**MILANO HOME: THE NEW EXHIBITION PROJECT WHERE THE RETAIL WORLD MEETS DESIGN, MADE IN, INNOVATION**

*Milano Home, the first trade fair of the year offers an incisive response to the needs of a market seeking fresh inspiration and innovative concepts. From January 11th to 14th, 2024, the event will feature outstanding Italian and international products, enriched by special projects , installations and a a wide-ranging programme of talks. 570 brands present, 35% of which from abroad.*

*Milan, 11 January 2024 .* Starts today Milano Home, the new annual trade fair dedicated to the world of living and home décor that presents itself to retailers, designers, and sector operators with an innovative formula. A project that sees the presence of **570 brands, 35% of which are foreign**, from 32 countries. Among these the most represented are France, Great Britain, Spain, Holland and Denmark.

*From fragrances to tableware, from decoration to concept gifts, the event is a platform* this event serves as a platform where **novelty and innovation** intersect, unveiling the sector's excellence defined by **design, research, uniqueness, customisation,** and, of course, **sustainability**. A project that rewards **research and product innovation**, enhancing the skills and stories of the exhibitors, from the smallest companies to sector leaders, sharing the founding values of the Milano Home vision: **originality, authenticity, quality and innovation.**

**A NEW DIMENSION FOR PRODUCTS AND BRANDS**

Blending industrial manufacturing and artisanal craftsmanship, both domestic and international, the layout of the show is divided in 4 areas—**Vibes, Mood, Elements, Taste**—housing the **Creative Hubs**. These hubs are special exhibition projects, installations, multi-sensory spaces, created to offers an immersive format aimed at enhancing understanding and admiration for the showcased products and to make experience of the exhibition in a more original way.

**RETAIL ACADEMY e DESIGN TALKS: A WIDE CALENDAR OF WORKSHOPS AND TALKS**

To complete the exhibition offer, Milano Home will include a rich programme of talks, workshops and training sessions.

The  **Retail Academy** programme offer more than 60 **workshops**  to talk about customer relations, multichannel and digitalisation, social strategy, sales space management and object staging, shop identity, event organisation and promotion and more.

A series of discussions, held in collaboration with **Poli.Design** aims to explore the evolving landscape of homes and objects alongside visionary designers. The goal is to unearth fresh concepts for customers and craft new narratives.

The extensive schedule of discussions focused on “The New Places to Live”, organised by **Platform Architecture and Design** for Milano Home, delves into the evolution of social, environmental, and technological requirements. For this event, Platform has carefully chosen twelve Italian and international experts to showcase the present landscape of interior architecture in accessible living spaces.

*milanohome.fieramilano.it*