



DIGITAL EDITION
GIUGNO 5-6-7 | 2021

Press release

**BOTTURA, NOVEMBRE, WATSON:
THREE STARS DIALOG WITH EUSEBI AND GRAZIOTTIN, HOET, LINDBERG,
LO FARO, MOREL, MOSCOT, SASKIA AND HANS STEPPER ON THE
SECOND DAY OF MIDO 2021 | DIGITAL EDITION**

Milan, June 6, 2021 – Today is the second day of **MIDO 2021 | Digital Edition**, an extraordinary edition of the world-class international eyewear show, after the 2020 edition was postponed due to the Covid-19 pandemic.

The new fully immersive **web-based** format was the object of more than 18,000 interactions by users from around the world, predominantly European, Asian and American.

*On stage today, **MIDO Mashup**, with chef Massimo Bottura, designer Fabio Novembre, and photographer Albert Watson. At the heart of the programs is the topic of **creativity**: what it is, how to achieve it, how to nurture it.*

For American photographer **Watson**, *“Inspiration is everywhere in the world around us – in Nature, architecture, in human beings. All it takes is being ready to see it”.*

*“For me, creativity means a change of perspective – remarked star-rated chef **Massimo Bottura** – observing the world from a child’s point of view. At that point, I can interpret emotions, always leaving the door open to the unexpected.”*

*“In a creative vision, being optimistic is part of the game,” explained designer **Fabio Novembre**, who added: “Creativity and market are the warp and weft of a fabric that is life.”*

The three stars were center stage at the virtual round table that also welcomed input from some members of the trade press: **Marge Axelrad** (Vision Monday), **Jordan Chun** (V.Magazine), **Rosemarie Fruhauf** (Optic und Vision) and **Gregory Han** (Design Milk).

Followed by four well-known representatives from the world of fashion, Giovanni Lo Faro, CEO Modo; Amélie Morel, Communications Director Morel; Zack Moscot, President and creative director Moscot; Saskia and Hans Stepper, Founder and creative director Stepper Eyewear Limited; and three key eyewear industry designers, Sergio Eusebi and Livio Graziottin, Founders Kuboraum, Patrick Hoet, Founder HOET; Henrik Lindberg, Founder, CEO and creative director Lindberg.

The virtual **BeStore awards ceremony** was also held today, honoring the best optical shops in the world. For this, its 6th edition (and first digital edition), the international jury – made up of manufacturers and designers,

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art directors and industry experts – evaluated the shops' atmosphere and furnishings as well as purely technical aspects.

The **BESTORE DESIGN** award went to Kempkes Optiek, by Carlo van Kleij (the Netherlands), as the most outstanding store in terms of lay-out, materials, design, furniture and overall atmosphere that contribute to a not-to-be-missed shopping experience.

The **BESTORE INNOVATION** award went to Optician Store by Romica Romascu (Romania), for transformation of customer service, interaction with customers and suppliers and handling of communications, as well as the history of the store and its professional, human and emotional dimensions.

This year, a new category was added: the **Your BeStore award**. Users of the MIDO 2021 digital platform can still vote for their favorite optical shop in the Contest section. The recipient of the highest number of votes will be announced on June 8th.

B2B activities are in full swing on the platform which, in addition to hosting the events, puts **buyers and exhibitors in touch with each other**, through December 31st, in anticipation of the February 2022 in-person edition. Across 24 time zones, it facilitates meet-ups for exhibitors and visitors from around the world, proof of the tangible business and trade opportunities that MIDO offers. Sounds of satisfaction from companies that reported early feedback on the immersive formula and on the digital evolution of the show.

All updates will be available on line on the event website www.mido.com and on the official social channels: Instagram (@mido_exhibition), Facebook (@MIDOExhibition), Twitter (@MIDOExhibition) and LinkedIn and through the official App.

#MIDO2021 #LivetheWonder