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AT HOMI INDEPENDENT A RICH PROGRAMME OF MEETINGS ON THE TOPICS OF NEW RETAIL, BRAND ENHANCEMENT AND A FOCUS ON CHRISTMAS

HOMI hosts a very rich programme of seminars and talks on international trends in retail design, with in-depth discussions on new technologies, design and strategic thinking. In addition to three events dedicated to Christmas

Milan, 16 September 2022. HOMI Independent reconfirms itself as an important trade fair event dedicated to new living scenarios, where objects and complements of contemporary living are the protagonists. Alongside the exhibition, industry professionals will have the opportunity to participate in constructive meetings and in-depth discussions on the themes of the *new retail experience*, with its implications in terms of design, architecture and new technologies.

The seminars organised by **Platform architecture and design** will take place on the first two days of the exhibition under the name of **New Retail and Brand Valorisation**, and will focus on international trends in retail design as a place to connect with one's community, as well as a means of consolidating the value axis expressed by the brand.

"The *retail experience* – reads the programme presented by Platform - based on the ability to intercept the new needs and expectations of the end consumer, modifying and adapting its retail model in order to make it increasingly a collector of not only commercial but also branding and value connections. New technologies, design and strategic thinking are the keys to becoming 'relevant' in a market that evolves from the bottom up, driven by customers'.

The aim of the meetings is to provide participants with an insight into the world of retail design at an international level. There will also be very different case studies to clarify the role of the physical shop versus the virtual shop, its showcasing and the importance of the shop window in the relationship experience between brand and consumer.

The meetings, moderated by marketing and strategy expert Alessandro Lorenzelli, will be divided into three sessions on 16 September (11 am to 1 pm and 3 pm to 5 pm) and 17 September (11 am to 1 pm). Each session will be introduced by a ten-minute talk by Simona Finessi and Alessandro Lorenzelli. The latter has the task of illustrating

projects, to share tools with the public to integrate technology in the shop and guide strategic choices, and finally to draw conclusions.

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Below is the list of participating studios and the projects they will present during the event:

Andrea Borri Architetti – Showroom Massimo Bonini
Estudio DIIR – Pau
External Reference – WOW Concept, Madrid
Fabio Fantolino – Rikars
MadenGroup – HOMME Store
NOKE Architects – Kopi Jewellery
Pietro Carlo Pellegrini – Gioielleria Chiocchetti
Ringo Studio – Bala SoHo, NYC
Elena Salmistraro – Marella Store Milan
Seen Studios – Bally Flagship Store, NYC
Snarkitecture – Kith (Nike), Paris
Zemberek Design – Ulupinar Showroom
Nika Zupanc – Morela Eyewear Store Supernova

Architects who are registered with the Association and attend each meeting will receive 1 cfp for participation to be requested by self-certification on the im@teria platform.

Two meetings also organised by the **Fondazione dell’Ordine degli Architetti PPC della Provincia di Milano** featuring six Milanese architecture studios proposing recent retail and commercial projects. The aim is to offer visions and scenarios on the subject of design and retail spaces, which increasingly have to meet multiple requirements, such as making a place dedicated to commerce more pleasant and, in some ways, domestic, or meeting the requirements of environmental and energy sustainability.

The meetings will be held on Monday 19 September: at 10.00 am "retail places as spatial experiences" and at 2.00 pm "Retail: materials and lighting".

19 September - 10.00 am - 12.00 pm | “Trading places as spatial experiences” –

Introduced and moderated by:

Marialisa Santi, President Fondazione Ordine Architetti Milan.

Speakers:

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Alice Cuteri, architect, Park Associati Tommaso Raffa, architect, Wisp Architects
, Graziana Calabrese, architect, Audace Design Studio

19 September - 2 pm - 4 pm | Retail: materials and lighting

Introduced and moderated by:

Manuele Salvetti, Fondazione Ordine Architetti Milan

Speakers:

Mario Abruzzese, architect, Kick Office

Andrea Ballabio, Barbara Burgio, architects, BBA – Ballabio Burgio

Sarah Zezza, architect, Sarah Zezza Studio

At the Homi Lab also three appointments entitled "**E-COMMERCE CAFÉ**" are also scheduled. on how to sell well online, because even in the household goods, furnishing accessories and home textiles sector, multichannel sales have become a very important activity that still requires growth in skills. "Buy not make" is the recommendation of three leading agencies in their fields, T-Data, Witailer and Caffèina, whose experts will meet exhibitors and visitors at Homi Independent in three themed appointments. Useful conversations, on important topics, sharing success stories and "tricks" of the trade. With the pleasure of having a coffee together at the start of the day.

In-depth discussions on the Christmas theme, specifically dedicated to retailers, will be coordinated by the magazine Casastile.

Saturday 17 September 3 pm

Stefano Citterio Founder MCS & Partners will speak on Christmas Breakfast: how to organise a Christmas assortment presentationevent



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Sunday 18 September at 11:00 am we will talk about Christmas packages: added value at the point of sale

Monday 19 September 12:15 pm It will be Stefano Citterio Founder MCS & Partners' turn again to talk about Christmas Breakfast: how to organise a Christmas assortment presentation event.

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HOMI Independent -16- 19 September 2022- fieramilano (Rho).

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