

proposte 2018

World Preview of Furnishing Fabrics and Curtains

2nd 3rd 4th May
Villa Erba, Cernobbio
Lake Como

From the 2nd to the 4th of May 2018 Proposte opens its doors for the 26th time at Villa Erba in Cernobbio. The exhibitors are ready to welcome visitors and clients from all over the world. **There will be 89 exhibiting enterprises, 41 from Italy and 48 from other countries.** Once again, the usual selection criteria have been confirmed, which means only manufacturers who are deemed high profile in terms of collections produced, professional correctness, commitment to research and experimentation in the fields of aesthetics and of technology, and compliance with deontological ethics and sustainability standards shall have access to Proposte.

Proposte in 2018 is pursuing its aim of showcasing **the world's major textile enterprises** with four new admissions: the Italian company **ALOIS Tessitura Serica Srl**, the British company **EDINBURGH WEAVERS**, the Irish company **FOXFORD - BELASA WEAVERS** and, for the first time, a Moroccan company, **P.I.F. SARL**, absolutely **the first African enterprise** to gain access to Villa Erba.

This last admission is proof of the attention Proposte is continuing to bestow on the internationalisation process launched three years ago with the admission to the Fair of several Turkish manufacturers. This process continued last year too with the inclusion of two American companies when the search went overseas. This on-going aperture mirrors the deep transformation the world of furnishing fabrics is undergoing in recent years thanks to the strong influence of the global market.

For the fourth year running, on the same dates the parallel exhibition **International Observatory** will be held, with the coming together of foreign companies. The exhibition spaces chosen for the event are three: **Sheraton Lake Como Hotel, Spazio Como** and **CernobbioShed**, all locations **just steps away from Villa Erba** and that will be connected to it via a shuttle service. Operators may access the Fair directly by means of their electronic badge of Proposte or by registering at the reception desk.

The social work of Proposte continues on Facebook, Instagram and Twitter, where news regarding the fair and the exhibitors will be shared. **#ProposteFair** and **#ProposteFair2018** are the edition's main hashtags.

Visitors of Proposte are reminded that they may enter the Fair only if directly accredited with the Fair's operational Secretariat and only if they belong to one of the following categories: Textile editors, Upholstered furniture manufacturers, Wholesalers, Large-scale distribution chains, Converters, Contract operators. **If duly accredited, journalists and architects may also access the Fair.** For info: www.propostefair.it and www.internationalobservatory.com.

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