

FROM APRIL 21 TO 29 2012, OVER 800 CRAFTSMEN FROM ALL OVER THE WORLD

Firenze Fiera Re-launches the Handicrafts Trade Fair

The lily, the heraldic symbol of Florence, will be used as the new logo for the **International Handicrafts Trade Fair**, the first and most ancient trade fair of the crafts industry in Italy, the fair of creativity par excellence, of the invention and fantasy of craftsmen, which was born on the 22nd March 1931. In 1986, on the occasion of the fiftieth anniversary of the fair, Simone Bargellini wrote on the magazine "Artigianato" that it "makes the difference every year in Florence (...) an event which is naturally linked with the city of Florence, with its traditions and its daily life, as if it had always existed, just like some spontaneous events which flourished in ancient places and in remote civilizations".

Doors open to creativity

The first restyling initiatives for the prestigious Florence fair starts right here. The show is the first consumer fair of the handicrafts world, promoted and organised by Firenze Fiera in cooperation with the local institutions and all the main industry associations. From April 21 to 29 2012, the spectacular areas of the Fortezza da Basso will host over 800 craftsmen from all over the world, in a perfect mix between the local traditional products and the charming "know-how" of Italian regions and other countries. The creativity, the uniqueness and style of Italy will open the doors of creative manual skills of important international places for nine consecutive days, creating new and unexplored opportunities of global interaction and focusing on the current trends and on future ideas.

"We are working hard to re-launch this event which has now reached its 76th edition, and which send Florence back in time, to relive its most beautiful moments, when the Florentine handicraft was the most important in Italy and in the world in terms of creativity, elegance and good taste", says Antonio Brotini, President of Firenze Fiera. "We are organising a rich programme of events, meetings, side exhibitions and shows, involving young people through targeted events, with non-stop opening

times, every day until 00 am. The key words will be: innovating without losing traditional values, and presenting the best of the HANDMADE industry through a global vision, through a heritage which reveals and renews itself".

The other events

The portfolio of the main fairs hosted by Firenze Fiera is extremely rich. Firenze Fiera is the 6th exhibition & congress center in Italy with over 65,000 m² of covered surface, which soon will increase to 87,700, thanks to the restyling project of the Fortezza da Basso. Besides the famous exhibitions of Pitti Immagine (Pitti Uomo, Pitti Bimbo and Pitti Filati), Immagine Italia & Co., from February 3 to 5, will be one of the highlights of the year. The event is a preview of home, yachting and spa linen and underwear lingerie collections. The exhibition, ideated and organized by the Chamber of Commerce of Pistoia, has now reached its 5th edition and has become a not-to-miss event for the professionals, thanks to the growing appreciation and participation of exhibitors and buyers on an international scale.

The 5th Mare d'Amare, organised by Toscana d'Amare, the only Italian fair dedicated to beachwear, will be held from July 14 to 16. The beachwear collections for 2013 will be presented in preview by the most famous European companies.

Everyone is waiting for the first ART&TOURISMmarket, International fair



Botteghe d'Art

for Cultural Tourism, at the Fortezza da Basso from May 18 to 20, organised by TIG Italia, a company belonging to the Rimini Fiera Group, with the Region of Tuscany and the support of Firenze Fiera and Toscana Promozione. The event's innovative format will reproduce a global village, allowing to get in touch with tourist suppliers related to arts and culture. Three non-stop days, the first of which will be devoted to the industry professionals, while the other two will be open to the local and international audiences. The protagonists will be museums, galleries, festivals, cities and territories with a strong cultural vocation.

"Our congress & exhibition center – concludes Leonardo Sorelli, Managing Director of Firenze Fiera – is also an ideal location for congress business, thanks to its spectacular premises, its advanced facilities, and its location, just a few steps from the railway station of S. Maria Novella, and very close to the Duomo and to the most exclusive shopping areas".



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