundamental role in designing and creating living environments suited to society's new needs.

Platform has selected **twelve Italian and some international women designers** operating in the interior design field to provide a snapshot of contemporary interior architecture. **Women designers capable of interpreting the new lifestyles with their projects**: through a careful choice of accessories and objects, through collaboration with local artisans and with a preference for outstanding products, sometimes even designing new products themselves.

Here are some of the **leading figures who will be present**: Selina Bertola (Nomade Architettura); Clara Bona (Studio 98); Cinzia Anguissola Daltoè (Cinzia Anguissola Interior); Marina Dallera/ Liliana Bonforte (Studio Dallera Bonforte); Isabella Franco (Lupetta design); Barbara Frua De Angeli (Barbara Frua De Angeli);Virginia Lorello (Virginia Lorello) ;Carla Palù (Cù design); Silvia Porro (Silvia Porro Architetto); Laura Sari (reveria); Beatrice Villata (Beatrice Villata Interior);

**RETAIL ACADEMY: A NEW CHANGE**

Retailers are the 'antennae' that first perceive the changes taking place, but also the first to be called upon to change to face them. For this reason, Milano Home will focus on their business and know-how with the **Retail Academy** meetings.

A full calendar of events. The topics covered include managing the customer relationship and the shopping experience, online commerce in the housewares sector and managing the retail area.

Milano Home will be held from 11 to 14 January at fieramilano (Rho) *www.milanohome.fieramilano.it*