

VISCOM ITALIA 2019

31st International trade fair and conference on visual communication
A SUCCESSFUL ATTRACTION

Press Release

The final data of the most anticipated appointment in the field confirms the positive trend of the sector: over 450 international brands with more than 20,400 registered professionals who have experimented at the fair new communication languages and successful business experiences.

Milan, 15th October 2019 – The 2019 edition opened its doors in the name of optimism and ended by confirming the initial impression. Viscom Italia - which took place from 10th to 12th October in Hall 8/12 at Fiermilano-reaffirms again its fundamental role for the sector as the undisputed event not to be missed at European level. This year, companies in the world of visual communication have renewed their esteem, acknowledging the event's great added value: the ability to offer, year after year, an essential marketing tool and a unique business and communication opportunity.

The success of the fair is **related** to the need to touch products, to evaluate manufacturers' skills, to sense market trends and emerging innovations, to network, to acquire specific knowledge and to do business. This is confirmed by the numbers of this edition: more than **450 international brands** and **a double-digit growth of 13%** and a total of **20,478** professionals (+2% compared to the last edition) and an audience coming from China, Russia, Spain, England, Croatia.

A trending lab that has seen many product previews, solutions and technologies to discover masterpieces of visual communication for: Large Format Digital Printing, - Sign – Sign Making – Screen printing – Pad printing - Textile Promotion - Embroidery - Engraving - Milling - Laser – Sports awards - Digital Signage - P.O.S – Event Services, Software graphic design.

"We have brought to Milan a world in turmoil, among the big and new exhibitors who have elected the exhibition as their preferred platform to be known and appreciated by visitors from all over Europe. Over the years, the fair has been able to renew itself without losing sight of the importance of its relational value and experience - says Cecilia Montalbetti, Exhibition Manager Viscom Italia. Our goal was to continue to be a fundamental tool for European business competition. It is in this direction that our organisational work has moved this year and the responses we have had from the companies seem to reward us."

Great interest in the new **Digital Innovation Area** where visitors were able to experience and deepen through a programme of workshops softwares dedicated to graphics and design to enhance and create new visual communication languages and projects. Participating companies: **Adobe, Callas, Eizo, Extensis, Pico, Studio361, TAGA.**

The large number of people confirmed the importance of the usual appointments including **Viscom Talks**, the place for training, market information and updates. **13 seminars, 31 speakers** for a total of **1,030 participants**. A direct experience comparison has highlighted a number of themes: from photographic aesthetic developments to construct new on and offline advertising campaigns, to new technological approaches to turn an idea into a design product. From the illustrated visual creations told between reality and imagination to an exploratory journey between printed-paper and augmented reality.

A fair amount has been said on the versatility of the crystal used to redesign the interior design and visual merchandising, on more and more sustainable exhibition design and POP Display, on how to make t-shirts that become a successful brand until countless applications and trends derived from eco-leather. We discovered the secrets that entrepreneurs must have to grow their company in a market that is evolving, to enhance their brand and grow their business through Instagram stories and what are the opportunities for businesses to leverage communities, to develop marketing actions and business strategies.

A complete overview on what the market can offer, but also an opportunity to find out new stimuli came from the crowded Viscom Live, which previewed the first amusement park dedicated entirely to visual communication. The event - conceived by Reed Exhibitions Italy and curated by the arch. Paola Silva Coronel – had about 1000 visitors and collected all the technologies derived from our industry. Visitors immersed themselves in an emotional and technological journey to experience wrapped mazes, applications, innovative materials and original solutions, to try out a live quiz to deepen their knowledge of the market and understand the different stages of creating and producing objects and customised products. Main sponsors: **3M Italia: Technical sponsors: Cielle, Epson, Fenix Digital Group, Gravotech, Guandong, HP Italy, Leeed.it, Market Screentypographic, Mimaki, Pico, RamSystem, Trotec Italia.**

Creativity, technology, innovation and design were the real protagonists of **Elementaria** that showcased **7 prototypes** dedicated to Travel & Retail made by designers and technical sponsors: Marco Maggioni for ADREANI, Livia Diegoli for FINSA, Giorgio Gurioli for GEPLAST, Michele Finco for IP GRAPHICS, Maurizio Milani for MADREPERLA, Matteo Caimi for MEGLAS, Cristian Visentin for TONCART. Attendees at the Raw Material Gallery: MONTECOLINO, INEOS STYROLUTION GROUP, TRE CI. Business table: Andreani and Meglas.

Finally, awards have been given to the winners of **DIVA, Display Italia Viscom Award**, the international competition organised in collaboration with Display Italia and the patronage of Comieco, which has seen **28 display solutions** for stores in competition and awarded by the jury: Cristiana Sormani, Trade Marketing Manager Bayer, Eliana Farotto, COMIECO R&D Manager, Michele Prezioso, Laboratory of Pharmacy, Paolo Corradi Director of Purchases Parmalat, Emanuela Marmioli, Brand Activation Manager SONY Europe B.V., Andrea Semprini, Trade Marketing Manager Giuliani Pharma, Emidio Crabs Responsible Grocery Liquids UNICOOP Florence. Business tables: Adaptive, Fronteretro, Eurodisplay Design In Progress, Flyvision Kft, Lic Packaging, Lucaprint, Nemes, Pasubio Box, Trocart, Wood Line

DIVA – Diva Italia Viscom Award winners:

DURABLE DISPLAY SOLUTIONS CATEGORY

1st place - FLYVISION (HUNGHERIA) - CANGO&RINALDI

2nd place - WOOD LINE – TUUM

3rd place - CREATIVE-REDBOX - COCA-COLA

NON DURABLE DISPLAY SOLUTIONS CATEGORY

1st place - LARGE FORMAT – BORSOI

2nd place – TROCART – SOUDAL

3rd place - CREATIVE-REDBOX - PRODOTTO STANDARD

SHOP FITTING CATEGORY

1st place – ADAPTIVE - ACQUA&SAPONE

SPECIAL DIVA AWARD FOR DIGITAL SIGNAGE

BEST PROJECT JAPAN - SOFTBANK CORPORATION

NEW PROPOSAL CATEGORY

CREATIVE-REDBOX – PROTOTIPO

PEOPLE' S CHOICE SPECIAL AWARD

LARGE FORMAT – BORSOI

SPECIAL DIVA DESIGN AWARD

TROCART – SOUDAL

GREEN DIVA SUSTAINABILITY AWARD

Non Durable – LITOART - FHP (VILED A)

Durable - EURODISPLAY DESIGN IN PROGRESS – MIRATO

Viscom Italia already looks to the future by meeting its entire community from **22nd to 24th October 2020 at Fieramilano**. In order to find out all the future news of the event stay in touch on our social media channels, listen to the Viscom Radio podcasts and visit our event site **www.viscomitalia.it**.

Viscom Italia is a trademark of Reed Exhibitions, the world's leading organiser of trade and consumer exhibitions, special events and conferences managing over 500 events in 30 countries with an overall attendance figure of more than 7 million participants in 2018. Reed Exhibitions has 38 branches worldwide serving 43 industry segments. Reed Exhibitions is part of RELX Group plc, the leading provider of professional information and workflow solutions in the business sector.

For further information:

Viscom Italia Press Office Manager– Nicola Mirizio – Tel. +39 02 435170.61 – nicola.mirizio@reedexpo.it