

HOMI, THE CREATIVITY, TECHNOLOGY, AND EXPERIMENTATION HUB

The eighth edition of the Lifestyle trade fair will take place in September.
This year, the attention will be focused on the “nomadic lifestyle”

Habits, tastes, and trends. In one word: lifestyles. The art of living will be back at the eighth edition of **HOMI, from 15 to 18 September 2017 at Fiera Milano**, the event that shows how trends have influenced our daily living over the years. This year, the **focus will be on the new trends**, involving household goods and personal accessories.

HOMI – the Lifestyle Trade Fair – is once again the first in line when it comes to proposing a **unique and winning format**, which presents ever-evolving styles, combining **tradition and innovation**, and providing numerous hints for reflection on a continuously changing world.

The new and engaging layout will make you experience all the aspects of the event. Even this year, its exhibition concept features **areas dedicated to experimentation with a focus on the latest trends and habits**: from tableware to decorations, from furniture to fabrics, environmental fragrances, jewellery, accessories, as well as products and ideas designed to improve the lifestyle of the youngsters. A **large and diversified selection of products**, capable of attracting a curious and heterogeneous audience and meeting their tastes and interests.

Furnishing accessories most reflect our personality and aesthetic taste: from the set of tea cups to the boiler, from candles to tableware, from textiles to wall decorations, **furnishing accessories** talk about us and express our style. We customise all the corners of our house to make them unique. We surround ourselves of things we tend to relate to deeply over time, because they often become part of our fondest memories. That's why, HOMI is the perfect showcase where to find **original and functional accessories** with a sophisticated design.

The event will show the evolution of lifestyles. Today, space and time have a different connotation, in the wake of the “**nomadic lifestyle**”. Our homes are now transformed, as they have been enriched with **smart furnishing and portable and interconnected objects**, in line with consumers' needs. Work environments are far from the rigid structure of traditional offices. Now, they are hybrid and flexible spaces, capable of adapting to a modern life philosophy, which embraces the choice of an **itinerant existence** and allows us to manage our job sitting at the table of a coffee bar or directly from home.

Technology has become an essential part of our everyday living, as it is always more employed in our homes and in the objects we use daily.

The trend of being always “smart” inside and outside our homes and sharing our lives through social networks reflects in **HOMI Smart**, an experimental format organised in collaboration with **IDILAB**. It will be an opportunity to showcase concrete examples of the increasingly close relationship between **design and technology**, between beauty experienced through objects and shared via social networks. During this edition, **HOMI**

Smart will take visitors on a physical and virtual journey, where they can explore new scenarios and find prototypes, projects, and ideas for those **who are always on the move**.

Homi is a creativity, technological, and experimental hub, which focuses on young talents, promoting the combination between the creativity of the current times and the design of the future. **Design Competition – Lombardy Region's** initiative organised in collaboration with **Unioncamere Lombardia** and **ADI**, the **Italian Association for the Industrial Design**, will give them the opportunity to confront themselves with the market and design new objects for home and personal use.

Design and art crafts, research and tradition fit extremely well into initiatives like "**La Magnifica Forma**", a project that reflects Italy's unique cultural and craft heritage, whose prestige is known and appreciated worldwide.

Numerous **workshops, conferences, research labs, and talk shows** will enliven HOMI. It will be a highly formative moment for the industry players and visitors, as well as an opportunity to meet up and exchange views and ideas on topics dear to the Lifestyle Trade Fair.

This edition of HOMI is going to focus on the tastes and aesthetics of new home furnishings, which are always more functional and in line with the new "nomadic" lifestyle, where barriers are overcome and technology leads the way whilst keeping an eye on tradition.

STYLE IS A JOURNEY TO BE DISCOVERED: HOMI'S MULTIPLE SOULS AND DESTINATIONS OF EVER-CHANGING TASTES

A journey through trends, exploring today's various cultural dimensions to provide new opportunities for the operators attending the event. **HOMI follows the changing tastes and, even in this edition, it launches new original ideas** through its areas, exhibitions, events, and initiatives.

- **LA MAGNIFICA FORMA:** exploring Italy's traditions
- **DESIGN COMPETITION:** a journey through the future of design
- **HOMI SMART:** when style is inspired by technology.
- **LA PELLE DELLA MODA:** Fashion's future is a timeless material
- **HOMI ASIA DESIGN:** items and cultures from the world's largest continent
- **DDD:** international design's excellence
- **HOMIFOOD:** agrofood & design
- **#SOCIALGIFTS:** where to find amazing gifts

LA MAGNIFICA FORMA 08: enter the Room Of Wonders

The new edition of the event curated by architect Anna Del Gatto will be back in September. This year, the initiative will delve deeply into the relationship between **Italy's products and its cultural heritage**.

The research started in 2014 with HOMI's first edition and has tackled prominent topics throughout the years, such as the relationship between **Italy's contemporaneity and its historical and artistic scenarios**, promoting a new vision of its craftsmanship in relation to new production technologies and possible scenarios.

Small and medium food businesses, micro-enterprises, individual craftsmen, together with senior and junior designers have created **500 one-off pieces** so far, making these workshops extremely interesting.

The Magnifica Forma will be an opportunity to showcase **a selection of these items** in a new and unique way, offering HOMI's visitors a new design approach and method that can combine the past with the present.

DESIGN COMPETITION: a journey through the future of design

"Design Competition" – the event organised by **Lombardy Region** in collaboration with **Unioncamere Lombardia** and **ADI (the Italian Association for the Industrial Design)** – confirms HOMI's vocation to find new design talents. Lombard companies and young designers will enliven the event, which will be a unique opportunity to discover and have a preview of what will be the design of the future.

In September, HOMI will showcase the 40 designs that have won this edition, i.e. the ideas that have better interpreted this year's topic, which was **Sharing, developing it in some of HOMI's main sectors**.

HOMI SMART: when style is inspired by technology.

After the success of the past editions, **HOMI SMART** will be back at HOMI with the project entitled "**STYLE TRAVELS WITH HOMI SMART**".

In September, this innovative format dedicated to the **crossover between design and new technologies**, will take visitors on a physical and virtual journey, where they can explore new scenarios and find prototypes, projects, and ideas for those **who are always on the move**. Hybrid and flexible living, recreational, and work spaces as well as interconnected, practical and always portable objects.

HOMI SMART, organised in collaboration with **IDLAB**, connects schools, start-ups, companies, and designers straddling between analogue and digital technologies. This event will provide a unique point of view on the common thread that **joins new technological devices and design**.

LA PELLE DELLA MODA: fashion's future is a timeless material

HOMI's new event – “**La Pelle della Moda**” will celebrate one of the most precious, fascinating, and elegant materials among fashion accessories.

More than **100 items made of leather** will highlight Italy's creativity and manufacture excellence. The event will showcase the exhibitors' products and Italy's major brands' items. But it will be also an opportunity for the fashion **students of the Milan Polytechnic University** to create a new collection with the waste resulting from leather production.

HOMI ASIA DESIGN: meeting the cultures from the world's largest continent

Asian design will take centre stage at the event thanks to the ASIA DESIGN project, developed in collaboration with **SarpiBridge_Oriental Design Week**, an association committed to creating collaborations between the East and West.

HOMI ASIA DESIGN has reached its second edition and this year it will promote the works of high-profile designers, artisans, and Asian companies. The concept of the exhibition area, partly commercial and partly cultural, will be based on 4 key words, which synthesize HOMI ASIA DESIGN's goals in Milan: **watch-MI, buy-MI, produce-MI, book-MI** (read “watch me”, “buy me”, “produce me” and “book me”). But there will be also room for entertainment, conferences, and meetups.

DDD: a special corner dedicated to international design excellence

Dream-Desire-Design (DDD), a corner dedicated to design, which will showcase unique creations from European and American countries.

HOMI FOOD:agrofood & design

HOMI FOOD is an area dedicated to high-quality agrofood productions focusing on research of **both the product and the packaging**.

The area will present a selection of major agrofood companies, where food becomes an innovative idea for gifts. True design items that explore new tastes and that give life to unique ideas for a gift.

#SOCIALGIFTS: where to find amazing gifts

No matter your gender, age, social category, or taste, we are all the same when it comes to appreciating a gift. To better understand these trends and provide additional ideas to retailers, HOMI has organised **#Socialgifts**. During this event, some bloggers will suggest a few ideas for gifts creating a themed **Gift list** for men and women and combining items, accessories, and fabrics provided by HOMI's exhibitors.

HOMI has organised a series of workshops dedicated to retail, which will focus on Christmas gifts. It will be an opportunity to find new ideas and better manage this

important season for sales. Sunday the 18th will be a busy day! In fact, the Casastile Observatory will present the retail home industry. On the same day, the Italian **Global Innovator Award** will take place, and the **#socialgifts** winner will be announced.

FASHION ACCESSORIES REVEALED IN ALL THEIR ASPECTS

Fashion accessories, jewellery, and new stylish ideas take centre stage at the Lifestyle Trade Fair

HOMI Fashion & Jewels will showcase the eclectic world of jewellery and fashion accessories through the many proposals of long-standing Italian and international brands, as well as young talents.

Special initiatives and events dedicated to **research and experimentation** will enrich the already wide offering. Well established and emerging designers will showcase their unreleased productions or promote **Italy's craftsmanship**. But there's room for more, **exhibitions or research labs** are renewed every year.

This year, HOMI will host a new event – **"La Pelle della Moda"** which celebrates one of the most precious, fascinating, and elegant materials among fashion accessories.

With "La pelle della Moda", HOMI will showcase, jewellery, leather handbags, shoes, belts, and hats: **Hundreds of leather items** will highlight **Italy's creativity and manufacture**, high craftsmanship and high-tech, international companies, and young designers, but most of all, the versatility and heterogeneity of this extraordinary material.

The leather industry brings fine craftsmanship and advanced technology together. A sector in which Italy stands out for its **tradition, expertise, and know-how**.

That's why this event will showcase the products of exhibitors and representatives of major Italian brands. But it will also be an opportunity for the fashion students of the Milan Polytechnic University to create a new collection with leather production waste to demonstrate that innovation is possible without harming the environment.

Another new section – **HOMI BEAUTY STYLE** – will provide beauty and personal care solutions. Here, the visitor will have the opportunity to learn about the latest trends and offerings of the **world of beauty: make-up, fragrances, nail varnishes, men's and women's beauty treatments, hair products, and accessories**.

This event will also provide the possibility to test the showcased products, through experiential journeys guided by experts and consultants.

HOMI Fashion & Jewels will be enriched by a new edition of **Project Room**, an event organised with Artisanal Intelligence, which will promote **contemporary creativity** and Italy's excellence.

The design event that ranges from patterns to accessories, from interior design to fashion collections, where the creative process is highlighted.

Tuttepazzeperibijoux: research lab on storytelling jewels, the area curated by Maria Elena Capelli, has been confirmed once again. This initiative will showcase a selection of jewellery companies with a strong history and tradition, which is worth telling about. A place where diversified offerings can be provided passing from tradition to innovation.

Maestri del Gioiello, the event organised in collaboration with Eventi Doc by Myriam Valleggra, features a rich schedule of round tables and talk shows, where you can find unique creations made by craftsmen and jewellers and talk about new trends of the world of fashion and get interesting business hints.

Fiera Milano press office
Tel. +39 02 4997.6675 - 02 4997.7939
homipress@fieramilano.it

Milan, 24 May 2017



AMIDST A CLIMATE OF CREATIVE FLAIR AND PRODUCTION STRATEGIES 'CONDIVISIONE' SEES THE CREATION OF NEW STYLE OBJECTS

HOMI will be showcasing the prototypes selected for the new edition of
Design Competition 'Condivisione',
the **Lombardy Region** initiative in collaboration with **Unioncamere Lombardia**,
ADI - Italian Association for Industrial Design and **HOMI**

One-of-a-kind objects, original ideas and design choices that are innovative and teem with personality. All rigorously below one metric cube in size and all united **by the same theme: 'Condivisione' or Sharing.**

This edition of Design Competition (launched 7 February and concluded 20 March 2017) has established the 40 projects that best interpret the theme of **Sharing**, which has naturally been applied to **some of the main sectors at HOMI**, the Fiera Milano Lifestyle Trade Fair: indoor and outdoor furnishings, decorative objects, articles for the table and kitchen, bathroom accessories, indoor lighting, toys and children's furnishings, personal accessories.

These are the characteristics of the **40 design ideas** developed by young designers chosen through the 2017 edition of **Design Competition 'Condivisione'**, which puts young

designers below the age of 35 in contact with small and medium sized manufacturing companies in the Lombardy region. 79 young designers who attended prestigious Lombard schools of design, fashion, architecture and engineering applied to take part in the initiative, alongside 69 Lombard manufacturing companies who share a design-oriented vision.

The most mundane of materials, such as wood or more sophisticated options including metal alloys, have proven the most popular once again: they come to life and are transformed by the fantasy and creativity of the young designers, who are ready to share their projects with the Lombard companies, which are motivated to produce them and make them available for use in our various living spaces.

Of the proposals at this edition, many constitute furnishings, work stations or small and engaging play stations, lamps that re-model spaces with innovative lighting engineering solutions and reinventions of classic and must-have accessories.

The objects are complicit with the sharing of spaces: they adapt, are assembled and disassembled to allow for different usage solutions; they play with the creativity of those who possess them and can be moved anywhere and everywhere to satisfy the needs and tastes of all, variable in form, always useful, 'friends' of those who share our spaces.

The projects will be previewed at HOMI September 2017, within a dedicated area where the **selected designers will have the opportunity to demonstrate their prototypes**, alongside the companies involved in the project.

Design Competition 'Condivisione', in fact, offers companies an opportunity to find **new flagship products for their commercial target audience, enabling them to renew their product offering and explore new niche markets through innovative and fresh proposals**. An opportunity that unsurprisingly also has positive repercussions for the designers, who are able to include an important collaboration in their CVs and be noticed in the outstanding industrial design circuit.

For **HOMI**, this initiative once again cements its role as a possible **shop window for talent and style**, an incubator of ideas and a meeting place amidst a climate of creativity, professionalism and production and sales strategies.

A concept of 'Sharing' at the next edition of Design Competition that the Lifestyle Trade Fair will once again enthusiastically welcome in order to stimulate the winning 'formula' that generates new ideas and original style concepts within the hotbed represented by the Lombardy region and its progressively re-invented tradition.

Fiera Milano Press Office
Tel. +39 02 4997.6675 - 02 4997.7939
E-mail: homipress@fieramilano.it
Website: homimilano.com

Milan, 24 May 2017