



WORLD PREVIEW OF  
FURNISHING FABRICS & CURTAINS

#BLOOMINGYOURHOME

27<sup>TH</sup> / 28<sup>TH</sup> / 29<sup>TH</sup> APRIL 2016  
CERNOBBIO, COMO LAKE, ITALY

## PROPOSTE 2016: FINAL CONSIDERATIONS

Following the recently concluded XXIV edition of Proposte, we would like to make a quick assessment of the three days of work. Despite there being a statistical drop of 7 percent in the number of visitors and 4 percent in the number of companies participating (but with a 3 percent increase in participation from foreign companies), which is perfectly in line with the current state of the market, the satisfaction and optimism of the exhibitors demonstrated that the Fair remains an excellent showcase for new collections, and that enthusiasm was also affirmed by the new participants. Proposte confirms its status as a highly international fair, with representatives of foreign companies making up nearly 70 percent of the total number of visitors.

## HANDOVER DURING THE BOARD OF DIRECTORS MEETING

As soon as the doors to Villa Erba closed the Board of Directors opened theirs and announced the new officers. For the handover of the Presidency, maintaining the alternation between curtain and fabric makers, Piercarlo Viganò leaves his post to his friend and colleague Mauro Cavelli, and himself takes on the role of Vice President. The new board members Gianmarco Zamaroni and Marco Cazzaniga were confirmed, and taking the place of Gustavo De Negri is Alessandro Tessuto.

The Board thanks the outgoing Member for the excellent work carried out during his mandate.

## PRESS CONFERENCE

There was strong attendance at the press conference in which Alberto Jelmini, the founder, participated along with his sister Rosita Missoni, from the Home sector of the Missoni Group, the President Piercarlo Viganò and the Vice President Mauro Cavelli, who reaffirmed the great degree of attention that is paid to the certification and traceability of fabrics, a concept that was underscored by Jelmini who said, "the way in which things are made is often more important than the thing itself".

Cavelli also underlined the tendency to favour natural colours as far as curtains are concerned and more striking textures and colours for furnishings, as was prefigured by the choice for the title of this edition, *Blooming your home*.





## GALA EVENT

The gala evening was a great success with the public who attended the event, which took place in the interior rooms of the Villa Antica and the lakefront staircase, dressed up for the occasion with hundreds of pillows kindly provided by the exhibitors.

The centrepiece of the event, accompanied by the music of Milanese DJ Lele Sacchi, was the video mapping projection that was done by OLO Creative farm in the picturesque atrium of the Villa, a spectacle in which nature, colours and fabrics were the protagonists. The evening was organized by I-AM Comunicazione, with the invaluable support of the staff of Villa Erba and Proposte.

## A SPECIAL THANKS TO ITA

A testament to the excellent collaborative relationship between ITA-Agency for the promotion of Italian businesses abroad and the internationalisation of Italian companies and Proposte, was the presence of the agency's General Manager, Roberto Luongo, who once again this year made it possible for an important delegation of 18 foreign journalists to participate, originating from: The United States, Ukraine, Turkey, India, Poland, Belgium, Germany, Russia, Spain, The United Arab Emirates, The United Kingdom and Hungary.

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