**Innovation, sustainability and AI at the heart of**

**the Viscom Talks 2025 Program**

*Starting tomorrow, an extensive schedule of sessions will guide visitors on a journey through market scenarios, technological innovation, trends and new visions.*

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

**Milano, September 30, 2025** – Everything is ready for the opening of the 36th edition of [Viscom Italia](https://www.viscomitalia.it/en-gb.html), the international event dedicated to the technologies, applications, and materials for visual communication and graphic arts. **Scheduled from October 1 to 3 at Fiera Milano Rho**, one of this year’s most anticipated events is the return of the **Viscom Talks**: a series of meetings, debates, and testimonials that will accompany visitors on a journey through **market scenarios, technological innovation, trends and new visions.**

At the very heart of the **Wonderplace**, the experiential area of the fair, the Viscom Talks 2025 will offer a **rich and diverse program** designed to engage operators, creatives, entrepreneurs, and professionals from the visual communication industry.

The program will be further enriched by contributions from **industry associations**, including **ESIA** – **European Sign Industry Association**, which will host its sessions within the **ESIA Green Village**.

**An agora of ideas to interpret change**

**Artificial intelligence, sustainability, brand identity, new temporary architectures, digital signage and internal processes:** the topics selected for this edition address the ongoing transformations in visual communication, offering **concrete tools and strategic visions** to tackle market evolutions.

The event kicks off on **Wednesday, October 1**, with a morning session centered on the future. The day begins with a dual focus: **the importance of professional qualifications** and a session dedicated to **generative artificial intelligence** applied to the world of printing and visual content. Focusing on prompts, agents, and conversational tools, this talk promises **concrete inspiration** and a laboratory for designing one’s own “AI colleague.”

Following that, AIAP – Associazione Italiana Design della Comunicazione Visiva – will take the stage with the **PINK!** project, which celebrates the fundamental role of women in Italian graphic design, from the post-war period to the digital era, through a visual, cultural, and critical narrative blending **research, design and collective memory.**

In the early afternoon, the session “**Nomina e Domina**” will offer an innovative perspective on visual communication. Curated by ALA Assoarchitetti, the talk examines the evocative power of **naming** in building brand identity and in urban regeneration projects—fostering a dialogue between architecture, art, and branding.

The first day will conclude with two sessions focused on **supply chain sustainability.** These talks will provide tools to objectively assess environmental impact by addressing **regulations, certifications, market trends,** and current **governing policies.**

**Thursday, October 2: technology, environment and new languages**

The second day of Viscom Talks will delve into the heart of environmental and technological challenges. It will begin with a reflection on the role of the **exhibitor** in **temporary architectures**—such as trade fair stands—balancing sustainability, aesthetics, and experiential design. This session is organized by Federlegnoarredo Asal Assoallestimenti.

In the afternoon, **integrated digital communication** will take center stage with the session **“Digital Signage & Visual Communication,”** curated by **SIEC – System Integration Experience Community** in collaboration with Philips Professional Displays, Livesignage, and Bluemotion. The discussion will focus **on spaces that evoke emotions and guide consumer experiences** through hardware, dynamic content, and new user interfaces.

**Friday, October 3: emotional printing, corporate efficiency, bureaucracy**

The final day will be dedicated to **reflection and operational innovation.** The program will open with the seminar **“Spazi Parlanti”** (“Speaking Spaces”), which will explore the **sensory possibilities of digital printing:** surfaces that communicate through touch, designs that evoke emotions, and AI that accompanies manual creativity.

Next, a business-oriented talk titled **“Lavorare tanto, crescere poco”** (“Working Hard, Growing Little”) will address the paradox of productivity in the printing world. This session aims to spark a discussion on **balancing people, technology, and working times** through small adjustments that improve organization without overhauling it.

The day will close with a session organized by **AIFIL** – Associazione Italiana Fabbricanti Insegne Luminose, which will discuss **advertising authorizations within public administration.**

**Promotions and Registrations**

To participate in the fair, **pre-registrations are available via this** [**link**](https://www.viscomitalia.it/en-gb/visit.html) (Viscom invitation code valid for the three days of the event: VIS25COM). To facilitate visitor transportation and promote more sustainable mobility, Viscom Italia has once again renewed its partnership with Trenitalia, offering discounts of up to 75% on Base tickets for Frecciarossa trains through the “Special Events” offer.

**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/)

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