



500 YEARS AFTER LEONARDO

April 24th - May 1st 2019

Firenze - Fortezza da Basso
from 10:00 am to 10:00 pm

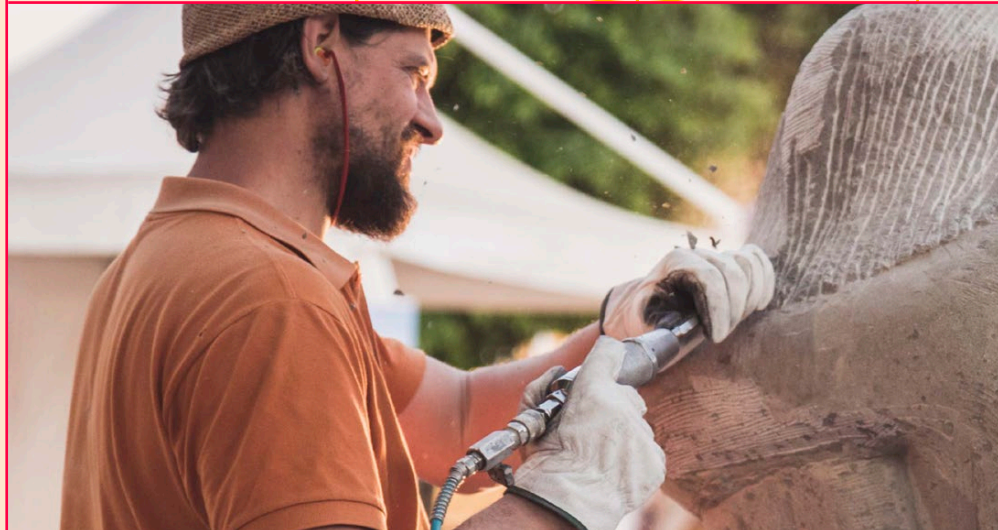


AN EXTRAORDINARY EDITION

A global art and crafts village from different cultures taking shape along an itinerary presenting handicrafts from Tuscany, Italy and the World.

Since 1931, we have been presenting **big and small masterpieces** which made the history of “Made in Italy” and international handicrafts. Every year, the first certified Italian fair hosting **master craftsmen and emerging talents** takes place inside the wonderful 16th-century Fortezza da Basso, where **cultural heritage and innovation** create unique pieces and experiences made to last.

In the historic city centre of Florence, only 150 metres away from the Santa Maria Novella Railway Station.



OUR FIGURES

A showcase promoting excellence, an exclusive opportunity for artisans, creative people and quality entrepreneurs.

800

Exhibitors

50

Countries

140.000

Visitors

55.000 SQM

of exhibiting surface

720

Accredited Journalists

AFTER 82 EDITIONS, WE CELEBRATE THE FAIR BY REVAMPING IT

To create a more efficient commercial platform and **TO PROMOTE THE WORK OF OUR EXHIBITORS AND PARTNERS**

To reach a **WIDER, INTERNATIONAL AND QUALIFIED AUDIENCE, INTERESTED** in the values of traditional and innovative handicrafts

To give to the Fair a new position within a **GLOBAL CONTEXT** by satisfying the needs of the increasingly lively, evolving, international universe of the handicraft.

To do so, we decided to invest in:

CREATIVITY

ORGANIZATION

LAYOUT

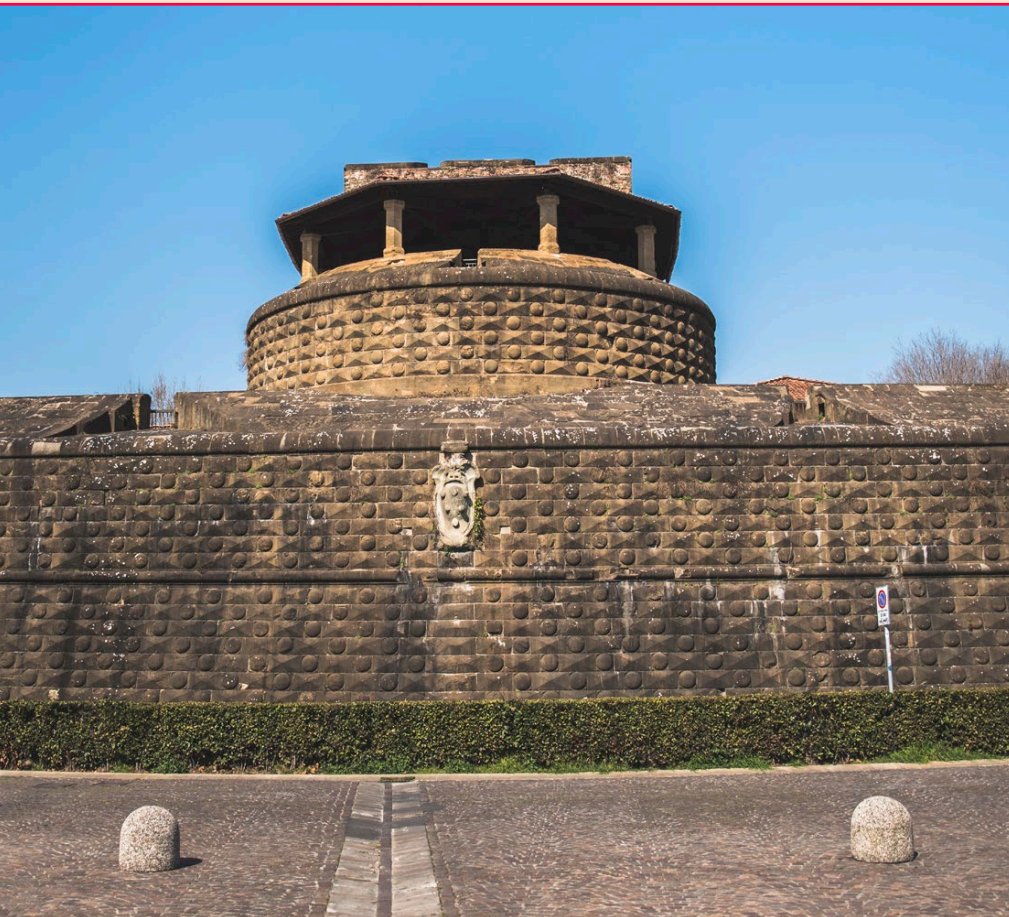
COMMUNICATION

QUALIFIED BUYERS

AN EXCITING EXPERIENCE

To attract attention, visitors and encourage them to buy, the Fair will feature:

RENEWED EXHIBITING FACILITIES
A DIFFERENT SPACE ALLOCATION
COMPELLING ACTIVITIES AND CONTENTS
AIMED AT ENGAGING THE AUDIENCE



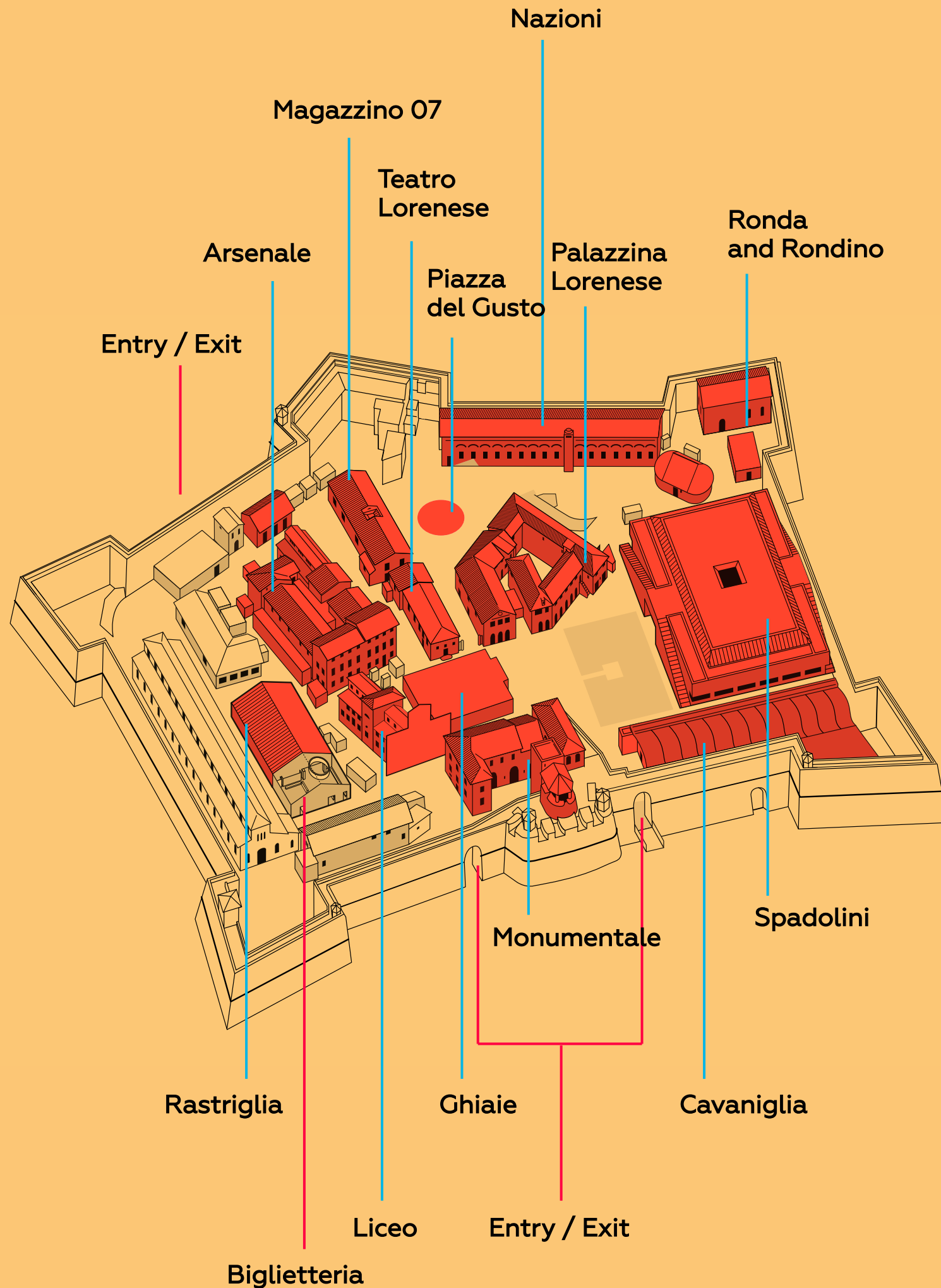
The Fair takes place at the **Fortezza da Basso**, a majestic pentagonal-shaped venue, built between 1534 and 1537 at the behest of Duke Alessandro de' Medici to protect Florence from possible sieges. One of the most iconic architectural monuments of Tuscany and Italy in the world, it currently hosts fairs and prestigious cultural events and is managed by Firenze Fiera.

MAKE ROOM FOR YOUR BUSINESS

You can participate in the International Artisan Fair in one of the following sections:

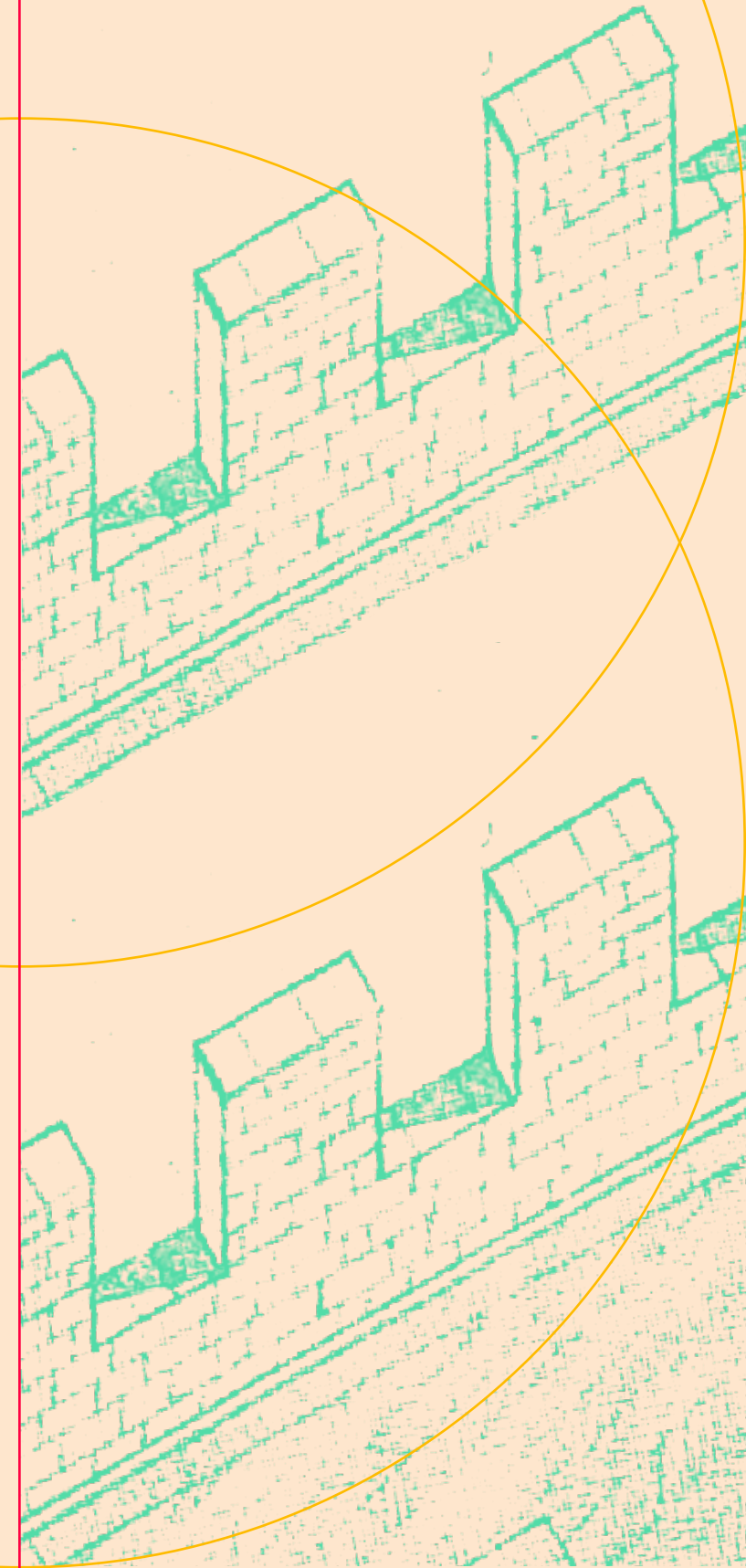
- **ITALIAN HANDICRAFTS**
home, design, fashion, clothing, accessories, jewellery, limited editions, customized creations, outdoor
- **INTERNATIONAL HANDICRAFTS**
home, design, fashion, clothing, accessories, jewellery, limited editions, customized creations, outdoor
- **DIGITAL HANDICRAFTS, SELF-PRODUCTIONS, FAB LABS AND MAKERS**
- **FOOD AND BEVERAGE**
- **HEALTH & BEAUTY**
- **ECO-DESIGN, RE-USE AND RECYCLING**
- **RESTAURANTS AND STREET FOOD**

PROMOTION



Before, during and after the event, we promote companies and exhibitors through activities aimed at visitors and Italian and international media, including:

- Posters and billboards displayed in Tuscany and in other Italian regions
- Advertising and sponsored articles on local and national newspapers
- News, press releases targeting national and international media
- Radio and TV commercials
- Regular newsletters on the main social networks: Facebook, Twitter, Instagram, Youtube
- A redesigned website with a focus on the exhibitors and the contents on show
- A section devoted to b2b





**REGISTER
NOW AND
BENEFIT
FROM
FAVOURABLE
BOOTH
PRICES**

INFO & CONTACTS

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FOOD AND BEVERAGE RESTAURANTS & STREET FOOD

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DIGITAL HANDICRAFTS, SELF-PRODUCTIONS, FAB LABS & MAKERS

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Firenze Fiera is the company managing the main venues hosting events, congresses, meetings and exhibitions in Florence.



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PARTICIPATE

OUR OFFER

Modular booths starting from 5 sqm. For further information, please refer to the technical sheet of the pavilion of your interest.

Different prices according to the pavilion (please refer to the technical sheets).

PROMOTIONS

Get a discount: send your registration form and make your **advanced payment by 31/01/2019**, and **your balance payment by 29/03/2019**.

For further information, please contact us at: mostrartigianato@firenzefiera.it