



MIDO Milan Eyewear Show 2016 **Fiera Milano Rho February 27 – 29**

*Keep your eyes wide open: Never Ending Wonder
The record-setting fair outdoes itself*

Milan, February 26, 2016. On the heels of the unprecedented achievements of the last **MIDO**, this year the largest international show dedicated to the global eyewear sector is not only sold out but also adds a new exhibit area.

From February 27th to 29th, 2016 Everyone will be there – for businesses around the globe this trade show is the industry's landmark event for launching new collections, making a debut appearance and introducing oneself to the world of eyewear.

*“After a record-setting 2015 – announces MIDO president **Cirillo Marcolin** – this edition also promises to be excellent. We had to add exhibit space because, in addition to confirmations from historic exhibitors and rebooks from lapsed exhibitors returning to the show this year, **106 new companies have chosen MIDO to present themselves to the industry and introduce their own collections.** A turnout made even more meaningful because when you are a leader, when your market share is close to 100%, when the industry's top players are already on your exhibitor list, continued growth is not an easy task. It is an achievement based on non-stop dedication to research and scouting out new businesses that are convinced MIDO is the right venue to make the most of their own business plan”.*

The big news at MIDO 2016 is the launch of **MORE!**, a satellite area of the already popular **Design Lab** that hosts the most daring and innovative companies, and will be connected to it by a tunnel. **MORE!** is a workshop for ideas, concepts and experimentation, home to the companies that make creativity, design ingenuity and innovation their trademarks. Among these are the exhibitors from the **Lab Academy** at their second edition, after last year's successful venture.

*“This MIDO growth spurt confirms the positive trend the industry (not only the large, well-established groups but also smaller and new enterprises) is currently experiencing – comments MIDO vice president Giovanni Vitaloni. Just one example: in the **LAB ACADEMY** – the area dedicated to debut firms – this year there are twice as many participants as last year, with **40 new businesses** that are approaching the world of eyewear for the first time”.*

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Design and art are the star players in the MORE! area, including two shows that will be held during MIDO: “*Luce, Occhio, Visione*” [Light, Eye, and Vision], under the direction of Lucio Buratto with young artists from the Fine Arts Academies of Bologna, Florence, Milan, Naples and Turin; and an exhibit by the Eyewear Museum of Pieve di Cadore. More than 100 pieces were selected from among the most prized objects to retrace the history of eyewear around the world.

THE EXHIBIT AREAS: In addition to the Design Lab and MORE!, MIDO will amaze its visitors with other themed areas – the **Fashion District**, an exclusive space that will host the big name global players and SMEs that draw inspiration from the world of fashion; **Lenses**, for the leaders in the lens sector; **Tech**, the largest exhibit area in the world dedicated to machines, raw materials and components; the **FAIR East Pavilion**, an exclusive area for the top Asian companies; and **Otticclub**, designed for opticians, with an area dedicated to seminars, conferences, education and training.

BESTORE AWARD: after a successful first edition, presentation of an award to the store that offers the best shopping experience will be continued in 2016. In keeping with the evolution of concept stores, MIDO continues to promote the dissemination of new ideas about the essential elements for an effective strategy in visual merchandising – the importance of interior design, product displays and interaction with the customer in an inviting, creative setting. An international jury, comprising industry leaders, trend-setters and marketing experts has again this year selected the “best optical shop in the world”. The winner will be announced on Sunday, February 28th.

For the third year running, visitors to MIDO will also have the opportunity to vote, using the MIDO app, for their favorite stand and be the judges in the **BESTAND AWARD**. Originality, innovation and interaction are the successful ingredients in this key initiative, created by MIDO to stimulate exhibitors to make the Never Ending Wonder more engaging than ever. All those who vote will be entered in a drawing for the latest generation iPad Pro.

The winners will be announced on Sunday, February 28. The BESTORE award ceremony is slated for 1:30 pm; and the BESTAND at 5 pm. Both will be held in the Fashion District square (Pavilion 1).

MIDO SOCIAL: MIDO has always been a show mindful of its professional audience and the use of social media began immediately with the aim of informing, engaging, listening to and interacting with its users. For years now its Facebook, Twitter, YouTube and Pinterest platforms have been active, with a high number of followers. This year the decision was made to increase its presence on social media by also creating **Instagram** and **LinkedIn** accounts where MIDO appears as a business to provide information to all the industry’s professionals, as well as on Google+ and Flickr, that will become active with the opening of the Fair. To follow on line all the news and events taking place at MIDO, the dedicated hashtags are: **#MIDO2016** and **#NeverEndingWonder**.

With the new **MIDO app**, your entrance ticket, exhibitor catalog, map of the Fair, updates on social media and information about events are always at your fingertips.