



proposte
2019

15/16/17 APRIL 2019
VILLA ERBA, CERNOBBIO,
LAKE COMO, ITALY

WORLD PREVIEW OF
FURNISHING FABRICS
AND CURTAINS

PROPOSTE 2019 – FINAL CONSIDERATIONS

The twenty-seventh edition of Proposte has just closed with an increase in visitors and the satisfaction of the exhibitors.

A very large number of operators, especially on the first day, visited the event in Cernobbio to discover the excellencies in the fields of furnishing fabrics, curtains and trimmings.

There has been a +3.5% increase in foreign visitors who represent over 70% of the total turnout. There have been significant increases in the number of operators coming from the United Kingdom, Japan, Russia, The Netherlands, Switzerland and China. The number of North American clients has remained stable, while that of Italian clients has slightly shrunk.

MEETING WITH THE PRESS

On the morning of Tuesday the 16th, at the press office, a conference was held in which the **President of Proposte Mauro Cavelli**, the **Director Massimo Mosiello** and the **Director of ITA Italian Trade Agency Roberto Luongo**, met with the Italian and foreign journalists who showed special interest in the **environmental sustainability feature of the fabrics**. Indeed, most of the enterprises exhibiting at Villa Erba presented new “green” products this year.

THE GALA EVENING

The traditional gala evening was held on Tuesday 16th. In view of the success enjoyed last year, the format has remained the same: a dinner with swing music in the background followed by a DJ set and a light-installation created by Olo Creative Farm, all set against the wonderful ambiance of Villa Antica.

WOVEN STORIES

Great acclaim for **the project created by Studiocharlie** for the 27th edition of Proposte. **The installation, that pervaded the entire exhibition centre**, narrated the unique story of furnishing fabrics through the voices of its operators, the Fair’s exhibitors.

SPECIAL THANK YOU TO ITA

Our special thank you goes to the ITA agency for - once again - organizing the large and important **delegation of 11 foreign journalists** coming from United States, Ukraine, Turkey, Germany, Russia, Spain, Arab Emirates, Hungary, Japan and Mexico.

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