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Press Release

THE GREEN CIRCLE 2025: SUSTAINABILITY TAKES CENTRE STAGE AT MILANO HOME

A marketplace dedicated to home and personal care products, selected for their aesthetic excellence, functionality, and positive impact on the environment and the community. The Green Circle transforms sustainability into an innovative and concrete choice for 2025.

Milan, 29 November 2024 – The Green Circle, the space dedicated to sustainability within Milano Home 2025, returns with its second edition, from 23 to 26 January 2025 at Fiera Milano. Conceived and curated by **Raremoood**, the bio-interiors department of **Goldmann & Partners**, the exhibition brings together products and companies from all over the world, selected for their sustainable and aesthetic characteristics, with the aim of promoting a new paradigm for the home world.

Each object on display, approved by the IRCAS (International Research Centre for Applied Sustainability), has been evaluated according to the United Nations Sustainable Development Goals. Sustainability is not just a principle, but a value that translates into concrete and marketable products, designed to enrich our daily life with innovative and environmentally friendly solutions.

A cultural and commercial exhibition

The Green Circle combines the cultural and commercial aspects. The exhibitors do not present prototypes, but real products ready for the market, accompanied by a detailed story about their sustainability aspects. The exhibition develops in two main moments:

- **The circular exhibition:** the heart of the initiative, where each product is described in detail.
- **Individual desks:** spaces dedicated to companies, where visitors can obtain technical information and insights.

During the exhibition days, companies will have the opportunity to hold presentations and workshops for the public of Milano Home, illustrating the characteristics of their products and the production phases. This approach makes **The Green Circle** a unique opportunity for architects, buyers and operators in the sector to learn more about innovative and sustainable solutions.

Sustainability is beauty and innovation



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“Sustainability must not be an end in itself: it can and must also be beautiful and very useful. The Green Circle demonstrates this by bringing to Milano Home products that combine innovative design, functionality and ethical excellence,” says **Isabella Goldmann**, founder of Goldmann & Partners and creator of the initiative. “This project is an extraordinary opportunity to promote a culture of sustainability that inspires the choices of the public and the professionals in the sector.”

A recurring international event

The Green Circle is not only an exhibition within an exhibition, but is connected to Raremood.co.uk, an international platform that supports talented companies, start-ups and artisans, promoting their products in a high-profile context. Designed for a B2B audience and international media, the project aims to grow and strengthen an increasingly extensive network of companies, with a special focus on scouting high-quality artisanal offerings, which find their ideal showcase within Milano Home.

*Save the date! **Milano Home***

Fieramilano (Rho) from 23 to 26 January 2025

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