



Fiera Milano Rho, February 25 – 27, 2017

## **MIDO PRESENTS “THE GLASSES HYPE - ADVERTISING & EYEWEAR”**

*A journey through the history of eyewear and lenses with advertising from the early 1900s to the present day*

Great news await exhibitors and operators at MIDO 2017: **The Glasses Hype - Advertising & Eyewear: from medical device to icon**, an exhibition that tells the story of eyewear and lenses through advertising from the early 1900s to the present day. The exhibition will be located in **MORE!**, the successful pavilion inaugurated last year and making a return for this edition.

*“We asked all the companies taking part in MIDO to send us images, posters, films, brochures and their advertising and marketing materials” – explained MIDO president **Cirillo Marcolin**. “Visible at MIDO in the context of an event aimed at leaving a strong emotional memory of this experience through a balanced presentation of images, information and entertainment, it is an extraordinary collection that allows us to illustrate over a century of eyewear: from a corrective and protective device to a cult object and fashion statement. However, it isn’t intended to be solely an exhibition: we want to inspire the sector operators who come to MIDO every year to reflect on and discuss the future of communication in the eyewear sector”.*

The events returning for the 47<sup>th</sup> edition also include the presentation of the coveted **BESTORE** and **BESTAND** international awards. Dedicated to the world’s best optical centers, BESTORE will be awarded by an international jury in accordance with certain evaluation criteria such as interior design, product display concept, customer interaction and visual merchandising. The winners will be announced during MIDO 2017. To take part, just complete the form available on the following link: <http://www.mido.com/bestore-award>. BESTAND is the award for the stand preferred by visitors; by using the MIDO app they can vote for the stand they think is the most original, attractive and welcoming at the exhibition.

Also confirmed this year is **Trains to MIDO**. Even though it is the main event in the sector at international level, the exhibition has always paid special attention to Italian visitors. Again this year free transport has been confirmed for Italian opticians: three trains will travel straight to the exhibition from Rome, Venice and Bologna. Seats can be booked online starting January 2017. For all updates visit [www.mido.com](http://www.mido.com).

Wonder awaits you at [#livethewonder](https://twitter.com/livethewonder)

### **MIDO IN BRIEF**

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The success of the 46<sup>th</sup> edition hit record levels: 52,000 visitors over the three days of the event, a 7% increase over the previous edition. MIDO is the leading exhibition in the optical and eyewear sector at world level, an extremely high profile annual event at which new collections are presented to operators and the international press. A regular appointment in Milan for over 45 years, MIDO is an event rich in personality, initiatives, information and services but, above all, it is the favored meeting place for doing business, making contacts and unveiling the very latest trends in the market. The next edition from February 25 through 27, 2017, will host operators in the entire supply chain – from the manufacturers of frames, lenses and machinery, to designers to new businesses.

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