**Viscom Italia 2025 kicks off today: the WonderPlace puts the spotlight on the future of visual communication**

*An immersive journey at the heart of the fair that brings together retail, hospitality, and customization to showcase the concrete evolution of the industry*

*Viscom Italia*

*October 1-3, 2025*

*Fiera Milano – Rho*

**Milano, October 1, 2025** – Today marks the opening of the **36th edition** of [Viscom Italia](https://www.viscomitalia.it/en-gb.html), the international trade fair dedicated to technologies, applications, and materials for visual communication and graphic arts. Running until October 3 at **Rho Fiera Milano**, this is an unmissable appointment for professionals, creatives, and companies in search of **concrete solutions, inspiration, and new market perspectives.**

The absolute highlight of this edition is the **Wonderplace**, an immersive space that represents the **experiential core** of the fair. It is a place where **design, technology, and creativity** merge to bring to life real-world models of visual communication applied to various everyday contexts.

**The Wonderplace: Where Communication Takes Shape**

Designed in collaboration with leading companies in the sector – including **3M, ABS Group, Philips Professional Displays, and T-shirt Makers** – the Wonderplace is presented as an **immersive journey** through three themed environments. Each area is conceived to tangibly demonstrate how visual communication can transform spaces into effective tools for **engagement, branding, and public interaction.**

* **Retail Area** – A recreated store in every detail: displays, fabric installations, graphic walls, and innovative gondolas. The focus here is on the integration between **traditional and digital communication**, with a keen eye on beauty retail trends. The interactive experience is further enhanced by totems and multimedia tables that illustrate the offerings of the technical sponsors and the fair.
* **Hotel & Hospitality Area** – A fully set-up **hotel reception** that demonstrates how visual communication can transform welcome areas into **immersive experiences**. **Tensioned fabrics, sound-absorbing panels, decorative films, wall claddings, and digital signage solutions** combine to show the concrete impact on design and **brand identity** in the hospitality sector.
* **Customization Lab** – An **open-air creative garage** where customization takes center stage. Vehicles and surfaces are transformed into communication tools through **wrapping** and **printing technologies suitable for personalizing and decorating rigid materials of any shape.** This is a live workshop where the public can witness live demonstrations and **discover versatile, high-impact visual solutions.**

**Viscom Talks: The Stage of Ideas**

Within the Wonderplace, there is also the **Viscom Talks stage**—an arena for discussion that, over the three days of the fair, will host a rich program of **meetings, panels, and thematic insights.**

Here, experts will address highly topical themes including the application of **artificial intelligence** in digital printing**, creative naming** for urban revitalization, the role of **set designers in temporary architectures**, **sustainability**, and **new regulations in education.**

This is a unique opportunity to discover **future trends**, learn the **best practices of the industry**, and engage with innovation leaders.

**An Immersive Journey into the Future of Communication**

With the Wonderplace, Viscom Italia 2025 inaugurates a new way of experiencing the fair: **not just an exhibition, but a concrete experience**. Featuring a central, stenographic, and interactive area, **multimedia totems** for in-depth exploration, and **sponsor company stations** dedicated to networking, this space represents a **perfect synthesis of inspiration, content, and applied technology.** It is a journey through real scenarios and tangible applications, designed to stimulate creativity and provide visitors with the tools to face future challenges.

**Promotions and Registrations**

To attend 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 mobility with a lower environmental impact, Viscom Italia has once again renewed the partnership with Trenitalia. This partnership offers discounts of up to 75% on Base tickets for Frecciarossa trains, available through the “Special Events” offer for reaching Milan.

**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.

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