



WORLD PREVIEW OF  
FURNISHING FABRICS  
AND CURTAINS

26th, 27th, 28th April

Villa Erba, Cernobbio  
Lake Como, Italy

## PROPOSTE 2022: CLOSING PRESS RELEASE

The curtain has fallen on the 29<sup>th</sup> edition of Proposte. All the exhibitors taking part in the 3-day trade show held in Cernobbio expressed satisfaction with the participation of buyers from all over the world.

As usual, at the closing of the trade show, the Board of Directors met to resolve on the offices to renew. Piercarlo Viganò ends his 3-year term as President. "I am very happy to end my term after such an exciting edition. **Attendance was up over 30% and, in particular, the participation of foreign companies increased by over 45%,"** said the outgoing President. "I am also more than happy because my dear friend and colleague **Alessandro Tessuto**, of Clerici Tessuto & C., has finally given in to my entreaties and agreed to become **the new President of Proposte for the next three years**. I will continue to contribute to the organization of the trade show as director of Proposte and President of Ascontex." The entire Board of Directors of Proposte will be renewed: Mauro Cavelli passes the reins to his son Matteo, who will join Tessuto, Viganò, Marco Parravicini of Parà and Diego Vercellino of Sirio Tendaggi. The whole Board thanks the outgoing board member Mauro Cavelli for his valuable contribution, provided over more than twenty years of collaboration.

69 exhibitors presented their new collections at Proposte 2022 and visitors were given a **general preview** of the materials, designs and colors **in the Exhibitor Forum installation located in the Padiglione Centrale**.

**The influences of the natural world stood out**, both in the extensive use of **yarns made from vegetable fibers**, with some experiments in the use of unusual types and blends, and the **color palette, dominated by warm earth tones alongside green and blue shades**. **Always present are off-white and neutral colors** applied to new fibers and designs. The prints feature mainly **animal and botanical motifs**.

**Bouclé and slub yarns** are often used, giving heft and irregular textures to fabrics. Metallic yarns and laminated finishes are experimented with in both curtains and furnishings.

**An increasing number of exhibitors are paying special attention to sustainability**, both from the production cycle standpoint and in the presentation of novelties characterized by the choice of recycled materials.

"I would like to sincerely thank all the exhibitors who continue to show their faith in Proposte by presenting their exclusive collections at Villa Erba," said Director Massimo Mosiello **"The trade show confirms its standing as an international showcase. This edition recorded 70% foreign visitors and 30% Italian visitors."**



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Special thanks to the **Italian Ministry of Foreign Affairs and International Cooperation** and the **Italian Trade Agency ICE** for their support.

During the three days of the exhibition, the “*Italy is simply extraordinary: beIT*” video was shown in the Ali Lario and Cernobbio to promote Made-in-Italy production, support Italian exports and leverage the internationalization of the Italian economic system.

This year too, the Italian Trade Agency ICE, which supports the business development of Italian companies abroad and promotes the attraction of foreign investment in Italy, reconfirmed its collaboration with Proposte. With the intention of developing, facilitating and promoting economic and commercial relations of Italian companies with other countries, and with special attention to the needs of SMEs, the Italian Trade Agency ICE organized the incoming of **33 operators** and **7 foreign trade press journalists** from Argentina (1), Denmark (1), France (2), Germany (4), Japan (1), India (4), Lebanon (5), Mexico (1), New Zealand (2), Slovenia (1), Spain (3), Turkey (1), Uruguay (1), USA (9), United Kingdom (2), South Africa (1) and Hungary (1).

On Thursday morning, April 28, the ICE Director General, Dr. Roberto Luongo, accompanied by Director Massimo Mosiello, visited the Italian exhibitors at Villa Erba.

On Tuesday 26, at 11.30, ADM General Manager, Marcello Minenna, inaugurated the Laboratorio Mobile Milano in the Villa Erba gardens. The mobile structure enables the local performance of chemical analyses in a timely manner for specific product sectors.

Sophisticated aperitifs were held at sunset in the Villa Erba park on Tuesday 26th and Wednesday 27<sup>th</sup>, after exhibition hours. Attendance was high and the participants were more than happy to share a pleasant moment of relaxation after a hard day's work.

"It is always a pleasure, and Proposte, which has been showcasing the excellence of research and experimentation in textiles for home décor and furnishing at Villa Erba for 29 years, is a flagship exhibition for us. We feel it as a priority to collaborate with the organizers of Proposte and provide them with our support.

The increased number of visitors is certainly a source of satisfaction for us too, and we take this opportunity to congratulate the organizers for their professionalism and expertise. Proposte is a global showcase and a flagship for Italy, generating great benefits also for ancillary activities," added Piero Bonasegale, Director of Villa Erba.

After dropping the curtains at Villa Erba, Proposte moves to the web: the trade show goes online with the **fierasmart365.propostefair.it** marketplace, providing exhibitors an additional virtual showcase opportunity.

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