



▶ *gart or Dettagli Design. Also present at Macef was the Veneto Region with the Vetro Artistico Murano trademark, which after the positive experience of the last show, confirmed the presence of 10 artisanal enterprises from Murano Island.*

Calabria also had its place of honour, with the best of the region's crafts shown off to their best advantage, thanks also to the support of Antonio Caridi, Regional Councillor for Productive Activities, and Calabria's Chambers of Commerce. Last but not least, artisans from Tuscany were also present with the Galleria dell'Artigianato, a travelling project backed by the Tuscany Region and Unioncamere Toscana, Cna Toscana and Confartigianato Imprese Toscane, aimed at promoting the best of the region's artisanal products for the home.

Prizes to exhibitors for their fidelity

During Macef exhibitors were awarded by numerous recognitions for their fidelity. Ar-Bre of Brescia, Cereria Bertoncini Luigi of Curno (Bg) and Mascagni di Casalecchio di Reno (Bo), were awarded for having taken part in all 90 Macefs.

10 companies (Alluflon, Barazzoni, Corrado, Corradi, Cosmoplast, Illa, Italtrade, IVV, Kaufgut, Maino Carlo, Metaltex Italia) were awarded for having participated in all the shows up to 2000, and then from that date (after which it was no longer compulsory to take part in both shows each year), in at least one of the two each year. 265 enterprises received recognition for taking part in January and September without interruption since 2000.



Richard Ginori presenta Folk e Spongeware

In occasione del Macef gennaio 2011 Richard Ginori 1735 ha presentato Folk e Spongeware, due nuovi servizi da tavola disegnati da Paola Navone per il marchio Manifattura di Laveno.

I 18 piatti del servizio Folk sono decorati da 18 pattern floreali differenti, una o tante ghirlande concentriche fitte fitte di fiori, foglie e petali. Il servizio Spongeware, fresco, marino, tutto bianco e blu, è composto da sei decori spugnati che coprono l'intero piatto.

Richard Ginori Presents Folk and Spongeware

At Macef January 2011 Richard Ginori 1735 proposed Folk e Spongeware, two new table services designed by Paola Navone for the Laveno brand.

The 18 plates in the Folk service feature 18 different floral patterns. Single or multiple concentric garlands, packed with flowers, leaves and tiny petals. The blue and white Spongeware service is fresh, sea-inspired. Six sponged designs cover the entire plate with colourful prints.



2011 forecasts

Forecasts for 2011 indicate a +2.6% in production, thanks to exports (+7.8%), according to Anima (Federazione delle Associazioni Nazionali dell'Industria Meccanica Varia ed Affine), linked to FIAC, the Association of Italian household items manufacturers.

Green light also for employment (+1.3%) and investment (+2.2%). These figures are supported by a new order flow that finds in an exhibition an opportunity for new products's visibility and for confrontation between companies, looking at new solutions for the development of the entire value chain.

The next Macef will be held from 8 to 11 September. The division into four macro-areas is confirmed: Home Décor, Table, Tableware, Silver & Kitchenware, Gifts, Trade & Big Volume, Bijoux, Gold, Fashion & Accessories, and the new halls of AbitaMi. ■