

SATURDAY
5 JUNE (CENTRAL EUROPEAN SUMMER TIME)

10:50am ITALIAN INSTITUTIONS' GREETINGS

Mayor of Milano **Giuseppe Sala**
President of the Italian Trade Agency **Carlo Ferro**

11:00am WONDERS ARE AHEAD

Giovanni Vitaloni, President Mido and Anfao
Albert Watson, Photographer
Fabrizio Curci, Chief Executive Officer & General Manager - Marcolin
Barbara De Rigo, Chief Marketing Officer De Rigo
Satoshi Otsuki, President and Chief Operating Officer Europe Charmant
Mik Somers, Founder and Co-owner Theo
Nicola Zotta, President and CEO, Marchon Eyewear, Inc.

2:00pm ITALIANS AND EYESIGHT: THE VISUAL UNIVERSE OF ADULTS AND CHILDREN
ISTITUTO PIEPOLI

Sandra Bruno, Technical Director Istituto Piepoli
Daniela Anna Desana, Public Relations Istituto Piepoli.

3:00pm FUTURE CONSUMER 2022 - WGSN

Kim Mannino, Director of Trend Curation, WGSN.

3:00pm PRODUCTS PRESENTATION: MAAT - COOA

STAGE: NEW PRODUCTS.

4:00pm DROPS OF MATERIAL TRENDS: VISIONARY TASTE - MATERIALLY

Valentina Ventrelli, Trends & Aesthetics Analyst
Anna Pellizzari, Executive Director @ Materially.

5:00pm MILLENNIAL & GENX PRIORITIES

WGSN
Kim Mannino, Director of Trend Curation, WGSN.

6:00pm WONDERS ARE AHEAD - Replica

Giovanni Vitaloni, President Mido and Anfao
Albert Watson, Photographer
Fabrizio Curci, Chief Executive Officer & General Manager - Marcolin
Barbara De Rigo, Chief Marketing Officer De Rigo
Satoshi Otsuki, President and Chief Operating Officer Europe Charmant
Mik Somers, Founder and Co-owner Theo
Nicola Zotta, Presidente and CEO, Marchon Eyewear, Inc.

SUNDAY
6 JUNE (CENTRAL EUROPEAN SUMMER TIME)

11:00am HISTORY OF OPTICS. THE MOST COMPLETE COMPENDIUM EVER, with the participation of **Giovanni Vitaloni**, President Mido and Anfao.

Sergio Cappa, Professor of Optics and Optometry Civica Scuola di Ottica e Optometria in Milano.
Silvio Maffioletti, Professor of Optometry IRSOO and University of Torino.

12:00pm MIDO Mashup

Massimo Bottura, Chef
Fabio Novembre, Architect and Designer
Albert Watson, Photographer
Design: **Sergio Eusebi** and **Livio Graziottin**, Founders Kuboraum / **Bieke Hoet**, Designer and Manager Hoet / **Henrik Lindberg**, Founder, CEO and Creative Director Lindberg.
Fashion: **Giovanni Lo Faro**, CEO Modo
Amélie Morel, Communications Director Morel
Harvey and **Zack Moscot**, President and Creative Director Moscot / **Saskia** and **Hans Stepper**, Founder and Creative Director Stepper Eyewear Limited.
Press: **Marge Axelrad**, Vision Monday
Jordan Chun, V. Magazine / **Rosemarie Frühauf**, Optic und Vision / **Gregory Han**, Design Milk.

1:00pm BESTORE 2021
ASSIGNATION OF DESIGN AWARD AND INNOVATION AWARD.

2:00pm EYEWEAR TRENDS FOR THE SS22 SEASON - WGSN
Kim Mannino, Director of Trend Curation, WGSN.

3:00pm SHOPPER FORECAST 2021 - WGSN
Kim Mannino, Director of Trend Curation, WGSN.

3:00pm CLICK AND CHANGE - THE BABY EYEWEAR REVOLUTION - MOKKI
STAGE: NEW PRODUCTS.

4:00pm DROPS OF MATERIAL TRENDS: PRECISION BEAUTY - MATERIALLY
Valentina Ventrelli, Trends & Aesthetics Analyst
Anna Pellizzari, Executive Director @ Materially.

5:00pm DROPS OF MATERIAL TRENDS: WASTE METAMORPHOSIS - MATERIALLY
Valentina Ventrelli, Trends & Aesthetics analyst
Anna Pellizzari, Executive Director @ Materially.

6:00pm MIDO Mashup - Replica
Massimo Bottura, Chef
Fabio Novembre, Architect and Designer
Albert Watson, Photographer
Design: **Sergio Eusebi** and **Livio Graziottin**, Founders Kuboraum / **Bieke Hoet**, Designer e Manager Hoet / **Henrik Lindberg**, Founder, CEO and Creative Director Lindberg.

Fashion: **Giovanni Lo Faro**, CEO Modo
Amélie Morel, Communications Director Morel
Harvey e **Zack Moscot**, President and creative director Moscot / **Saskia** and **Hans Stepper**, Founder and Creative Director Stepper Eyewear Limited.
Press: **Marge Axelrad**, Vision Monday
Jordan Chun, V. Magazine
Rosemarie Frühauf, Optic und Vision
Gregory Han, Design Milk.

9:00am THE OPTICIAN'S REVENGE

Alessandra Salimbene,
Retail & Digital Marketing Specialist.

10:00am EYESIGHT AND SAFE DRIVING

S.I.O.L. AND VISION+ ONLUS

Fabio Dadati, Institutional relations and communication Dekra

Franco Giacotti, Vice President Vision+ Onlus;

Giulio Maternini, Brescia University, Civil Engineering, Architecture, Territory

Riccardo Perdomi, Vice President Vision+ Onlus

Demetrio Spinelli, President of Vision + Onlus and the Italian Society of Legal Ophthalmology

David Vetturi, Brescia University, Mechanical and Industrial Engineering Department.

11:00am VISUAL STRESS IN SMART WORKING:

anamnestic, refractive, postural criteria of preventive ophthalmology for the correction of the visual defect with monofocal and multifocal lenses.

Francesco Loperfido, Ophthalmologist responsible for the service of general Ophthalmology at the San Raffaele Hospital in Milano.

11:00am THE LAB MODULAR SYSTEM, THE SYSTEM OF MODULAR ORGANIZATION FOR LABS

CENTROSTYLE
STAGE: DESIGN.

12:00pm FROM EYESIGHT TO VISION

Francesco Morace, Sociologist, Founder and President of Future Concept Lab.

1:00pm HARMOCHROMY AS A SALES TECHNIQUE AND IMAGE CONSULTING ASSOCIATED WITH SHAPES: APPLICATION IN THE WORLD OF OPTICS

- VISIONBIZ

Daniela Basilico, Manager Visionbiz

Enrico Bertolino, Performer and Communications Specialist

Irene Bonfanti, Founder and CEO StyleHaus

Marzia Toni, Owner Ottica Toni in Lucca.

1:00pm TROGAMID

- EVONIK INDUSTRIES
STAGE: NEW PRODUCTS.

2:00pm ANTIFOG LENS CLOTH & RECYCLED MATERIAL, THE MOST POPULAR & LATEST TREND

EYEWEAR - OETE

STAGE: NEW PRODUCTS.

2:00pm EYEWEAR IS NOT A GAME

VEDERE

Isabella Morpurgo, Publisher of the optical trade magazines VEDERE Italia and VEDERE International

Marco Brambilla, Optician-optometrist, Lecturer in Ophthalmic Lens Laboratory at Istituto Zaccagnini

Laura Rattaro, Eyewear Designer.

2:00pm ZEISS VISION CARE PRODUCTS NEWS

- CARL ZEISS
STAGE: NEW PRODUCTS.

2:00pm LOW VISION, A WORLD OF OPPORTUNITIES TO DISCOVER

CENTROSTYLE

STAGE: VISUAL WELLBEING AND LENSES.

3:00pm THE WORLD OF INDEPENDENT BRANDS

- EIDOS

Giovanni Susti, CEO Eidos Communication

Emanuele Cerri, General Manager Ingrovision srl

Furio Giocoli, Sales Manager G&G Distribuzione srl

Giuseppe La Boria, CEO and Founder Danshari srl

Adriano Lio, CEO and Founder LIO srl

Glenda Menia Cadore, Designer and CEO M1 srl

Paolo Rossini, CEO Erregi srl

Dino Sordelli, Sales Manager Sordelli Franco srl

Alessio Tribuzio, Sales Manager Modellando srl.

4:00pm THE FERTILE EYES

BY CRISTINA FRASCA - LYF

Conversation with

Dante Caretti, President Sublimeeyewear.

5:00pm THE SUSTAINABILITY AS A COMPETITIVE LEVERAGE

- KOINETICA
Rossella Sobrero, President Ferpi Italian Federation of Public Relations and professor of social and institutional communication at the University of Milano.

6:00pm SIX YEARS LATER. LET'S MAKE THE POINT ABOUT A NEW DIGITAL REVOLUTION

Alessandra Salimbene, Retail & Digital Marketing Specialist

Fabrizio Faraco, Strategist Consultant

Orazio Spoto, CEO and Founder of Newmi srl and BCorp. President of Instagramers Italia.

7:00pm RELATIVE AND ABSOLUTE CONTRAINDICATIONS TO THE PRESCRIPTION OF PROGRESSIVE LENSES

Francesco Loperfido, Ophthalmologist responsible for the service of general Ophthalmology at the San Raffaele Hospital in Milano.