

SPACES TO BE LIVED, OBJECTS TO BE EXPERIENCED

*January 2019 will see the new edition of HOMI,
the Lifestyle Trade Fair, take the spotlight*

The home ever at the centre of our daily lives: relaxation and family, as well as study, work and creativity, all and everything happens in our homes, which are being increasingly 'experienced' not only by people, but also by ideas, styles, tastes and lifestyles.

In all of this, **HOMI**, the **Fiera Milano Lifestyle Trade Fair**, set to take place from **25 to 28 January 2019**, confirms its status as a unique occasion to discover the most interesting proposals from the **lifestyle and personal accessory sectors**. Not just products but ideas, projects, styles and different cultures in an ever-new and diverse coming together, intended to help operators identify the trends that will characterise the upcoming season.

In this way, objects become words in an ever-diverse story that meanders its way through rooms and usage contexts, amidst shapes and colours, since, as demonstrated by the **CasaDoxa** Observatory, the home represents the unrivalled protagonist of our consumer purchases. From the research conducted by the prestigious Italian institute, which **explores the subject thoroughly by interviewing over 6,000 Italians each year**, it has emerged that Italians are seeking an increasingly dynamic space to call home, a space that in addition to traditional functions, also enables new activities and generates new lifestyle practices. The layout of these domestic spaces must follow and adapt to this transformation, with different functions now being required of the same objects.

To explore all of this, HOMI will once again come alive with an **extensive and all-encompassing product offering**: accessories and decorative home furnishings, tableware, fabrics and textiles for the home, essences and fragrances for the ambient, as well as promotional items, gift ideas and decorative objects for the office and special events.

The offer that operators from all over the world will discover at HOMI will be represented by both renowned companies and numerous start-ups and young designers, the protagonists of spaces dedicated to research, such as **Creazioni e Sperimenta**, the area where innovative objects and interesting re-visitations will be displayed.

Moreover, the HOMI trends observatory will come to life in January owing to the contribution of **WGSN - the leading international company in market analyses, trend forecasts and the consumer** - which will be presenting the latest trends in objects and accessories for upcoming seasons, in addition to the **POLI.design** projects that will be putting the theme of new materials firmly back on the agenda.

HOMI therefore represents both an **occasion to discover the latest trends** and **do business**: the companies that will be taking part will be able to meet Italian operators, as well as an extensive selection of highly profiled **international buyers**, who are currently being identified by Fiera Milano, thanks, in part, to the **collaboration with the ICE** (Italian Trade Agency), within a vast geographical area that comprises all seven continents. In fact, the many nations involved include the following: France, Germany, Great Britain, the Netherlands, Scandinavia, Algeria, Morocco, Tunisia, Libya, the Arab Emirates, Israel, Russia, South Africa, China, Hong Kong, India and Vietnam.

As is now customary in January, HOMI will once again be hosting **Festivity**, the fair dedicated to items for the festive season and important occasions.

From Christmas, with nativity art and traditional decorations, to items for all kinds of celebrations, this sector will see HOMI awash with colour and creativity. In order to create more productive business opportunities and best facilitate the operators' visit, **Festivity will open on 23 January, two days before HOMI**, and will close on 27 January, a day earlier than the other event sectors.

Last but not least, an interesting schedule of **talks and workshops** will enrich the exhibition event, by providing **new opportunities** as well as **suggestions and ideas** on the most important themes for sector players.

TRENDS AND NEW PROJECTS: THE SPACES WHERE IDEAS DIALOGUE AT HOMI

*With **POLI.design** and **WGSN**, two special areas
to discover new trends and create fruitful partnerships*

Content and creativity, projects and trends: HOMI is so much more than an event dedicated to items for the home and accessories for the person, it is a continually evolving project platform. With this in mind, the two large companies that support the operators in terms of understanding the direction in which the design industry is heading and identifying the trends that will guide consumer purchases in the years to come, have confirmed their participation.

The scientific-cultural partnership between HOMI and **POLI.design** - part of Sistema Design at the Polytechnic University of Milan - has therefore also been re-confirmed, with the creation of **HOMI Hybrid Lounge**, the result of important research activities into **innovative materials** and **new trends in the interior design industry**.

HOMI Hybrid Lounge (curated by professor Francesco Scullica and architect Fabio Daglio, and designed in collaboration with Salamanca Design) is an informal space for discussion, imbued with the fluidity of contemporary living. Thanks to the presence of numerous different sector companies, POLI.design will propose settings, innovative samplings and talks. Here, academic knowledge, experiences, projects and passion will enable creatives to get up to speed with the prospects for today's design industry, by experiencing the revolutionary materials and concepts first-hand.

An occasion to meet and discuss, as well as a source of inspiration and reflection for all those who design, make and sell products boasting the most exclusive of designs, **HOMI Trends** will instead be a space designed alongside **WGSN - the leading international company in market analyses, trend forecasts and the consumer** - intended to discover the most interesting trends identified for upcoming seasons.

The area will once again be organised as per the **three most important futuristic lifestyle trends** and will provide operators with a swift and timely opportunity to get up to speed with the shapes, materials, colours and consumer habits that are set to be consolidated in the seasons to come.

In January, these two organisations will be especially synergistic, thanks to a recurring theme common to both spaces, i.e. the **study of materials intended as the origin of all creative choices, a concrete sign of the technological and constructive evolution** and a challenge to the development of new techniques and new formal choices: an opportunity that will enable developers and designers to grow and keep up with companies and consumer trends.

HOMI FASHION & JEWELS: FASHION ACCESSORIES REVEALED IN ALL THEIR ASPECTS

*Fashion accessories, bijoux and style ideas take centre stage from
25 to 28 January 2019 at the Fiera Milano Lifestyle Trade Fair*

From **25 to 28 January 2019**, fieramilano will host a new edition of **HOMI Fashion & Jewels**, the exhibition dedicated to personal style, proposing the latest developments and trends for the Spring/Summer 2019 season in the **bijoux and fashion accessory industry**.

An extensive offering comprising long-standing Made in Italy companies, young creatives and top brands, in addition to the two **HOMI SPERIMENTA** areas, one with a focus on the fashion industry and the other with a focus on the bijoux sector.

Dedicated to **experimentation and research**, these sections will host a selection of designers, young creatives and emerging companies alongside their original and exclusive proposals, fruit of particular **artisanal research into materials and shapes**, which will diversify the event offering with **unique items and compact excellence** of incomparable quality.

Tuttepazzeperibijoux, the space that offers **selected and niche jewellery** characterised by originality, will also be returning to the event in January. Conceived and created by Maria Elena Capelli, coolhunter and Tuttepazzeperibijoux jewellery blogger, this area, which has been running for several editions now, represents a point of reference for concept stores and jewellers, seeking **unique, handmade and premium-quality jewellery**.

Last but not least, an interesting schedule of **talks and workshops** will enrich the exhibition event, by providing **new opportunities** as well as **suggestions and ideas** on the most important themes for sector players. In **hall 3**, the **runway show events** have been re-confirmed and will shine the spotlight on a number of the exhibitors' collections in a mix & match of bijoux and fashion accessories.

The event will take place from 25 to 28 January 2019 at fieramilano.

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