

FROM THE TRADE SHOW TO THE CITY: HOMI CLOSES WITH 62,800 PROFESSIONAL VISITORS (+3%) AND OPENS ITS TEMPORARY SHOP FOR CHARITY TO EVERYONE

A trend lab, an ever more innovative format that shapes new habits and presents accessories and objects that will become part of our daily lives in the near future. **HOMI, the Lifestyles Show**, welcomed **62,800 professionals**, **17%** of whom came from outside Italy; the most represented countries were Japan, France, Spain, China, Russia and nearby Switzerland.

HOMI shows that is able to change continuously edition after edition, always offering new inspirations in show events and initiatives that put the focus on companies, offer ideas and describe trends.

A dynamic view of a market that is continuously changing, with a focus on the tradition of "Made in Italy" as well as others; most of all, the aim is for innovation focused on niche products with a great deal of personality.

"The numbers are most certainly positive in terms of quality and number of visitors," says Corrado Peraboni, CEO of Fiera Milano, "**1,460 companies with 25% of those coming from abroad**, and foreign buyers from **114 countries**. But that's not all. The show has the honour of serving as a bridge between designers and small-to-mid-sized businesses. So much so, that many creative people found concrete opportunities at this edition in order to develop their own projects."

But HOMI is not stopping and, now, having met the expectations of professionals, it is ready to showcase style and offer its objects to the city via a charity initiative. It is bringing its **Temporary Shop** to the centre of Milan where it will be open to the public from 21 Sept. to 27 Sept. in the PRESSO space in Via Paolo Sarpi 60.

Supported by HOMI along with the **Comunità San Patrignano**, the initiative will allow everyone to buy select products from the show at a special price. All of the proceeds will go to the Comunità rehabilitation centre.

Customers of the Temporary Shop will be able to choose from **among unique objects from all of HOMI's product categories**, from objects and accessories for the table, the kitchen to furnishings and textiles for the home, as well as fragrances, all the way to gift items. There will also be personal accessories and bijoux.

The event is to be a wonderful and unique opportunity to discover new stylish objects for the home and the individual and to have **a chance to make a personal contribution to charity** for San Patrignano, which, since 1978, has been helping all of those that go there for help.

The HOMI Temporary Shop is to be located in the PRESSO space | Sarpi – Via Paolo Sarpi , 60 Milan From 21 to 27 September 2016. Hours: from 10 a.m. to 6 p.m.



For all of the information: <http://www.homimilano.com/>

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