



MIDO launches “REFOCUSING ON HUMANS”, the new communication campaign shot by Uli Weber

Opening of visitor and press registration also announced

Milano, 20 September 2024 – ***Refocusing its priority on people and celebrating the return of value (and to the values) of human creativity***: this is the message MIDO aims to convey with the photos taken by internationally acclaimed photographer Uli Weber.

Starting today, on our website, registration is open to visitors and journalists planning to attend the exhibition, set to take place at Fiera Milano Rho from February 8 to 10, 2025. And, once again, it is proactively bucking trends with a new communication campaign. With “**Refocusing on Humans**”, MIDO is emphasizing **human creativity** and its artisanal capacity to create beauty.

In 2023, when there was much talk about artificial intelligence but still few who were actually using it, MIDO launched the pioneering campaign “Spheres - The Eyewear Universe”, the first in the industry to use AI to create images. Now, while many are applying this technology, MIDO foresees an urgent need that can already be clearly perceived in society – to relaunch human intelligence and its ability to produce new ideas.

With these objectives, for the third consecutive season, creative direction of the campaign was entrusted to **Max Galli**, in collaboration with **Mixer Group**. “*I imagined an idea of beauty that could grow out of the palpable, material know-how that only the “hearts” and “hands” of the true artisans of eyewear know how to convey,*” observed Max Galli. “*A visual and conceptual message that diverges from the artificiality of the many intelligences that populate our current reality and that returns humans to the central role.*”

Thus arose the idea of a collaboration with a photographic artist, **Uli Weber**, known internationally for his captivating work in the worlds of fashion, advertising and portraiture. German by birth, Weber mastered his art in Italy, where he developed the ability to create profoundly dramatic images that combine mystery, romanticism and glamour. His photographs are famous in the world of Fine Arts and have been exhibited in museums around the globe.

“*I was immediately moved by the creativity expressed by Max Galli in the new campaign for MIDO and, working on the set, with the whole team, was a beautiful experience,*” remarked Weber. “*In “Refocusing on Humans”, I used bodies to create **human sculptures that allude to the world of eyewear**, where the hands “frame” the models’ eyes and direct the viewers’ attention, refocusing the glances in an ongoing exchange between spectator and subject. I find the result is a sophisticated*

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but, above all, highly communicative image. I am grateful to Max for having invited me to be part of this project, and to MIDO, that allowed me to do it: we celebrated human beings, but also the expressive power of the eyes, true protagonists of our daily lives.”

Intercultural and sophisticated, “Refocusing on Humans” will appear globally in print and on the internet and will be developed around more than one subject, to be revealed in the coming months.

Starting today **visitor registration is open**. Last year, more than **40,000** attended **from 160 countries**. Simply complete the form on the official website by clicking on this link <https://www.mido.com/en/entry-pass>. Journalists can register here <https://www.mido.com/en/press-registration>.

To always be up to date on MIDO news, visit the website www.mido.com and the official social channels Instagram @mido_exhibition, Facebook @MIDOExhibition X @MIDOExhibition and LinkedIn <https://www.linkedin.com/company/mido/posts/>.

MIDO 2025 | Refocusing on Humans

Agency: Mixer Group

Creative and Art Direction: Max Galli

Photo: Uli Weber

Copy: Sara Lometti

Productions: ARTalents

Account Director: Martina Vailati



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