



world preview of furnishing fabrics and curtains

2024 May 2nd 3rd 4th

Villa Erba, Cernobbio
Lake Como, Italy

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proposte
textiles to ideas

PROPOSTE 2024

Today, Thursday, May 2, the 31st edition of Proposte opened at Villa Erba. The trade show will last until Saturday, May 4, hosting the best international manufacturers of **furnishing textiles, curtains, wall coverings, and trimmings**.

79 exhibitors, 31 Italian and 48 international, will welcome visitors from all over the world, who, as customary, come to the Cernobbio exhibition center every year to discover the excellence of the industry.

The list of foreign companies participating in the event is as follows: 1 Austrian, 14 Belgian, 4 French, 2 German, 7 from the UK, 4 Indian, 1 Dutch, 1 Moroccan, 6 Spanish, 1 Swiss, 7 Turkish, and 1 U.S.

This year, the collaboration with ComoCrea Interni has also been renewed, the event dedicated to textile design for furnishing fabrics, featuring the participation of 23 studios at Ala Regina.

The claim of the 2024 communication campaign - "Textiles to ideas" - highlights how creativity and technology are at the core of the collections presented by the trade show exhibitors, reflected in assortments that meet the highest standards with unique know-how that is difficult to imitate, featuring a wealth of options to satisfy the needs of the most demanding buyers.

The exhibition continues outside the booths. In this edition, all around the exhibition center, you will discover the elegance of the custom seating created by our exhibitors who have interpreted and upholstered furniture with their unique fine fabrics. Follow the path, enjoy an immersion in a world of colors and textures, and let yourself be inspired. In the beautiful park of Villa Erba, you will also discover exclusive fabrics designed for outdoor spaces, characterized by solid weather-resistant features.

The three-day event includes special areas that, together with the collections presented by the exhibitors, will complete your visit, making it even more satisfying and stimulating.

The first area is the StartUp area, located in Ala Cernobbio, with the participation of 4 companies promoting and developing new New Material and Textile Upcycling solutions.

Like last year, **CDC Studio** will be present, an innovation hub that offers technological and innovative solutions for reusing waste or unsold materials. CDC Studio uses its patented coeo technology to turn waste into a resource through regenerated polyethylene - from waste to evolution -, along with **FLOCUS™**, the kapok fiber brand that presents a whole range of textile products, going from virgin fiber and yarn to woven and nonwoven. Flocus is an innovator in the supply chain from raw materials to marketed products. Flocus established KRAF, a nonprofit foundation, to help plant kapok trees in collaboration with a group of customers.



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This year, the StartUp area will feature two new entries: **Fili Pari** and **YMPACT**.

Fili Pari stands at the forefront of innovation, developing technologies for textiles starting from a unique raw material: marble. Leveraging pioneering technological advances, the company uses precious marble powder to create innovative and more sustainable products - MARM\MORE® and MINERALDYE.

Ympact is a supply chain impact measurement platform based on the 4Sustainability framework.

The special initiatives - Cometa Formazione, Alliance for European Flax-Linen & Hemp, and Fashion Room - have confirmed this year too, their presence in Serra Platani.

Cometa Formazione, the Oliver Twist School was founded in Como in 2003 from the experience of Cometa, a family association that has been welcoming and educating children and young people in difficulty since 1987. For the students of the textile courses promoted by Cometa, participation in Proposte represents an opportunity for an educational experience in a real context while showing their designs to visitors of the trade show.

The Alliance for European Flax-Linen & Hemp is the only European agro-industrial organization of reference on a global scale that groups all players in the European Flax and Hemp value chain with a threefold mission: inform members, brands, and consumers; support the European ecosystem and knowhow; and promote European flax and hemp as the world's preferred, sustainable premium quality fibers. The Alliance works to increase the international visibility of European flax and hemp, whose technical and environmental features provide worldwide creative inspiration while offering new perspectives for industrial innovation. The traceability of flax fiber is ensured through the EUROPEAN FLAX® and MASTERS OF LINEN® certifications.

Fashion Room is a bookstore specializing in fashion and design. This is a place where creative people can find all the tools for supporting their work of research and development of new collections, new materials, and new colors.

To plan more efficiently your visit and know the exact location of the exhibitors, we recommend downloading the Proposte App that you can find at this link app.propostefair.it.

This year too, the renewed collaboration with the ICE Agency will bring 51 selected buyers from 15 countries to Villa Erba: Australia, China, Croatia, the United Arab Emirates, France, Japan, Jordan, India, Slovenia, Spain, the United States, Sweden, Tunisia, and Turkey. 9 international journalists will also participate in Proposte to publicize the event through the publication of dedicated articles.



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Finally, today, Thursday, May 2, from 6:20 p.m. at Villa Antica, Proposte will celebrate the opening of the event with exhibitors, customers, and journalists with an aperitif and light dinner buffet accompanied by a pop music band. Admission to the evening reception will be exclusively by presenting the Proposte badge.

The ninth edition of the International Observatory takes place a few minutes from the Villa Erba Exhibition Center, at the Sheraton Lake Como Hotel with 9 international exhibitors presenting their furnishing textiles. Visitors with the Proposte badge can enter directly or by registration at the front desk. A shuttle service from the main gate of Villa Erba will be provided to create a direct connection with the Observatory.

The opening hours of Proposte are:

Thursday, May 2, and Friday, May 3 from 9 a.m. to 6 p.m.

Saturday, May 4 from 9:00 a.m. to 4:00 p.m.

Follow Proposte on social media: Instagram, Facebook, and X. #ProposteFair2024 #ProposteFair #Proposte2024, and #Textiletoideas are the main hashtags of this edition. Stay tuned, tag, and share your experience at Proposte.

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