



MIDO 2023 COMMUNICATION CAMPAIGN, “FRAMES”, WON THE 1ST MEDIASTARS AWARD, PRESS CATEGORY

The campaign, conceived by Max Galli in collaboration with Mixer Group, represents a breaking point and a turning point from the past, while still in line with the values that have always distinguished MIDO

Milano, June 12nd 2023 – The communication campaign **FRAMES – The Eyewear state of the art**, which was presented last year to launch the **2023 edition of MIDO**, the leading international eyewear show held in Milano for more than 50 years, **won the 1st Mediastars Press Award and the Special Star for the Art Direction**. The award ceremony was held at the Testori Auditorium of Regione Lombardia in Milano (Italy) on June 9th.

FRAMES was awarded for its **innovative, international and multicultural value**. The four subjects in which the campaign was declined, each one based on contaminations and color, embodied the principles underlying the philosophy of MIDO: **contemporaneity, culture, fashion and beauty**.

Now in its XXVII edition, the Mediastars advertising award is granted every year to the best Italian campaigns, recognizing and enhancing the professionalism and talent of those working in the field of communication in Italy.

The collaboration with Max Galli and Mixer Group continues this year with the new worldwide campaign of MIDO 2024, **SPHERES – The Eyewear Universe**: it is the first campaign of an exhibition to be created by integrating human creativity with the innovative power of **Artificial Intelligence**.

MIDO is set to take place at **Fiera Milano Rho**, from **February 3rd to 5th 2024**. To stay up-to-date with MIDO news, please visit www.mido.com and the official social channels Instagram (@mido_exhibition), Facebook (@MIDOExhibition), Twitter (@MIDOExhibition) and LinkedIn.

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