**THE CREATIVE HUBS OF MILANO HOME: INSPIRATIONAL AREAS, NEW CONTENT, PRODUCTS AND CREATIVE SUGGESTIONS TO IGNITE NEW IDEAS**

*An arrangement organised into four “content zones”—Vibes, Elements, Mood, Taste—alongside multiple Creative Hubs, offering an exploration through exhibition displays, installations, specialised areas, sensory experiences, workshops, and fresh storytelling focused on retail spaces.*

*Milan, January 11, 2024*. Launching from January 11 to 14, 2024, at fieramilano (Rho), **Milano Home**, the fresh annual trade exhibition dedicated to home decor and living, unveils an innovative approach to engage retailers, designers, trade professionals, and visitors. The novel concept is structured around four sections—**Vibes, Elements, Mood, Taste**—each featuring Creative Hubs, offering a fresh format for exploring and immersing in the exhibition in a more unique way.

At the entrance to each of the four areas, visitors are greeted by **Breaking New** a space dedicated to inspirational products and concepts that define product categories and hall highlights.

**VIBES.** The pavilion showcases fashionable and contemporary suggestions for innovative multi-sensory encounters to incorporate into retail spaces. With fragrances, textiles, and items that spark imagination, enhance wellness, and captivate the senses, the pavilion features these creative hubs:

**Nappa Valley**, an exploration into multi-sensory experiences that uncover the tactile allure of fabrics and their capacity to evoke emotions; **Orange Cafè**, offering olfactory aperitifs and diverse multi-sensory encounters to expand product knowledge and explore fresh business prospects. **Tradizione Futura (Future Tradition)** is a showcase delving into the realms of fashion and textiles, drawing from the rich archives of the Fashion Research Italy Foundation. It aims to share and popularize insights into a lesser-known yet exceptional form of Italian artisanal excellence: the Romagna press. Craftsmanship, fabrics, and tools displayed by the experts of the Associazione Stampatori Tele Romagnole (Association of Cloth Printers of Romagna) lead visitors through an exploration of the age-old technique they inherit and interpret.

**ELEMENTS**. The pavilion embodies Milano Home's vision for international excellence in home décor, reflecting companies' adeptness in material transformation and innovation. It showcases outstanding craftsmanship in porcelain, silver, crystal, and glass, heralding a new era in these fields. The **Manifatture in Scena** space, curated by **Ulderico Lepreri**, an expert architect and connoisseur of the Art of the Table, features some of the most prestigious brands that have marked the history of Table Art over the centuries: Meissen 1710; Moser 1857; Lalique 1888; Venini 1921, Haviland & C.Parlon 1842, Royal Copenhagen 1775, Rogaska, Cesa 1882,. Greggio 1948, Ricci Argentieri 1927.

**NoveBotteghe Convergenze Materiche** is a cultural and business concept developed for Milano Home by **gumdesign.** It is an exhibition project narrating the crafts, regional essence, and artistry found throughout Italy.

And **Green Circle**, a special area curated by bioclimatic architect Isabella Goldman, presents a **selection of products chosen according to a sustainable approach** that respects nature, traditions, materials, territory, people and their emotions.

Elements also houses the installation “**L'Isola di Vetro**”, a floating island showcasing a blend of traditional and modern artworks by renowned Murano glass artisans.

**MOOD**. A space encompassing the diverse styles defining contemporary living environments, offering ideas and inspirations tailored to meet the needs of customers across all generations in their homes. Here lies the **Spazio Favini**, serving as the venue for selected training workshops under the Retail Evolution Academy program. These workshops focus on Visual Merchandising and the realm of home staging. **Ki-Life** is the space dedicated to companies applying for the Ki-Life Sustainable Award.

**TASTE.** Here, sociability is celebrated as an element of attraction in the shop. Table and kitchen objects for new convivial experiences. Hospitality as a true art form. Here stands **Taste Experience**, a space designed for storytelling around products and the discovery of new narratives alongside shops. Deep product insights, fostering connections among individuals, and collaborative events become pivotal strengths for shops striving for continual growth. **Brand Power®**, an initiative, realised by Milano Home in cooperation with **Promotion Magazine,** is dedicated to the theme ofreward. Finally, The **Book Plaza** is the lounge where you can relax and meet the authors of the Retail Evolution Academy; get new inspiration for your business; get to know the most useful books for training and inspiration and find new ones to sell in the shop and to combine with home products.

*milanohome.fieramilano.it*