

**VISCOM ITALIA 2019**  
31<sup>st</sup> International trade fair and conference on visual communication  
**TOTAL ATTRACTION**

*Press release*

*Over 450 key players and +13% of the occupied area. Thousands of products, technologies and applications, creativity at the umpteenth power to attract the future of visual communication. An appointment designed to mix style, ingenuity and technical skills of the big players in the market but also to learn new business recipes to improve business strategies and better meet the needs of customers.*

Milan 10<sup>th</sup> October 2019 – The attractions of creativity and business open their doors to the 31st edition of **Viscom Italia 2019**, scheduled from **October 10<sup>th</sup> to 12<sup>th</sup>** at fieramilano, **pavilion 8/12**. A workshop with an intense taste, to try out the most recent technologies, those applications hitherto unthinkable to customize and make products competitive and to taste new visual languages to communicate models and winning strategies.

The event confirms itself for being an essential tool for companies to promote their activities and – for national and international professionals – a unique opportunity to learn about new solutions and updates, to deal with successful testimonials and to rethink their business strategies.

More than 450 key players and +13% of the occupied area are the record numbers of the 2019 edition. It is among the booths of the Milan show that companies dictate the latest trends in visual communication. The exhibition area in the pavilion 8/12 will present the entire supply chain: **Large Format Digital Printing - Signs – Sign Making – Screen printing – Pad printing- Textile Promotion - Embroidery - Engraving - Milling - Laser - Digital Signage – Labelling – Packaging - P.O.S - Event Services.**

From this year, Viscom Italia launches **Digital Innovation Area**, a new exhibition space where visitors can experiment and deepen through a workshop programme the graphics and design software to enhance and create new languages and visual communication projects. Participating companies: **Adobe, Callas, Eizo, Extensis, Pico, Studio361, TAGA.**

To relaunch new communication messages and ideas for reflection, the exhibition has confirmed the collaboration with the most important associations in the field such as: **Aiap** for graphic designers, **Aifil** for signage, **Aicap** for signs, urban furniture and itinerant advertising, **Anacs** for billboards, **ALA-Assoarchitetti** for the architecture world, **Finco** for product industries, service facilities and construction and maintenance works.

Viscom Italia visitors coming to Milan will find a dense program of attractions including meetings, debates and live appointments.

**Viscom Talks**, made with the scientific coordination of **Personalive**, is a dissemination observatory designed to delve into the hot topics revolving around the market. Meetings and debates with testimonials and professionals who have written their own rules, defied established truths and created new paths of growth. The meetings schedule covers several themes: from photographic aesthetic developments for the construction of new on and off line advertisement campaigns, to new technological approaches to turn an idea into a design product.

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We will discover visual creations illustrated and told between reality and imagination, we will take an exploratory journey between print and augmented reality. We will talk about the versatility of the crystal used to redesign interior design and visual merchandising, about exhibition design and more and more sustainable POP Display, about how to make t-shirts that become a successful brand and about the countless applications and trends derived from eco-leather for the fashion, interior design and automotive markets. We will learn the secrets that entrepreneurs must know in order to grow their companies in a market that is evolving, to enhance their brands and grow their business through Instagram stories and we will figure out which are the opportunities for businesses to leverage communities, to develop marketing actions and business strategies.

Visitors looking for a unique experience will be able to consider a new exciting event and become the protagonists of **ViscomLand**, the first entertainment park made with visual communication solutions. Visitors will be able to experience moving technologies, original materials and solutions, understand the different stages of creating and producing objects, wrapped, printed, engraved, screen-printed products and finally try a live quiz to deepen their knowledge of the market.

**DIVA - Display Italia Viscom Award** – which is coming back, has been made in collaboration with Display Italia magazine and **Comieco's** patronage - the most important international competition that rewards creativity and innovation of display solutions for stores. Designers, creative agencies, P.O.S materials producers will compete with their displays in the following categories:  **durable and non-durable display solutions, digital signage devices, packaging, vending, retail design and shop fitting**. A jury of communication experts and your vote will decide the future winners of the DIVA 2019 competition!

**Elementaria** will be presented this year as well. It was created in collaboration with Display Italia magazine. The exhibition that highlights the hi-design prototypes born to present the most creative display solutions dedicated to the world of **Travel&Retail**. Internationally renowned designers and artists join raw materials manufacturing companies to propose display projects, which will launch the future trends for retail and brand industry.

Viscom Italia has launched a new podcasts program to tell the interesting evolutions of the visual communication market. **Viscom Radio** was born as a platform for questions and answers to share and increase knowledge in our industry, a way to connect with experts who participate through quality content. The podcasts, published on Spreaker and Spotify, will focus on different themes from design to retail, from architecture to marketing strategies, from technologies to more innovative applications, up to personal experiences of the most interesting voices in the communication landscape.

To create a professional online community delivering content on the trends of the target market is the mission of our social pages: **Facebook, Instagram, LinkedIn**. Viscom Italia addresses its audience to influence and promote, with energy and creativity, all visual communication languages and trends around the world.

Finally, our business portal [www.viscomitalia.it](http://www.viscomitalia.it) is the virtual space to raise awareness and present our exhibitors' news, stay up-to-date on the exhibition events program and create the right network to stay updated all year long.

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**VISCOM ITALIA 2019**  
31<sup>st</sup> International trade fair and conference on visual communication  
**VISCOM TALKS**  
**TO COMMUNICATE IS VISUAL ATTRACTION**

*Press Release*

*Marketing strategies, social media, augmented reality, advertising, design, sustainability, business, fashion and retail are the main themes of the new Viscom Talks schedule. Exceptional guests, successful case histories, previews to talk about all the news and trends realized by the visual communication market.*

Milan 10th October 2019 Viscom Italia is becoming a place of inspiration able to offer ideas and original projects to learn about the dynamics of new markets sharing culture, training, and knowledge to grow together.

Through a transversal approach, the rich programme of meetings by **Viscom Talks** - organized with the scientific coordination of **PersonaLive** which is a company incubated at the **POLIHUB of the Foundation of the Politecnico University of Milan** - will include stories of success to highlight how different markets from advertising to design, from fashion to retail and to the brand industry are increasingly influenced by visual communication solutions to achieve winning businesses.

The speakers Sandra Iakovleva, Depositphotos e Davide Esposito, photographer with the intervention “**Stock Photography yesterday and today. The aesthetics in stock photography and its profound evolution in the last ten years**”, will open the schedule of talks on **Thursday 10th October**. The images we use every day have the power to transform websites, blogs, social media and entire commercial realities. Content care is not easy, and knowledge of visual trends in stock photography is more important than ever if you want to reach your audience. Some clichés in stock photography have disappeared and a new aesthetic is taking shape in the market.

**Massimo Temporelli of FABLAB** is an illustrious character in the world of new technologies. With his seminar “**Say, do, design. Digitally**”, he will tell us about new tools and approaches to turn an idea into a product. Hand and mind are in continuous communication. Every time we invent new products and consumer goods something changes profoundly in our way of thinking. How is the world of design changing in this 21st century? What are the relationships between visual and technological communication? A seminar that talks about how the designer (the one who designs) and the maker (the one who produces) are merging into a single hybrid figure that returns to the laboratories, in the workshops to create new creativity and innovative business models.

The afternoon will continue with the artist Francesco Poroli, Associazione Illustri, and Marcella Gabbiani, Dedalo Minosse Prize with the seminar “**Attractions of the city in pencil, between reality and imagination**”. Describing a place, a city with different ways of doing it: from the most direct ones (its monuments, its masterpieces) to the most indirect ones (Is it possible to describe a city with a color, or without drawing anything of the city itself?), to describing a place without never having been there - as it happens daily to any illustrator. What happens to the same place in the hands of different illustrators? Which kind of results and how different in visual terms?

Thursday's program is closed by the conference **“A Sparkling Visual Communication. The versatility of the crystal for interior design and visual merchandising”**. Maurizio Bosacchi of Swarovski will tell us how visual merchandising and interior design are constantly evolving worlds. Future trends in these markets, such as crystal light, have inspired world-renowned artists, designers and architects. We will look at real cases of installations and application in different contexts from the exhibition windows to the installations of spaces within stores, installations for events, yachting and supplies, highlighting, every time, the contribution of crystal as an ingredient that can amplify customer perceptions in the visual communication experience.

**“New sustainability in the preparation of fabrics”** is the conference that opens on Friday, April 11th. Silvio Faragò, Innovhub SSI e Gianluca Brenna, Stamperia di Lipomo, will talk about how in the last ten years the textile industry has experienced a technology revolution thanks to the adoption of digital printing processes. Studies in this area over the past five years have enabled Innovhub SSI to identify some technologies of interest based on foaming conveyance processes. The results of this patented activity are the basis of the Digital Foam project, whose aim was to develop an innovative process and plant of preparation and finishing of heterogeneous textile substrates based on foaming.

Over 1 billion monthly active users, 500 million accounts using Stories daily and more than 25 million registered companies worldwide. Instagram is the freshest and most dynamic social media of the moment, where all professionals can succeed. Visual communication becomes multimedia, interactive and instantaneous thanks to Stories, but also of great quality thanks to posts on the Feed. Is it possible to do business with Instagram in the field of visual communication? Are there any success stories that show the good integration between digital printing and Instagram? These and more questions will be presented by Laura Nacci, Social Media Researcher, in her seminar **“Instagram and visual communication: a whole other story. How to enhance your brand and grow your business.”**

How to acquire new strategies and be a good entrepreneur? Stefano Ferranti, Strategies for Agencies, will explain it in his speech **“The new role of the entrepreneur in the communication field. People, processes and marketing to grow your business in an evolving market”**. Today, to sell your products or communication services you have to evolve, it is no longer enough to be just competent. If you want to grow, free up valuable time and have always available resources, you have to turn into an entrepreneur who controls numbers, creates processes and selects and leads a motivated and capable team. During the talk, we will talk about people management, processes and marketing, everything that turns you into a successful business. Small bonus: we will talk about NoAIPreventive, the process that gets you out of the trap of generating quotes and turns you into a consultant for your client, giving you the chance to acquire more profitable customers easily.

**“Visual communication meets industry: trends in printed eco-leather. How to conquer market niches with several successful applications”**, will be the seminar held by Mario Di Matteo of Ecotex and moderated by Andrea Boaretto, Peronalive. In recent years there has been a focus on contamination and meeting of value between the visual communication sector and other areas such as interior decoration and the industrial sector. This is the case of eco-leather that allows applications in multiple sectors such as furniture, fashion accessories, photobook, promotional, transport (even naval). In this seminar, through market trends, success cases but also technical-practical indications about application materials and inks, you will find out how to do business with printed eco-leather.

The schedule includes the seminar **“Exhibition design and POP Display increasingly sustainable. Processes and technologies for designing displays in branding and retailing”**. Circular economy and design for recycling determine design methods, processes, technologies for the production of exhibition solutions aimed at institutional and brand communication (branding and retailing). Brand industry and retail align with the needs of customers requiring products for an increasingly eco-friendly and environmentally conscious consumption. Speakers: Eliana Farotto, Comieco - Gianluca Castellini, Smurfit Kappa - Andrea Tempesta di Eurodisplay Design in Progress, Deborah Panepinto, Politecnico di Torino, moderator: Marco Oltrona Visconti, Display Italia.

The best known face of the visual communication community Giovanni Re, Roland DG Mid Europe, will open the day of **Saturday, October 12th**, accompanied by the testimonials Miriam Negroni, Brico Center - Patrizia Anna Coccia, The Graphic Pirates, with the intervention **“Thoughts, Words, Works and Connections. Community stories for a human relationship-based Company”**. Even small businesses can benefit from different types of communities. At the same time, there often is confusion between a group on Facebook or WhatsApp and a real community with rites, roles and physical moments of encounter. Through testimonials and success stories we will discover both the benefits of being part of a community as an individual and, above all, the opportunities for companies of any size to leverage communities in their marketing, research and development strategies and actions. The network that helps itself by helping you.

Can you create a successful brand from a t-shirt? Fabrizio Selis, Market Screentypographic will tell us about it in the seminar **“When the T-Shirt becomes a successful brand. Case history to build a brand that becomes a must in the fashion field!”**. The t-shirt market continues to be a growing means of communication, both at the Italian and international level, to convey lifestyles, fashions and trends, brands and creative products. Which strategic and operational measures are needed? How to choose the appropriate printing technologies in a context where a new screen printing is making a come back? Innovative guidelines and case histories will reveal the secrets to build a brand capable of becoming a must in the fashion field!

Michela Di Stefano, AdobeGuru, will take us to the discovery of **“A 60 Minutes journey, from paper to augmented reality”**. In a world where creativity travels at supersonic speeds, it is important to know the most innovative and powerful tools to realize your own ideas starting from paper and reaching augmented reality. During this meeting, we will be able to see and touch one by one all the potentials, in a journey that will leave you breathless.

The talks calendar closes with the conference **“The external advertising market between opportunities and constraints”**. Regulatory and administrative simplification is the main topic of this conference and is a fundamental issue for businesses in general, but especially for the signage and outdoor advertising sector. AICAP, AIFIL, ANACS federated in FINCO want to reiterate that any process of simplification, in order to be really effective, must be based on a constant comparison with the operational realities, which are able to put at the service of the Legislator their knowledge about the actual criticalities and possible resolution suppositions. This also applies to permits for exercise signs, posters, billboards and areas of change in the state of landscaped locations. Intervening: Carla Tomasi, FINCO, Arianna Censi, City of Milano – Alfio Bonaventura, AIFIL - Paolo Buono, AICAP – Sen. Andrea Bertoldi, Fratelli di Italia - On. Giuseppe Cesare Donina, LEGA - Franco Meroni, ANACS – Sen. Franco Mirabelli, PD – Sen. Riccardo Nencini, Ministero Infrastrutture - Ing. Angelo Valsecchi, CNI. Modera: Angelo Artale, FINCO.

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**VISCOM ITALIA 2019**  
<sup>31st</sup> International trade fair and conference on visual communication  
**VISCOM LIVE**  
**VISCOMLAND: IT'S SHOW TIME**

*Press release*

*Viscomland: a demonstrative location, a theme park rich of attractions to try and experiment in order to discover the whole range of possible applications through to the use of visual communication technology.*

Milan, 10th October 2019 - You will not only find an exhibition area and business meetings at Viscom Italia, but also important visibility moments for products presented by companies exhibiting in this edition.

It is not just the products that count, but also who is able to enhance and present to their own clients those products, those applications, those materials. This is precisely the goal that gave the reason to create an area called Viscom Live which, every year, presents a new creative contest made and customized with the countless visual communication solutions.

We will transform an area of 400 square meters into an exciting location, a new location where visitors will be able to experiment with applications, innovative materials and original solutions, to give it a try to a live quiz to deepen their knowledge of the market and to understand the different stages of creating and producing objects, final products. The Viscom Live edition was produced in collaboration with the arch. Paola Silva Coronel.

**Main sponsor 3M Italia, technical sponsors: Cielle, Epson, Fenix Digital Group, Gravotech, Guandong, HP Italy, Leeed.it, Market Screentypographic, Mimaki, Pico, RamSystem, Trotec Italia.**

PRODUCTS DESCRIPTION:

### **3M ITALIA**

3M will be present at Viscom Live 2019 with revolutionary new solutions. For interior design, we would like to point out the glass finishes of the **3M™ FASARA™ Collection 2020-2021** and the very new **3M™ DI-NOC™ Glass**. For the wrapping industry, a new generation of wrap film aims at redefining completely the rules of the game: the newly engineered **3M™ Wrap Film Series 2080** all in one combines high conformability, ease of application and removal, increased warranty and the industry first revolutionary Protective Film Layer (PPF) for gloss colours.

### **CIELLE – PAD. 12 BOOTH C47**

The sheet plastic bilaminate backdrop engraved with the writing Viscomland, is created with Cielle TAU, a computerized table system for engraving, cutting and deep laser marking. If you want to customize your products with maximum precision, this is the solution for you! TAU, for high definition processing, on objects of any shape.

### **EPSON – PAD. 12 BOOTH E41/ E47**

SureLab SL-D800 is a commercial photo production printer, designed for photo shops and professional photographers who wish to expand their business offering a high quality printing service in a wide range of sizes and media, whatever customers want.

### **FENIX DIGITAL GROUP – PAD. 8 BOOTH G02/G08**

Fenix Digital Group will be exhibiting at Viscom Live unique applications such as the special looking swissQprint Droptix 3D an eyecatchy lenticular looking like prints, plus series of 3D tactile inkjet UV LED printed designs and a 5 multilayered prints for front/back reading printed on one side only. Last but not the least special 3D inkjet gold wallpapers printed with the revolutionary Veika Dimense technology.

### **GRAVOTECH – PAD. 12 BOOTH D41**

Total attraction with Gravotech: come visit us and personalize your special Metal Anodized Aluminum Plate by our ready to engrave consumables Gravograph range made by M20 rotary Gravograph, the smartest, smallest and easiest to use solution in the market!

### **GUANDONG ITALIA – PAD. 8 BOOTH L08**

At Viscom Live we are presenting the chance to create on Wally Nano-Dots products your personalized gadget in 1 minute, using a technology user friendly, easy for everyone: you don't believe it? Please come to get your personalized gadget!

### **HP ITALY – PAD. 8 BOOTH G01/H08**

HP will showcase most of its printer portfolio: the brand new HP Stitch, HP Latex, HP Latex Print and Cut, HP DesignJet and HP PageWide XL. To meet the market's interest in this technology, this year at the Viscom Live area, of which HP is the technical sponsor, there will also be a corner dedicated to 3D printing where it will be possible to see some artifacts made with the company's 3D printing solutions. This area's entrance will be covered with fabrics printed with HP Stitch and a wall will be decorated with panels printed with HP Latex R Series on very.

### **LEED.IT – PAD. 12 BOOTH S23**

Leed is the evolution of the digital LED monitor. self-supporting, pre-assembled, ready to be positioned and turn on . Ready To Play. No tool is needed or any assembly. Minimal and ultra-thin design (only 45 mm thick), self-supporting and easily transportable thanks to the wheels integrated at the base, it has its exceptional strengths in its low costs and versatility. At the Shopping Center, at the museum, in the store or in the disco, upload the contents, adjust the luminescence and ... Press Play.

### **MARKET SCREENTYPOGRAPHIC – PAD. 12 BOOTH A25**

"SERI UVILAB" the complete Mini laboratory for print in screen printing with UV inks. Composed by Miscreen to produce the digital screen-printing frame in the A4 size, 4-color carousel, 2 printing plans and mini LED cold UV oven. The whole system consumes less than 2 kw / h. From the graphic file to the frame and immediately printed on plastics, papers, synthetic fabrics, metal, ceramic, wood, glass, etc, a single ink to print on everything.

### **MIMAKI – PAD. 8 BOOTH E23/E27/G20/G26**

Mimaki has always been a pioneer in the development of printing and cutting systems, offering customers a wide range of unexplored opportunities. From embossing with UV Led flatbeds to printing on mirrored material with transparent ink, produced with UCJV Series UV Led, to Full Color 3D printing: all perfect solutions to create graphics with high added value and visual impact. In the textile field, Mimaki has developed a complete line that fits the production needs of the customer. With sublimation printing the application solutions are countless, from soft signage to sportswear with fluorescent inks.

### **PICO – PAD. 12 BOOTH A17**

PICO is a distributor specializing in technologies for communication and graphic arts professionals. PICO participates to Viscom to show software solutions that can simplify the workflow of communication, from creativity to publication, focusing on the synergy that these create between the different players in the industry. The objective is to raise the quality level of the output, passing thru a natural improvement of the single workings and making the operators more aware and competent.

### **RAM SYSTEM – PAD. 8 BOOTH C26**

3D UV printing with IJP technology. Our peripherals offer unique and integrated prints on all substrates. Our target is to intercept the customer's need and formulate with him the ideal printing solution. IJP SYSTEM by RAM SYSTEM.

### **TROTEC ITALIA – PAD. 12 BOOTH A47**

Trotec Laser, will exhibit at Viscom Live, the Speedy 100 laser machine, the smallest laser engraver of the Speedy series, characterized by the high quality of the parts that compose it and by the patented technology InPack Technology™ that allows to protect the sensitive parts of the machine from dust generated by laser processing, ensuring minimal maintenance and optimal results of cutting and engraving. During the 3 days of Viscom Live, with the Speedy 100, we will produce a series of objects (branded glasses etc.) starting from plexiglass sheets in various colors of our production. By visiting our desk you will be able to see live how a precision laser processing project is organized and implemented.

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**VISCOM ITALIA 2019**  
31st International trade fair and conference on visual communication  
**DIVA AND ELEMENTARIA:**  
**DISPLAY IN COMPETITION AND SHOWCASED MATERIALS**

Press Release

*The retail world is the absolute protagonist with two very successful initiatives. From the international contest DIVA, that awards the best displays, to "Elementaria", the exhibition dedicated to the materials used to create exhibition solutions for the world of Travel Retail.*

Milan 10th October 2019, Viscom Italia has been presenting for years the best of the world of point of sales in all its facets: from innovative materials to the most creative displays. The world of P.O.P becomes a fundamental sector for the visual communication market to which Viscom Italia dedicates two very important initiatives, carried out in collaboration with the magazine Display Italia.

The international competition **DIVA Display Italia Viscom Award**, created in collaboration with Display Italia and with the patronage of Comieco, aims to reward the 28 best exhibition solutions presented by 18 companies in the following categories:  **durable exhibition solutions, non-durable exhibition solutions, Digital Signage, Packaging, Shop Fitting, Retail Design, Shelf Design and new proposals**. The DIVA area will feature the following business tables: Adaptive, Fronteretro, Eurodisplay Design In Progress, Flyvision Kft, Lic Packaging, Lucaprint, Nemes, Scatolificio Pasubio, Trocart, Wood Line

The contest will promote creativity and technique, innovation and design to Viscom Italia's vast and selected audience trade marketing managers, advertising and communication agencies, and graphic studies. The works will be voted on by visitors and a jury of experts: Cristiana Sormani, Trade Marketing Manager Bayer, Eliana Farotto, Responsabile R&D COMIECO, Michele Preziosa, Laboratorio della Farmacia, Paolo Corradi Direttore Acquisti Parmalat, Emanuela Marmioli, Brand Activation Manager SONY Europe B.V., Andrea Semprini, Trade Marketing Manager Giuliani Pharma, Emidio Granchi Responsabile Grocery Liquidi UNICOOP Firenze. The awards ceremony will be held on **Friday, October 11th at 4 p.m., in the Viscom Talks room, booth C01 pad 12.**

DIVA exhibition area will expand with the **Elementaria** event. An exhibition of high design prototypes designed to present a new business model dedicated to the production and proposal of exhibition solutions for the brand industry. For this purpose, architecture and design professionals have worked on creating creative concepts alongside companies specialized in the production and transformation of raw materials. This interaction, commercially unusual, has led to the realization of **prototypes** showcased during the fair and to the birth of a new network available to communication operators. This edition of Elementaria will focus on raw materials of **polymer, metallic, wooden, carto technical** origin and includes the creation of displays dedicated to the use of products for the **Travel Retail** market. The prototypes have been designed by the following architectural and design firms: **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, and Cristian Visentin for TONCART. Participating in the Raw Material Gallery: MONTECOLINO, INEOS STYROLUTION GROUP, TRE CI. Business table: Andreani e Meglas.**

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