**Press release**

**Viscom Italia 2026 Preview**

***Viscom 2026 transforms into the hub of visual communication in Italy***

*A new format aimed at offering even greater value to exhibitors and visitors, while honoring the historic identity of the sector*

*Viscom Italia  
October 1-3, 2025  
Fiera Milano – Rho*

**Milano, October 1, 2025** – On the occasion of the opening of its 36th edition, [Viscom Italia](https://www.viscomitalia.it/en-gb.html) — the international event dedicated to technologies, applications, and materials for visual communication and graphic arts — announces significant innovations for 2026.

Over the past thirty-six years, Viscom Italia has accompanied the growth of an entire industry through multiple evolutions, providing opportunities for discussion, updates, and development to thousands of professionals and companies. This ambition will continue next year by embracing a fair concept capable of addressing new market needs and offering tools and vision to tackle future challenges.

Viscom Italia will be renewed and presented with a **unique format for the international sector,** transforming into the **hub of visual communication in Italy.** A new vision that unites the exhibitive and attractive strength of a trade fair with the rich content depth of a major conference, creating an agile, dynamic ecosystem focused on the future and the participants' experience.

This decision arises from attentive listening to the needs of exhibiting companies and has been developed based on this valuable collaboration and shared vision. The change will first manifest itself in a two-day event, **on October 27 and 28, 2026**, which will be held at **Allianz MiCo**, in the heart of Milan: a prestigious location easily accessible and perfectly integrated into the urban and professional fabric of the city, that will facilitate the movements of all professionals attending the event. Although the structure of the event will be streamlined, it will be rich in content—designed to maximize the time and resources of both exhibitors and visitors, ensuring a more focused, sustainable, and high added-value experience.

**Exhibition & Conference: The new soul of Viscom 2026**

The advantages for exhibitors will be multiple: thanks to an **all-inclusive formula**, Viscom 2026 will provide companies with high-impact visibility tools in a **fully pre-installed exhibition space** of high standards, featuring modular solutions designed to relieve every organizational burden. The larger booth sizes will facilitate participation for those needing to showcase large machinery and offer live demonstrations. Companies will thus be able to focus on what truly matters: engaging with the public, presenting solutions, and engaging in direct dialogue, bringing only their flagship products and the latest technological innovations.

Alongside the new exhibition experience, the pulsating core of the event will be represented by a **high-level conference program.** This program is open and accessible, designed not only for large players but also for the small and medium-sized enterprises that form the backbone of the industry. The conferences, **organized into major thematic areas dedicated to the main market segments**, will provide medium and long-term visions and insights on the latest technologies, featuring the participation of experts, international speakers, and company representatives to build a collective, concrete, and forward-thinking vision for the sector.

Additionally, an **Arena** is planned where exhibitors can practically and engagingly showcase their products and projects, thus gaining an extra channel for visibility. The core of Viscom 2026 will therefore be the integration of a renewed exhibition experience with valuable, internationally relevant content.

With Viscom 2026, **a new way of organizing trade fairs will take shape**, one that remains mindful of its historical identity while striving to surpass the limitations of traditional formats by adopting a simplified model that better meets the real needs of the industry.

**About Viscom Italia**

Viscom Italia is the only European trade show spanning the entire visual communication sector. The biggest yearly three-day Milan event is full of exhibits, talks, events, competitions and shows relevant for the entire visual community. Viscom Italia breathes creativity, innovation, business, sustainability but it is also the ideal place to premiere technologies and applications, launching future trends in graphics/advertising, design, architecture, interior decoration, fashion, packaging, brand industry and retail.

Viscom Italia is a trade show owned by RX, a global leader in events and trade shows, harnessing industry expertise, data and technologies to generate business for people, communities and organizations. Through its presence in 25 countries, RX annually organizes around 350 events across 41 industry sectors. RX is fully committed to creating an inclusive work environment for everyone. RX enables companies to thrive by leveraging data-driven information and digital solutions.

RX is part of RELX, a global provider of solutions, services and decision-making tools for professionals. [www.rxglobal.com](https://www.rxglobal.com/)

**Press Office**

Theoria

Federica Zichittella - 320 7269367

viscom[@theoria.it](mailto:sabina@theoria.it)