**MILANO HOME: A WIDE CALENDAR OF WORKSHOPS AND TALKS**

*Milano Home offers abundant insights and reflective opportunities concerning the evolution of the home decor sector, particularly emphasising living spaces. This platform encourages fruitful and engaging discussions, catering to all professionals within the industry.*

*Milan, January 11, 2024*. Milano Home enhances its exhibition by offering significant training sessions tailored to industry professionals. These refresher events for retailers and designers are vital for grasping evolving trends and predicting customer demands. The schedule will be filled with Design Talks, held in collaboration with Poli.Design and Platform, along with the Retail Academy.

The Design Talks will engage with the most pioneering and forward-thinking studios to discuss modern living themes. At the helm of the Retail Academy gatherings are semioticians, digital PR experts, marketing directors, professors in consumer psychology and neuromarketing, brand strategists, and interior designers.

One aspect encompasses in-depth studies on emerging living scenarios, with workshops conducted in collaboration with industry professionals presenting case studies from international architecture firms. On the flip side, it offers a chance for retailers seeking insights and training on market evolutions.

**THE SHAPE OF THINGS: TALKS WITH POLIDESIGN**

New materials and shapes to explore the future of living together with young designers and find new inspirations for their shops. Two talks by Poli.Design (Prof. Francesco Scullica - Arch. Fabio Daglio)

**Widespread residentiality.** The emerging scenarios introduce a novel space-time dimension, expanding social connections that could spawn fresh business models and redefine relationships with living spaces, items, and domestic life. The discussion will delve into the means by which designers can manage the coordination of this intricate setup, the balance between new objects and secondary materials, and how Interior Design, particularly concerning furniture and accessories, can impact the functionality and symbolism of these new “temporary abodes”.

**“In-store” co-retailing and multi-channel experiences**

The surge in technological adoption, even within this specific industry, has significantly influenced approaches and tactics centred on “omni-channel” and online retailing. However, the tangible space, material interaction, and sensory perception remain crucial elements in arousing consumer interest—fundamental for evaluating products that digital experiences alone can merely incite desire for. The discussion aims to anchor these themes, analysing novel aspects that cater to the evolving demands, preferences, and behaviours of companies, retailers, buyers, and consumers. Additionally, it will explore how designers can contribute with multi-sensory proposals to support this landscape.

**LIVING IN THE PRESENT: MEETINGS IN COOPERATION WITH PLATFORM**

A set of gatherings aimed at grasping the evolving dynamics of homes and the items within, seeking fresh concepts for customer propositions, and crafting new compelling narratives for self-promotion. The “living spaces”, where individuals dwell, engage, and operate daily, have experienced notable transformations in recent times. Amidst this evolution, architects play a pivotal role in devising and crafting living spaces that cater to these updated needs and demands.

Platform has selected **twelve Italian female** interior designers whose talks interpret contemporary interior architecture. They aim to achieve this by meticulously selecting items and decor accessories, often partnering with local artisans, with a priority for top-quality products, and occasionally engaging in designing new items in collaboration with artisanal firms. These **interior designers who are able, with new projects, to interpret the new lifestyles** are: Selina Bertola (Nomade Architettura); Clara Bona (Studio 98); Cinzia Anguissola Daltoè (Cinzia Anguissola Interior); Marina Dallera/ Liliana Bonforte (Studio Dallera Bonforte); Isabella Franco (Lupetta design); Barbara Frua De Angeli (Barbara Frua De Angeli);Virginia Lorello (Virginia Lorello) ;Carla Palù (Cù design); Silvia Porro (Silvia Porro Architetto); Laura Sari (reveria); Beatrice Villata (Beatrice Villata Interior);

**RETAIL ACADEMY: A SPACE FOR DISCUSSION**

Retailers act as the initial observers of evolving trends and are also the first to adapt to these changes. This is why Milano Home will place emphasis on their businesses and expertise through the **Retail Academy** meetings.

A full calendar of events. The topics cover customer relations management, the purchasing experience, e-commerce in the home goods industry, and retail space organisation. The role of neuromarketing and social media will be highlighted, with discussions led by semioticians Bruno Surace and Gabriele Marino, focusing on sessions entitled [Tik Tok: Engaging With New Generations](https://www.milanohome.com/eventi/programma/tik-tok--come-dialogare-con-le-nuove-generazioni.html). A seminar to explore this communicative and cultural universe, combining academic rigour and popular writing, scientific analysis and an insider's view, and to find new ways of communicating with your target audience. [Instagram Marketing for retail and design: how to stand out in the Instagram jungle today](https://www.milanohome.com/eventi/programma/instagram-marketing-per-il-design--come-emergere-oggi-nella-giun.html) is the title of the seminar to be held by

Cinzia Anguissola Daltoè (Cinzia Anguissola Interior); Clara Bona (Studio 98); Carla Palù (Cù design); Marina Dallera/ Liliana Bonforte (Studio Dallera Bonforte); Francesca Diano ; Elisa Enrietto; Chantal Forzatti; Isabella Franco (Lupettatelier); Silvia Porro (Silvia Porro Architetto); Laura Sari (Reveria); Barbara Frua De Angeli (Barbara Frua De Angeli); Virginia Lorello (Virginia Lorello); Selina Bertola (Nomade Architettura); ; Studiodallerabonforte

### Neuromarketing, a new field of study in which researchers investigate the responses of consumers' brains to messages, is the focus of the meeting entitled "Why do consumers buy?". Mariano Diotto, Brand Strategist and Neurobranding Expert, show companies how neuromarketing really works and how they can use it to their advantage.

Vincenzo Russo, Associate Professor of Consumer Psychology and Neuromarketing, leading the Neuromarketing Research Centre “Behavior and Brain Lab” at IULM University of Milan, will present insights entitled “Unlocking the Brain's Secrets for Enhanced Sales”, discussing effective strategies and behaviours for successful sales.

To complete the overview of appointments, there will also be meetings on the subject of online sales to increase turnover, [Strategies, Tactics and Digital Tools for Boosting Sales in Traditional Retail](https://www.milanohome.com/eventi/programma/strategie--tattiche-e-strumenti-digitali-per-potenziare-le-vendi.html), e-commerce, [Home Staging as a Strategic Store Ally](https://www.milanohome.com/eventi/programma/l-home-staging-come-alleato-strategico-del-negozio.html)and [Home staging e micro-reception](https://www.milanohome.com/eventi/programma/home-staging-e-micro-ricettivita.html), just to name a few.

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