**MILANO HOME: A STAGE FOR NEW PRODUCTS AND, ABOVE ALL, NEW IDEAS**

*Milano Home is the trade fair event that caters to the needs of a market undergoing great transformation, moving in different directions and looking for new stimuli and ideas. Italian and international top level products will be showcased from 11 to 14 January 2024, together with a wide-ranging range of training opportunities*

*Milan, 4 October 2023*. **Milano Home** is the new annual trade fair dedicated to the world of living and home décor that will make its début at fieramilano (Rho) from 11 to 14 January 2024. Founded on the values of authenticity **, originality, quality and innovation**, the project aims to emphasise Mediterranean manufacturing, European taste, and traditions and innovations from around the world.

This event takes place against a background of profound changes in the relationships between manufacturers and sellers: on the one hand, consumer choices and lifestyles are changing, on the other hand, companies are accommodating customers' needs and aiming to offer household products that are increasingly responsive to new consumer values.

**WHAT THE EXHIBITION OFFERS: SPACE FOR THE MOST ORIGINAL DESIGN**

The first trade fair of the year, Milano Home will be a platform where **novelties and innovation** meet, where the **excellences of the sector**, including industrial manufacturing and craftsmanship, will be unveiled. An event where industry brands, small and medium-sized companies, designers and innovative start-ups involved in creating objects and products in line with the themes and values of the fair concept can be found.

Ideas, trends and products stand out for their design, research, uniqueness, customisation and, of course, sustainability, in a layout divided into four pavilions - **Vibes, Mood, Elements, Taste** - each of which - for the various sectors of the exhibition, ranging from fragrances to tableware, decoration and concept gifts - will offer visitors special stories and suggestions.

A wide-ranging proposal that will meet the new needs of **specialised** **sales outlets** - be they contemporary or traditional, small or large - **interior designers, the promotional, Do and large-scale retail trade and international**

**distributors**, involved also thanks to the support of ICE-ITA Agency   
(the Governmental agency that supports the business development of Italian companies abroad).

**SPECIAL PROJECTS: A NEW DIMENSION FOR PRODUCTS AND BRANDS**

The exhibition will host special areas such as **Green Circle**, a project organised by bioclimatic architect Isabella Goldman, which will display a selection of products consistent with the criteria of sustainability and circular economy. The space, created as a circular space, will host **60** innovative and still little-known **products**, selected according to a **sustainable approach** that respects nature, traditions, materials, territory, people and their emotions. For a completely new approach to everyday objects, under the banner of sustainability and new technologies.

Then there is the unprecedented **Brand Power© project, dedicated to the strategic connection between promotional and brand products**, which includes a specific schedule of meetings. It is a unique project in Italy, designed to bring together suppliers of individual products and entire collections that are more frequently chosen as gifts or prizes in promotional, loyalty, incentive and corporate gift programmes: housewares, tableware, home textiles, furnishing and home décor accessories, indoor and outdoor leisure items, gardening items, environments and pet products, wearables and personal accessories.

**MILANO HOME RETAIL ACADEMY: RETAIL STRATEGIES AND NEW LIVING PLACES**

To complete the exhibition offer, Milano Home will include a rich programme of discussions. The **Milano Home Retail Academy**, the practical, fast and useful training for retailers, will make its début, with a series of **workshops and opportunities** to talk about customer relations, multichannel and digitalisation, social strategy, sales space management and object staging, shop identity, and the organisation of events and promotions.

**Polidesign** will talk about “Widespread residentiality. The role of design in shaping the spaces of the new domesticity” and “Co-retailing in stores and multi-channel experiences”, which are topics related to the changes introduced by remote working and teleworking as new business models and the increase in sales in the retail sector in the post-pandemic period.

And then, thanks to the collaboration with the **Platform Architecture and Design** magazine, there will be a rich calendar of meetings dedicated to “The new living places”, an examination of the evolution in response to changing social, environmental and technological needs. For Milano Home, Platform has selected twelve Italian and international authors to represent the state of interior design applied to living spaces accessible to all.

*The event will run from 11 to 14 January 2024* [milanohome.com/](https://www.milanohome.com/)

*Milano Home is the trade fair project dedicated to furnishing accessories that was created 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.*