



PROPOSTE 2021

7 / 8 / 9 SEPTEMBER 2021
VILLA ERBA, CERNOBBIO,
LAKE COMO, ITALY

WORLD PREVIEW OF
FURNISHING FABRICS
AND CURTAINS

Proposte 2021

Finally, here we are with the 28th edition of Proposte.

The gates of Villa Erba opened on 7 September 2021 to welcome Proposte again after almost two years of forced shutdown due to the global health emergency caused by Covid-19.

The 28th edition of Proposte in 2021 will be held from September 7th to the 9th to host 60 exhibitors, of which 27 from Italy and 33 from abroad: 1 Austrian, 12 Belgian, 2 French, 1 German, 1 British, 3 Indian, 1 Dutch, 5 Spanish, 1 Swiss and 6 Turkish.

Proposte will be held at the same time as the Salone Internazionale del Mobile of Milan and, in order to allow operators to visit both fairs, we have decided to extend the opening hours to 7 p.m. and we have also organized a new shuttle bus service between the two Fairs. On the first two days, Tuesday 7th and Wednesday 8th, the Fair will stay open until 7 p.m., while on Thursday 9th it will close as usual at 4 p.m..

Like never before, this year the Fair will be a must for the furnishing textiles and curtains sector operators and a fundamental starting point for going back to normality.

This edition has been organised thanks to the precious contribution of the Italian Ministry for Foreign Affairs and for International Cooperation and of the ICE Agency who have allowed the development of new initiatives such as the installation, visible in the central pavilion, dedicated to the fabrics of all of the exhibitors presenting the main collections. This represents a new service for the clients who can therefore enjoy a swift overview of the collections present at the fair and decide their itinerary through all the stands.

A lookbook, a summary of the 'must' products of each participating company, containing the most recent new products, their leading products as well as the evergreens. In addition to this, in line with the new trends and market demands, innovative articles obtained using sustainable industrial processes and materials are presented.

Just a few minutes away from the Exhibition Centre at Villa Erba, at the Sheraton Lake Como Hotel the 6th edition of the International Observatory will be held. This is where, from the 7th to the 9th of September, 16 international furnishing textile manufacturing companies will exhibit their products. Operators may access this exhibition directly by using their electronic Proposte badges or by registering at the reception desk, and the Proposte shuttle bus service will transport them directly to and from Proposte.

As envisaged by the laws in force and with the aim to safeguard exhibitors, visitors, suppliers and employees, anyone accessing the Fair will be asked to show, together with the entry Badge, the "Green Pass" (anyone without a Green Pass will be able to take a rapid antigen test, at a corporate rate).

Proposte's social work continues. #ProposteFair and #ProposteFair2021 are the main hashtags for this edition. As in past years, the Proposte Fair Official application is available, a useful tool for keeping the Proposte Fair close by on your smartphone. Last but not least, a 'technological' novelty: the new platform, created in cooperation with the Italian Ministry for Foreign Affairs and for International Cooperation and the ICE Agency, called *Fiera Smart365* that will be on line as from 10th September, to allow the creation of a virtual window for operators and that will remain active up until the opening of the next edition of Proposte in order to allow for conceptual continuity between the two editions.

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