



MILANO  
HOME  
your way of living

23·26 January 2025  
fieramilano (Rho)



FIERA MILANO



# 4 pavilions, 4 different ways of living Milano Home



# Have a look !



Video general overview of  
Milano Home 2024 :

[https://youtu.be/ZCdtYLRsAxM?si=o8jzl\\_dyRSzmirt8](https://youtu.be/ZCdtYLRsAxM?si=o8jzl_dyRSzmirt8)



An example of the excellence  
of the manufactures

<https://www.youtube.com/watch?v=lynRhRYrW1s>

Pavilion 2

# Elements

Handcrafts Design Manufacturers Materials



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# The key words of Elements

The pavilion that looks to the **future of Milano Home** as the place for international excellence in home decor. Excellence that stems from **companies' ability to transform materials**, to create something new, to look beyond, making the values of the past and of tradition into fertile ground for product, communication and process innovation. **A pavilion that celebrates creative capacity, the bond with nature, the origin of objects** and companies, the ability of historical brands to continuously adapt to the present and anticipate it, and of new brands to be dynamic and quick in grasping the signs of the times, transforming them into **effective solutions** to the new demands of people.

Material Creation  
History  
Icon  
Handcraft  
Tradition Origin  
Cultural heritage

## What can be found in Elements



Product excellence in the porcelain, silver, crystal and glass sectors



The know-how of local areas, the sensibility of artisans from Italian and abroad, the most creative designers

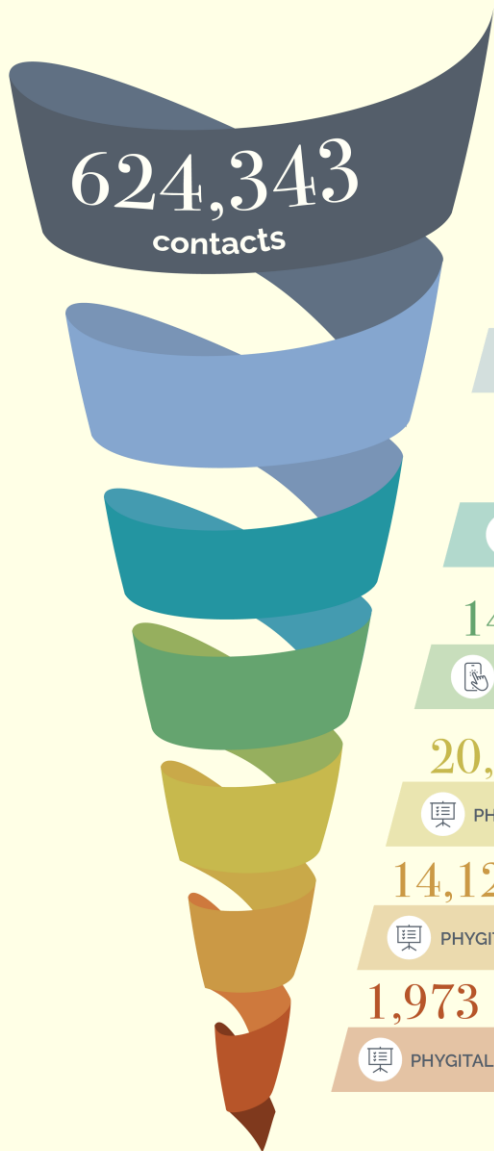


Design that is good for the world: innovative brands and products that express quality, commitment, taste

## The typical visitor

- **Shops and designers** seeking new materials, traditional objects and handcrafts.
- **Interior Designers**
- **International buyers** in search of excellent handcrafts made in Italy
- **Distributors** seeking new brands

# The Milano Home Community



304,187 social channel followers



DIGITAL Organic posts, dark posts with reach of over 13,000,000 users

140,716 users subscribed to newsletters



DIGITAL Banners, news, advertorials, dedicated dems

142,832 visitors to the website



DIGITAL Banners, advertorials, news. Over 800,000 pages viewed per year.

20,515 visitors to exhibition



PHYGITAL Led walls, totems, dems, logos on guide plan, sponsorships

14,120 visitors to stands



PHYGITAL Leafleting, sampling, events

1,973 participants in training events at exhibition




PHYGITAL Sponsorships, banners, product placements

## Action to support craft and production

- Targeted communications on our community – welcome posts, interviews...
- Speed dates with an international selection of «meet&Coffee» buyers
- Networking with a network of agents, our "ambassadors", sensitive to news
- Both digital visibility during the year and physical visibility during the fair with a target of independent shops, architects, designers, style offices, journalists, distributors, agents






# We believe in the strength of relationships

Milano Home recounts the continuous transformation of the home through the objects that accompany people through the countless stages of their lives. Objects representing 'lifestyles': stories, personalities, tastes and emotions of those who own and use them, but also of those who design, produce and sell them.

A b2b project dedicated to home lovers created to:



Initiate relationships of value between all the supply chain players



Reward product research and innovation

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# We are interested in the stories behind the brands and the value of people

Milano Home is a people-friendly event that aims to:



Promote companies capable of leading the evolution of the sector



Profile and select buyers seeking innovative, creative and sustainable products



Create moments for meeting others, finding inspiration and doing business to effectively match supply and demand

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## Our manifesto in 4 points



### NOT CONSUMERS, BUT PEOPLE

A focus on products and brands capable of connecting with people's lives. Purchasing choices are increasingly influenced by concepts such as innovation, quality and originality.



### THE VALUE OF CUSTOMISATION

Customisation is the solution that stores, and all the related supply chains, can offer to people seeking unique products with stories and values they can relate to.



### CO-DESIGN BETWEEN ALL THE PROTAGONISTS OF THE SUPPLY CHAIN

Stores, craftspeople, designers, manufacturers and distributors: a single eco-system and a common collective intelligence to find the right answers to change.



### THE RETURN TO BEAUTY

The beautiful and the well-made are back in the spotlight, thanks to people's growing interest in well-made objects (also from an ethical point of view), materials, production techniques and, above all, the stories of those who create, produce and share beauty.

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# We encourage people to meet and share ideas



### MEET&COFFEE

A speed-dating-style event to facilitate meetings between producers/distributors and buyers. For the exhibitors at Milano Home, each day begins with the opportunity to meet all the hosted buyers at the show in one place, introduce themselves to those of most interest to their business and invite them to their stand to present their product in detail.



### AREAS HOSTING CONTENT FOR MEETING UP AND IMPROVING SKILLS.

Each pavilion at Milano Home has a space for meetings and training sessions.

From the Retail Academy, the practical training programme for stores, to the exhibitors' events (product presentations and news), design talks, and meetings with architects and interior designers



### CULTURAL EVENTS AND INSTALLATIONS TO RAISE AWARENESS ABOUT SUSTAINABILITY, THE QUALITY OF MATERIALS, RESEARCH AND EXCELLENCE.

Thematic and inspirational areas to tell the story behind the beauty of the material, describe the creativity behind the design and give stores and designers new ways of presenting the product to their customers

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# Figures from the last edition

20,515  
B2B attendees

611 Brands  
(exhibitors)  
from 32 countries

7,911  
companies  
9% from  
abroad  
569  
architectural firms  
and interior  
designers  
202  
catering  
and small-scale guest  
accommodation brands

Visitors  
5,193  
retail companies  
including 4,295 independent  
stores  
6% Rest of the World  
94% Italy  
65% North  
17% Centre  
18% South

## Top countries by number of visitors

Switzerland, China, France, Spain, UK, Greece, Portugal, Germany, USA, Poland, Hong Kong, UAE



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# A selection of press publications that talked about Milano Home

Casastile, Cose di Casa, DDN, Elle Decor, Interni, La casa in ordine, Living, Pambianco Design, Platform, Marie Claire Maison, Vanity Fair, Ansa, Aska, Il Giornale, Il Giorno, Il Mattino, Il Tirreno, Italia Oggi, Il sole 24ore, Repubblica.it, Rai 3, Rai2, TG5, Casas Viva, Déco Actuelle  
Interiores, Home Fashion News, Marie Claire Maison France, Marie Claire Maison Spain, Offrir, Still&Markt, Trend&Style, Brava Casa, Lux Deco, P&G, H.O.M.E., Maison & Decoration, Dec Actuelle, Casa Viva - Casa Y Jardin, Diseño Interior.

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# Our brand ambassador network selects the world's most qualified buyers



In Italy and worldwide, Milano Home relies on a network of brand ambassadors. They are the agents of the best-known international brands in the home product world, who are responsible for identifying, selecting and accompanying to Milan the most interesting specialised stores, chains, importers and distributors for the range on offer at the exhibition.

Some of the buyers who attended the last edition

Aesthetic Movement (USA), 120Mamelistrasse (Italy), Classic Houseware (South Africa), Eatlay North America (USA), El Corte Inglés (Spain), Gallery Design (UAE), Gasparetto (Italy), L'isola Store (Italy), Kares Group (North Macedonia), Luxxdesign (UK), Majid Al Futtaim lifestyle LLC (UAE), Moon Garden (Morocco), MoMa Design Store (USA), New Convos Sdn Bhd (Malaysia), Sanimaia (Portugal), Tivoli Group (Qatar), Tokyo Interior Furniture Co.,Ltd. (Japan), Vivid Home (Kazakhstan).

At the last edition, 300 hosted buyers from 80 countries participated in matching events with exhibitors

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# We convey your uniqueness

A COMMUNICATION PLAN THAT TALKS ABOUT YOU ALL YEAR ROUND.

- NEWSLETTER sent to over 160,000 contacts in Italy and abroad based on an editorial plan aimed at promoting the exhibiting companies and outlets and engaging all stakeholders.
- WEEKLY DEM dedicated to exhibition news and events
- DEDICATED PRESS OFFICE for specialised and consumer press. Media relations for an ongoing dialogue with national and international journalists.
- SOCIAL MEDIA PLAN, to meet the Milano Home community every day

THE THEMES

**What's new**  
exhibitors' product news/MH news

**Retail evolution**  
face-to-face with the most original and interesting stores

**The art of Handcrafting**  
stories of craftspeople of excellence

**Way of living**  
trends, colours, shapes, lifestyles in the experts' and exhibitors' own words

**Brand stories**  
the story of the brands present at the exhibition (history, values, products)

**Designer generation**  
behind the scenes of creativity. Interviews with the designers behind the objects



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# We are the right partner for the valorization of territorial excellence

- We organize targeted b2b meetings between international demand and production
- We communicate the know-how of companies and craftsmen on our channels
- We give visibility to sustainability, to the culture of matter



## Shell scheme and raw space

We also offer prefitted or raw area solutions if the country has its own stand builder

# Listing –

## Raw space and shell scheme packages

RAW SPACE ONLY/AREA NUDA - IVA esclusa/VAT excluded OPEN SIDES - LATI APERTI	WITHIN MAY 31ST 2024 ENTRO IL 31 MAGGIO 2024	FROM JUNE 1ST, 2024 DAL 1 GIUGNO 2024
	EURO/SQM - MQ	EURO/SQM-MQ
1 SIDE/LATO	160,00 €	177,00 €
2 SIDE/LATI	169,00 €	188,00 €
3 SIDE/LATI	177,00 €	197,00 €
4 SIDE/LATI	181,00 €	201,00 €
AISLE /CORRIDOIO	53	53
INSCRIPTION FEES/ TASSA ISCRIZIONE	915,00 €	915,00 €
INSCRIPTION CO-EXHIBITORS/ISCRIZIONE CO-ESPOSITORI	355,00 €	355,00 €
INSCRIPTION/ISCRIZIONE -BRANDS	50,00 €	50,00 €

PACKAGE - PRE-ALLESTITI	EURO/SQM - MQ
LIVING PACKAGE FROM 16 SQM	275
INSCRIPTION FEES (LIVING PACKAGE)	915
STANDARD PACKAGE FROM 12SQM	299
DESK GALLERY SOLO 3 MQ	266
DESIGN PACKAGE FROM 12 SQM	266
INSCRIPTION FEES (STANDARD AND GALLERY ONLY)	150
INSCRIPTION CO-EXHIBITORS/ISCRIZIONE CO-ESPOSITORI	355,00 €
INSCRIPTION/ISCRIZIONE -BRANDS	50,00 €

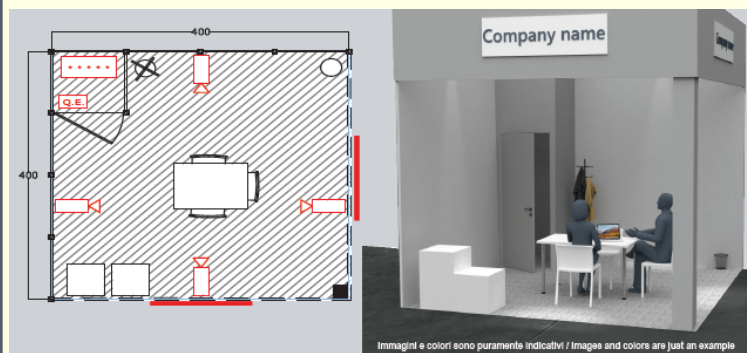
### Our prices includes:

- Speed date with a selection of domestic and international buyers
- Digitale page into the show directory
- Domestic and international promotion of the fair
- n. 5 exhibitors passes
- Basic cleaning of the booth (basic cleaning of the stands (carried out during the closing hours of the pavilion, includes: cleaning of the floors and/or any coatings except carpet cleaning, dusting of furniture with the exception of those on display, emptying the baskets)
- The first connection to a 32A / 400V 3P+N+T plug is free till of 10 KW of power installed; in this first
- connection the power installed over 10 KW will be charged in the final statement of account at a forfait cost of 200€..

# Shell scheme package description

• H 4 M –

## LIVING



Immagini e colori sono puramente indicativi / Images and colors are just an example

### DESCRIZIONE

- Pavimentazione moquette colore Grigio n.22
- Pannellature di delimitazione allestimento in tamburato h 400 cm, fascione in tamburato h 100 cm, colonna ad angolo 25x25 cm, tinteggiatura colore grigio "nuvola", ripostiglio con porta dotata di serratura(dim. 100x100 cm)
- n. 1 ragione sociale su forex per lato libero(150x40 cm)

### DOTAZIONI ARREDO SINGOLO STAND

- n. 1 tavolo rettangolare
- n. 3 sedie
- n. 1 cestino gettiacarte
- n. 1 appendiabiti
- n. 1 cubo 50x50x h50 cm in laminato bianco
- n. 1 cubo 50x50x h75 cm in laminato bianco

### DOTAZIONE ELETTRICA SINGOLO STAND

- n. 4 faretti 150W
- n. 1 multi-presa elettrica
- quadro elettrico

### DESCRIPTION

- Grey carpet
- Wooden white panels cm 400 high, wooden white fascia board h 100 cm with column on corner 25x25 cm, storage room (100x100cm)
- n.1 forex panel with company name for every open side (150x40 cm)

### FURNITURE

- n. 1 rectangular table
- n. 3 chairs
- n. 1 wastepaper basket
- n. 1 coat hanger
- n. 1 cube 50x50x h50 cm laminate white
- n. 1 cube 50x50x h75 cm laminate white

### ELECTRICAL SYSTEM

- n. 4 spotlights 150W
- n. 1 electric multiple socket
- electric main board

N.B per ogni padiglione gli stand possono avere una variante colore! For each pavilion, the stands can have a colour variant

- Padiglione 1 - Vibes – moquette Giallo 17



- Pareti Mimosa - RAL 1034



- Padiglione 3 - Mood – moq Verde 12



- Pareti Menta - RAL DESIGN 150 70 50



- Padiglione 4 - Taste – moq Blu 15



- Pareti Cielo - DESIGN 260 70 15



- Padiglione 2 - Elements – moq Bordeaux 8



- Pareti Brick - RAL 3017

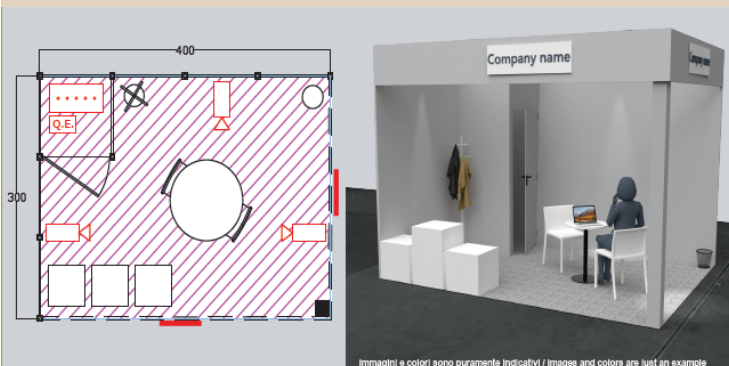


mq	Tavoli Tables	Sedie Chairs	Cubo h.50 Cube	Cubo h.75 Cube	Presse multipla Multiple socket	Faretti LED LED spotlight
16	1	3	1	1	1	4
from 17 to 20	1	3	1	1	2	5
from 21 to 24	1	3	1	2	2	6
from 25 to 32	2	6	2	2	3	7
from 33 to 48	3	9	2	3	4	8
from 49 to 64	4	12	3	3	4	10
from 64 to 96	6	18	4	4	6	14

# Shell scheme package description

H 3 M –

STANDARD



## DESCRIZIONE

- Pavimentazione moquette colore Grigio n.22
- Struttura tintecciata colore grigio "nuvola", pareti in tamburato h 300 cm, fascione in tamburato h 50 cm, colonna ad angolo in legno 15x15cm, ripostiglio con porta dotata di serratura (dim. 100x100 cm)
- n. 1 ragione sociale su forex per lato libero (200x30 cm)

## DOTAZIONI ARREDO SINGOLO STAND

- n. 1 tavolo rotondo
- n. 2 sedie
- n. 1 cestino gettacarte
- n. 1 appendiabiti
- n. 2 cubo in laminato bianco 50x50x h50 cm
- n. 1 cubo in laminato bianco 50x50x h75 cm

## DOTAZIONE ELETTRICA SINGOLO STAND

- n. 3 faretti led 50W
- n. 1 multi-presa elettrica
- quadro elettrico

## DESCRIPTION

- Fucsia carpet
- Wooden Ivory panels cm 300 high, wooden anthracite sash board h 50 cm with column on corner 15x15 cm, storage room (100x100 cm)
- n. 1 forex panel with company name for every open side (200x30 cm)

## FURNITURE

- n. 1 round table
- n. 2 chairs
- n. 1 wastepaper basket
- n. 1 coat hanger
- n. 2 laminate white cube 50x50x h50 cm
- n. 1 laminate white cube 50x50x h75 cm

## ELECTRICAL SYSTEM

- n. 3 led spotlights 50W
- n. 1 electric multiple socket
- electric main board

**N.B per ogni padiglione gli stand possono avere una variante colore! For each pavilion, the stands can have a colour variant**

- Padiglione 1 - Vibes – moquette Giallo 17



- Pareti Mimosa - RAL 1034



- Padiglione 3 - Mood – moq Verde 12



- Pareti Menta - RAL DESIGN 150 70 50



- Padiglione 4 - Taste – moq Blu 15



- Pareti Cielo - RAL DESIGN 260 70 15



- Padiglione 2 - Elements – moq Bordeaux 8



- Pareti Brick - RAL 3017



Colore base: tipologia Standard moquette grigio n.22. Pareti: grigio RAL 7047. La personalizzazione colore pareti+moquette è possibile solo nel mix sopra indicato. Moquette GIALLO 17 + pareti RAL 1034. Moquette verde 12 + pareti NCS 150 70 50. Moquette blu 15 + pareti NCS 260 70 15. Moquette bordeaux 8 + RAL 3017.

Basic colour type Standard, grey carpet n.22, Grey walls RAL 7047. Customizing the color of the walls+carpet is only possible in the mix indicated above.

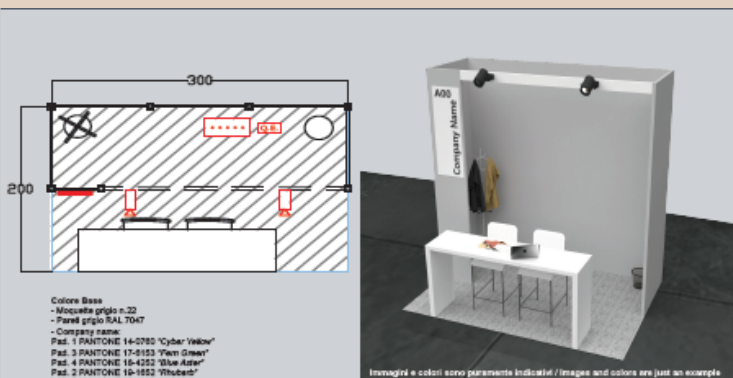
mq	Tavoli Tables	Sedie Chairs	Cubo h.50 Cube	Cubo h.75 Cube	Presse multipla Multiple socket	Faretti LED LED spotlight
12	1	2	2	1	1	3
16	1	2	2	2	1	3

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# Shell scheme package description

H 3 M –

## DESIGN



Colore Base  
- Moquette grigio n.22  
- Pareti grigio RAL 7047  
- Company name:  
Paz. 1 PANTONE 14-0780 "Cyber Yellow"  
Paz. 2 PANTONE 17-5153 "Viva Green"  
Paz. 3 PANTONE 16-4252 "Blue Aster"  
Paz. 4 PANTONE 18-1852 "Thunder"

### DESCRIZIONE

- Pavimentazione moquette colore Grigio n.22  
- Pannellature di delimitazione allestimento in laminato h 300 cm, linteeggiatura colore grigio "nuvola".  
Spalletta di delimitazione per posizionamento grafica sul fronte e quadro elettrico sul retro  
- n. 1 raglione sociale su forex su spalletta eslerma (40x120 cm)  
**DOTAZIONI ARREDO SINGOLO STAND**  
- n. 1 desk 50x200x h.100 cm  
- n. 2 sgabelli bianchi  
- n. 1 cestino gettacarte  
- n. 1 appendiabiti  
**DOTAZIONE ELETTRICA SINGOLO STAND**  
- n. 2 faretti 50W  
- n. 1 multi-presa elettrica  
- quadro elettrico

### DESCRIPTION

- Grey carpet  
- Wooden perimetral walls h 300 cm, grey painted, wooden panel in the front of the booth for graphic on the front and electrical panel on the back  
- n.1 forex panel with company name (40x120cm)  
**FURNITURE**  
- n. 1 desk dim. 50x200x h 100 cm  
- n. 2 white stools  
- n. 1 wastepaper basket  
- n. 1 coat hanger  
**ELECTRICAL SYSTEM**  
- n. 2 spotlights 50W  
- n. 1 electric multiple socket  
- electric main board

N.B per ogni padiglione gli stand possono avere una variante colore/ For each pavilion, the stands can have a colour variant

- Padiglione 1 - Vibes – moquette Giallo 17		- Pareti Mimosa - RAL 1034			COMPANY NAME ***
- Padiglione 3 - Mood – moq Verde 12		- Pareti Menta - RAL DESIGN 150 70 50			COMPANY NAME ***
- Padiglione 4 - Taste – moq Blu 15		- Pareti Cielo - DESIGN 260 70 15			COMPANY NAME ***
- Padiglione 2 - Elements – moq Bordeaux 8		- Pareti Brick - RAL 3017			COMPANY NAME ***

Colore Base Moquette 140cm moquette grigio n.22, Pareti grigio RAL 7047. Le personalizzazioni colore sono su moquette e possibile solo nel ricambio. Indicazioni: Moquette GIALLO 17 = pareti RAL 1034 Moquette verde 12 = pareti RAL 150 70 50 Moquette blu 15 = pareti RAL 260 70 15 Moquette bordeaux 8 = RAL 3017. Basic colour type 140cm grey carpet n.22. Grey walls RAL 7047. Customizing the color of the walls-carpet is only possible in the ric indicated stands

mq	Banco Desk	Sgabello Stool	Cubo h.75 Cube	Cubo h.100 Cube	Presse multipla Multiple socket	Faretti LED LED spotlight
6	1	2	/	/	1	2
9	1	2	/	1	1	2
12	1	2	1	1	1	3

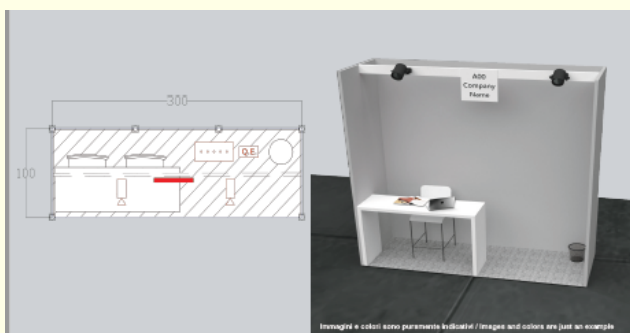
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# Shell scheme package description

• H 3 M –

## Desk Gallery



### DESCRIZIONE

- Pavimentazione moquette colore Grigio n.22
- Pannellature di delimitazione allestimento in lambrurato h 300 cm, tinteggiatura colore grigio "nuvola"
- n. 1 ragione sociale in forex (40x40 cm) posta su traversa
- DOTAZIONI ARREDO SINGOLO STAND**
- n. 1 desk 50x150xh100 cm
- n. 1 sgabelli bianchi
- n. 1 cestino gettacarte
- n. 1 appendiabiti
- DOTAZIONE ELETTRICA SINGOLO STAND**
- n. 2 faretti 50W
- n. 1 multi-preca elettrica
- quadro elettrico

### DESCRIPTION

- Grey carpet
- Wooden perimeter walls h 300 cm, grey painted
- n. 1 forex panel with company name (40x40 cm)
- FURNITURE**
- n. 1 white desk dim. 50x150xh100 cm
- n. 1 white stools
- n. 1 wastepaper basket
- n. 1 coat hanger
- ELECTRICAL SYSTEM**
- n. 2 spotlights 50W
- n. 1 electric multiple socket
- electric main board

N.B per ogni padiglione gli stand possono avere una variante colore! For each pavilion, the stands can have a colour variant

- Padiglione 1 - Vibes – moquette Giallo 17		- Paredi Mimosa - RAL 1034	
- Padiglione 3 - Mood – moq Verde 12		- Paredi Menta - RAL DESIGN 150 70 50	
- Padiglione 4 - Taste – moq Blu 15		- Paredi Cielo - RAL DESIGN 260 70 15	
- Padiglione 2 - Elements – moq Bordeaux 8		- Paredi Brick - RAL 3017	

Colori base Standee Desk Gallery: moquette grigio n.22, Paredi grigio RAL 7047. Le personalizzazioni colore moquette/moquette è possibile solo nel mix sopra indicato. Moquette GRIGIO 17 + pareti RAL 1034 Moquette verde 12 + pareti NC9 150 70 50, Moquette blu 15 + pareti NC9 260 70 15 Moquette Bordeaux 8 + RAL 3017. Nota: color type Desk Gallery: grey carpet n.22, Grey walls RAL 7047. Customizing the color of the walls/carpet is only possible in the mix indicated above.

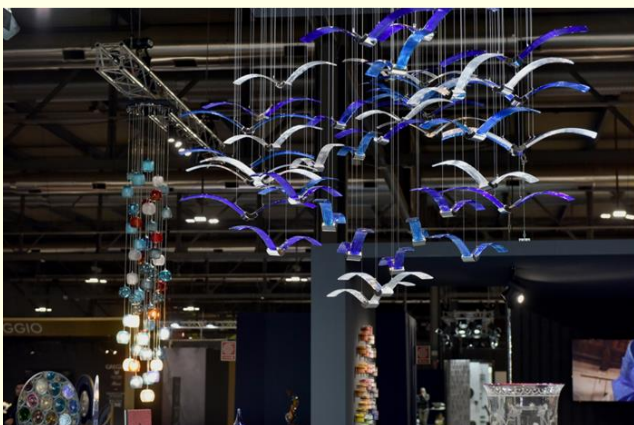


Su richiesta, euro 90+iva, è possibile aggiungere un «bollo» con un'immagine dell'azienda

# SOME EXAMPLES OF CUSTOMED BOOTH FOR TERRITORIAL COLLECTIVES / CRAFTSMEN- DESIGNERS

# Murano, the Glass Island

Together with the Promovetro consortium, artistic glass of the Veneto Region, we created a collective exhibition of 11 master glassmakers who told the story of the Murano supply chain from beads to chandeliers, passing through a series of classic and contemporary objects. The island acted as a media attraction, increasing the visibility of the island's companies that had decided to exhibit both in the exhibition and with their own stand.



# Gum Design- Link between design and master craftsmen

To promote its design studio, Gum design showcased some of the masters with whom it collaborates, creating a "medieval" square where 9 artisans (nine workshops) had the opportunity to make themselves known and promote their ability to DO.

This model could be reinterpreted and adapted to promote the Region and its workers by creating a central forum where dialogue can be encouraged between those who make and those who buy

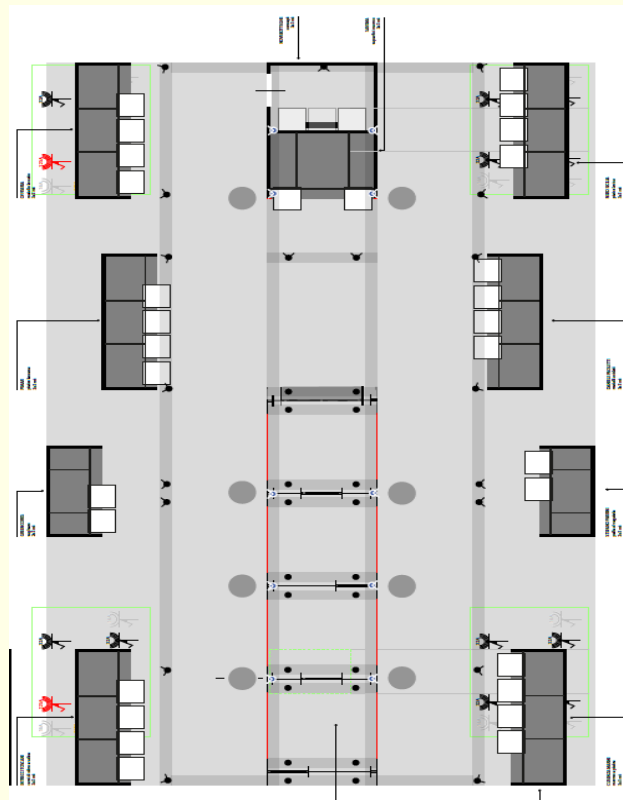


foto e progetto «Novebotteghe» by gumdesign , foto 2024

# Theatres : Manifatture in Scena

Thanks to a historical architect of the art of the Table, we have created a space where the excellence of European manufacturing can be put on stage. In 2024, historic houses such as Meissen, Moser, Venini, Lalique, Royal Copenhagen, Rogaska, Cesa, ... joined. The presentation is simple and of great impact with the aim of spreading the culture of beauty and excellence thanks to an efficient presentation and a video of the manufacturing



Foto e progetto 2024 – Manifatture in scena - unified setup where 8 historical manufactures were exhibited - project led by Ulderico Lepreri

# Extraordinary Calabria Project

Calabria organized a collective of 10 companies to present their excellence in the field of ceramics, wood and home textiles.

They chose a one-size-fits-all stand solution, providing assistance for the graphics and presentation of the collections in the individual stands.

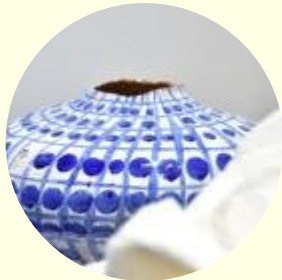


# 2021 –Design in Puglia Project

In 2021, we hosted a project from the Puglia Region which had a dual objective, first of all to make Puglia known as a land of creativity, quality, but also as a territory in which to invest. One area was dedicated to negotiations and the dissemination of the Apulian production chain, another in the form of an "exhibition" highlighted each company with a dedicated area where few but significant pieces could be presented.



# The 5 things visitors liked best



“ I met excellent craftspeople that I didn't know before ”



“ I found new product categories to add to my business ”



“ I saw the big European manufacturers again at a trade exhibition ”



“ I liked the exhibitors' new products ”



“ I liked the training for stores and designers ”



Pavilion 4

# Taste

Table Kitchen Cooking



# The key words of Taste

Originality  
Innovation Design  
Sustainability Style  
Taste  
Technology

Sociality as an element of attraction at the point of sale. Table and kitchen objects for new convivial experiences. Hospitality as a true art form to tell the story of the enthusiasm for spending time together and spending time together with enthusiasm.

The Taste pavilion houses the special Brand Power area, dedicated to the promotional world and the reward system of industry and retail

## What can be found in Taste



New products for the tableware, cookware and kitchenware sectors



A space dedicated to the design of conviviality. The link between the world of design and meals at the table



A special area to present innovative services and technologies for the point of sale

## The typical visitor

- **Stores** seeking new solutions, ideas and products for the kitchen and the art of entertaining.
- The **large-scale retail trade** interested in promotional and loyalty programmes for its customers.
- **Sale outlets** interested in digitisation and increasing their sales performance thanks to technology.

# Brand Power

The event that connects brands with the reward system of industry and retail

A dedicated area within the Taste pavilion offering insights into the world of promotional products.

**Brand Power©** is an initiative by Milano Home in cooperation with Promotion Magazine that connects **suppliers of single products and entire collections** – popular with consumers as rewards in promotional and loyalty programmes – with **retail chains and industry**.

Products that are also ideal in incentive schemes for sales teams and other professionals, as well as for corporate gifts.



Pavilion 1

# Vibes

Fragrances Textiles Home Decoration



# The key words of Vibes

Atmosphere  
Well-being  
Multisensoriality  
Sensations  
Rituality  
Touch  
Energy

## What can be found in Vibes



Installations, suggestions and training opportunities to develop the sale of fragrances and textiles



A new space dedicated to objects, textiles and fragrances that can transform the home bathroom into a Spa



A focus on decorating with artificial flowers and a special Academy for helping stores to sell this product more effectively

## The typical visitor

- **Specialised** stores seeking novelties and sales outlets interested in expanding their assortment with new products of great interest to their customers.
- **International buyers** seeking products of excellence from the world of textiles and fragrances.
- **Interior Designers**
- **Distributors** seeking new brands.

Pavilion 3

# Mood

Home Decoration Concept Gifts Stationery





# The key words of Mood

The pavilion that celebrates design as an element of creativity and lifestyle. Objects that characterise living spaces, cater for people's many tastes, interpret lifestyles, needs, dreams.

In addition to the world of decoration and concept gifts, this pavilion contains a stationery area, Christmas proposals, giftware and pet accessories.

Creativity  
Action Change  
Dynamism  
Contemporaneity  
Adaptability Flexibility

## What can be found in Mood



Products and companies that interpret the most contemporary lifestyles through furnishing accessories



Inspirations from the world of design with solutions to make the home more personalised



Objects and products that accompany the different stages of people's lives, passions, interests, moments

## The typical visitor

- **Stores** seeking novelties for the furnishing accessory sector, giftware, concept gifts, stationery.
- **International buyers** seeking more contemporary products for their stores.
- **Interior Designers**
- **Distributors** seeking new brands.



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