

ARTI E MESTIERI EXPO

ORGANIZED BY:



Fiera di Roma, 14-17 December 2017



Arti e Mestieri Expo, the arts and crafts show of Fiera Roma, has always showcased **the traditional, unequalled taste and creativity of Italian craftwork.**

It has become the best place to find a unique, original gift. Today, our aim is to give the event and international flair, by involving both Italian and overseas exhibitors. Our repackaged objective will be to communicate the **beauty, prestige, pleasures and opportunities** of the world of arts and crafts in Italy and globally.

the event

A photograph of a crowded event, likely a festival or fair. In the foreground, a person with long brown hair is seen from behind, wearing a white and red floral lei. To their left, a man in a light blue t-shirt is visible. In the background, many people are wearing various hats and costumes, including a man with a yellow flower in his hair and another with a blue hat. The scene is lively and festive.

our objectives

New event format

- A **wider range** of International products in the **food, wine and craft sectors**
- **Enhanced exhibition spaces**
- **Larger**, improved spaces for **performances, educational, creative and entertainment activities**
- An opportunity to **take part in a hands-on**, multi-sensorial experience, with a mix of **music, entertainment, food, wine and shopping**
- Educational workshops **involving schools**

The background of the image is a collage of various traditional Middle Eastern or North African decorative items. At the top, there are several ornate hanging lamps with colorful mosaic patterns in red, blue, and gold. Below these, there are more lamps and a collection of small, colorful candles in various shapes and sizes, some in metal containers. The overall theme is traditional craftsmanship and cultural heritage.

Keywords

Innovation **Manual arts** Quality

Multi-sensorial

Customs Traditions

Culture Knowledge

Model **History** Taste **Specificity**

Development Integration

Experience Sustainability

Entertainment Internationalization



topics/structure

History of Trades
Paths of the Arts
A-Z of Ceramics
A-Z of Wood
A-Z of Taste
Performing Arts

Love 4 Traditions
Love 4 Tradition

A. Arts and Crafts

(Domestic/International)

Crafts
Giftware
Costume Jewellery
Fabrics
Precious Stones
20th Century Objets
d'Art
Antiques
Collector items
Ceramics
Wood
Iron
Glass
Demo Workshops
Specialized Press
Creativity
Green Designer
Christmas (decorations)

B. Food and Wine

(Domestic/International)

Wine
Beer
Spirits
Traditional cuisine
Traditional Products
Street Food
Catering
Show Cooking
Zero footprint products
Catering and market to
support social issues

C. Leisure

Sports Equipment
Sportswear
Toiletries
Accessories

D. Music and Art

Musical instruments
CDs and Vinyl
Publications
Pictorial and Graphical Arts
Workshops
Live shows
Live drawing/painting
Cartoons and video games

E. Innovation and Technology

Smartphones and tablets
PCs & Laptops
Software and hardware
Consoles and Videogames
Creativity
BLAST Innovation Corner

product sectors

exhibitor costs

Description

Costs

Rate per sqm including stand fitting: side and back walls, carpet, company name board, lighting plus 1 socket, one 1x1 mt. storage room with hinged door

EUR 110,00 + VAT

Additional rate for extra open sides, 2/3 open-sided stand, rate per sqm for stands up to 3 open sides including stand fitting (as above)

EUR 130,00 + VAT

Registration fee for main exhibiting company on the stand

EUR 350,00 + VAT

The Exhibitor costs and Registration Fees also include:

- Technical Assistance during stand set up and dismantling and during the Exhibition;
- Listing in the Official Catalogue of the event, and one copy of the Official Catalogue;
- Exhibitor Passes (to be used during the Exhibition, 2 passes each 8 sqm contracted) up to a maximum of 20;
- No. 1 Parking Permit with access inside the Exhibition Centre
- Basic RCT and RCO (Civil Liability vs. Third Parties and/or Organizers), Fire insurance
- Power Supply 2KW/220V including fuse box, installation, connection and testing;
- Fire extinguisher;
- General surveillance of the pavilions, security and general fire protection

The background of the image is a photograph of the interior of a mosque, likely the Alhambra in Granada, Spain. It features highly detailed Islamic geometric and floral tilework (zellij) on the walls and ceiling. The architecture includes pointed arches and a central dome. The floor is also covered in intricate tile patterns. A semi-transparent red rectangle is overlaid in the center, containing the text.

Arti e Mestieri Expo

HORIZONS

International Dimension / Horizons



HORIZONS

The next edition of **Arti e Mestieri Expo** will feature increasingly international productions, entertainment and products on exhibition. There will be a wide, horizontal crossover between the types of craft products on show and on sale:

from clothing to food and wine,
from precious gems to all kinds of
manufactured goods.

Arti e Mestieri Expo / HORIZONS

will, therefore, be a milestone event and a benchmark for craft products of top international quality and origin.

The layout of the exhibition will be carefully organised to clearly represent the individual countries of origin.

HORIZONS

Each year, **Arti e Mestieri Expo / HORIZONS** will identify a **Special Guest Country**, which will be given a **special exhibition space, with guests, film screenings, free tastings and shows**.

Arti e Mestieri Expo / HORIZONS will also stand out first and foremost for **involving primary and junior high**

schools. The **demo and cultural workshops** will be developed in co-operation with the international exhibitors to achieve a special, aesthetic and functional design.

The themed meetings will aim to:

- Pass on specific, basic, **manual craft techniques** to the younger generation;

- Highlight the **essential features of a particular country's cuisine**, via specific, guided food and wine paths;
- Give **practical and theoretical information** related to the **traditional folklore and customs of a specific country**.