



**Press release**

**MIDO 2021 | DIGITAL EDITION OPENS TOMORROW**

From 5 to 7 June, a calendar of events and a new format for the market

Milan, June 4, 2021. MIDO 2021 | Digital Edition will open tomorrow, June 5th. Until Monday June 7th, **30 events, 60 guests and over 400 showcase pages** that will seize the international business opportunities of the new “immersive” format.

To open the event, the official greetings of the Mayor of Milano, **Giuseppe Sala** and the President of ICE Carlo Ferro, to then leave the scene to the main actors, greeted by the President of MIDO, **Giovanni Vitaloni’s** introduction.

**SPECIAL EVENTS ON THE CALENDAR**

***Wonders are ahead* opening event: June 5th h. 11.00.**

Special guest is the photographer **Albert Watson** who will talk about the change taking place in the world and the new ways of seeing everything around us: beauty, living together, nature, technology and the future. Giovanni Vitaloni, President of Mido and Anfao, Fabrizio Curci, Chief Executive Officer & General Manager of Marcolin, Barbara De Rigo, Chief Marketing Officer De Rigo, Satoshi Otsuki, President and Chief Operating Officer Europe of Charmant, Mik Somers, Founder and Co-owner of Theo, Nicola Zotta, President and CEO of Marchon Eyewear Inc.

**MIDO Mashup: 6 June h. 12.00**

**Guests:** chef Massimo Bottura, designer Fabio Novembre, photographer Albert Watson.

Fashion and design at the center of a debate involving stars from different worlds, together with 4 established representatives of the fashion world (Giovanni Lo Faro, CEO MODO; Amélie Morel, Morel Communications Director; Harvey and Zack Moscot, President and creative director of MOSCOT ; Saskia and Hans Stepper, founder and creative director of Stepper Eyewear Limited) and 4 important designers in the eyewear sector (Sergio Eusebi and Livio Graziottin, Founders of Kuboraum, Patrick Hoet, Founder of HOET; Henrik Lindberg, Founder, CEO and creative director of Lindberg)

You can download the complete calendar of events at: [https://www.mido.com/pdf/digital\\_edition/MIDO-Palimpsesto-Eventi\\_EN.pdf](https://www.mido.com/pdf/digital_edition/MIDO-Palimpsesto-Eventi_EN.pdf)

All updates on the event will be available online on the website [www.mido.com](http://www.mido.com) and the official social media channels: Instagram (@mido\_exhibition), Facebook (@MIDOExhibition), Twitter (@MIDOExhibition) and LinkedIn and through the official APP.#MIDO2021

#livethewonder

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