



Exhibition layout: changes and developments at MIDO 2025

In 2025, the MIDO exhibition layouts will undergo significant changes to provide visitors with an even more engaging and innovative experience.

The Design area: a realm of creativity and vision

One of the key innovations concerns pavilions 2 and 4, that will continue to host the iconic **Design area**. This space, featuring the industry's most visionary creatives, is a laboratory of experimentation where shapes and materials combine to narrate the many faces of eyewear. The reorganization of the spaces in 2025 will allow MIDO to welcome a significant number of new exhibitors and the expansion of some stands. In addition, the return of some notable past exhibitors will further elevate this already extremely popular and highly appreciated area.

New location for the Academy

The **Academy** – a sought-after area featuring companies whose focus is on designer originality and creativity – is relocating. From pavilion 2, it will return to **pavilion 6**, historically set aside for Tech. This change marks a new phase for the Academy, that will bring **creative energy** to an area focused on technological innovation. The synergy between these two vital forces – design and technology – will offer visitors a unique experience, inspiring new connections between cutting-edge styles and technical advances.

The piazzas: nerve centers of the show

Even the piazzas, MIDO's nerve centers, will undergo some alterations. The famous **Fashion Square**, crossroads for the big brands and a magnet for connoisseurs of fashion and luxury, will be updated to make it more functional.

Special attention will be focused on the piazzas in **pavilions 2-4**, cornerstone of the Design area. These spaces, which have consistently embodied creativity and innovation, aim to further enhance the visitor experience and thus strengthen their role as the epicenter of visionary trends.

Thanks to these changes, MIDO 2025 promises to exceed all expectations, delivering an exhibition journey that celebrates excellence in all its forms – from luxury to technology, by way of avant-garde design.

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