



WORLD PREVIEW OF
FURNISHING FABRICS
AND CURTAINS

26th, 27th, 28th April

Villa Erba, Cernobbio
Lake Como, Italy

PROPOSTE 2022: HERE WE GO!

Less than two weeks to Proposte 2022, which will enliven Villa Erba, in Cernobbio, on **April 26, 27 and 28**.

Numerous new entries and initiatives mark this twenty-ninth edition, but some things will remain the same: **Tuesday 26 and Wednesday 27 the Trade Show will be open to visitors from 9 a.m. to 6 p.m., while on Thursday 28 it will open at 9 a.m. and close at 4 p.m., as always.** The hours remain the same, and so do the access modalities. The Trade Show is open to all sector operators in the following categories: textile editors, producers of upholstered furniture, wholesalers, mass distribution chains, converters, contractors, journalists, architects and designers. The pre-registration form and the Covid rules are available for consultation on this web site: www.propostefair.it.

There will be 69 companies, 40 foreign and 29 Italian, that will once again participate in Proposte, which they believe to be the premier showcase for Furnishing Fabrics and Curtains.

This edition was again organized with the precious support of the **Ministry of Foreign Affairs and International Cooperation** and the **International Trade Agency ICE**, which allowed the development of a series of interesting initiatives for the three-day event, such as the **Exhibitors' Forum**, the installation featuring previews of the new collections, located in the Padiglione Centrale: a combination of materials, designs and colors of textiles from all the Exhibitors.

Online for the three days of the Fair and the months to follow, **fierasmart365.propostefair.it** is the digital platform of Proposte, designed to offer exhibitors a virtual display window.

Inside the Exhibition Center, in addition to the desks dedicated to Italian and international sector publications, the big news this year is the presence of two start-ups in the Ala Cernobbio: **The Id Factory** and **Twinone** are supported by **Italian StartUp, from ICE Agency**, and will present new solutions in Product Digitization and Traceability & Supply Chain Evolution.

Along the Ala Lario and Cernobbio, a video will be shown; **Italy is simply extraordinary: beIT**, in support of the promotional campaign for Made in Italy goods, Italian exports and the internationalization of the national economic system.



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In the Serra Platani, special areas will be set up, dedicated to **CELC, the European Confederation of Linen and Hemp**, which will present innovative products in linen, particularly intended for high-end interior design, and **ADM, the Agency of Excises, Customs and Monopolies**, which will illustrate the processes by which their laboratory technicians analyze fibers and fabrics, and will also present the customs institutes that facilitate exports. A special presentation event is scheduled on Tuesday 26 at 11:30 a.m. at the Serra Platani. In addition, also on Tuesday, April 26 at Villa del Grumello, at the Alessandro Volta Foundation, a conference will be held on the topic of enhancing the Culture of Work and the protection of the Made in Italy textile sector through best practices involving training and accurate information. The discussion will be moderated by the economist Francesco Condoluci and will include a contribution by the General Director of ADM, Prof. Marcello Minenna.

On April 26 and 27, at 5:30 p.m., Proposte is pleased to offer exhibitors, clients, visitors and members of the press an aperitif in the splendid setting of the park at Villa Erba. In case of inclement weather, the aperitif will be held in the Padiglione Centrale.

Just a few minutes from the Exhibition Center at Villa Erba, the Sheraton Lake Como Hotel and Spazio Como will be the venue for the **VII edition of the International Observatory**, where, during the same days and hours as Proposte, 24 companies of the international furnishing textile sector will be exhibiting their products. Sector operators can use their electronic Proposte badges to access the Observatory directly, or they can be accredited at the reception desk. Our shuttle bus service provides a direct connection from the main entrance to Villa Erba.

Starting next week, a new application will be ready for download: a webapp with lots of new features, including push notifications that will be sent out during the Trade Show to update users in real time. In the days immediately prior to Proposte, **the new website will also be uploaded online**, with new graphics and new functions. Proposte extends its presence on the social media: #ProposteFair and #Proposte2022 are the main hashtags for this edition.

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