



The Vision Stage: MIDO announces the renaming of the historic Otticlub area

The Vision Stage: this is the new name of the area featuring MIDO workshops, seminars, conferences, events and round tables. Its renaming signifies a new phase of **evolution and growth**, and marks a pivotal shift in positioning, intended to reflect the expansion of its activities and to emphasize the core essence of this space as a place of **dialog and discovery**.

The origins: from “Health and Innovation” to Otticlub

Otticlub’s history dates back to **2011**, with the establishment of “**Health and Innovation**”, a place to hold workshops and conferences of interest to the companies in the ‘lenses’ pavilion, powered by ANFAO.

In **2012**, the internationalization of MIDO and the need to engage Italian visitors led to the creation of a new area focused primarily on Italian opticians: and **Otticlub** was born. With expanded capacity and a lounge added for networking, Otticlub quickly became a hub for all visitors, trade journals and associations, hosting training events and continuing education.

Transformation of the area and its conversion to The Vision Stage

In the years that followed, Otticlub continued to evolve, becoming an authentic **all-encompassing container of ideas**, diversifying its target and including an ever-increasing number of exhibitors and stakeholders.

The topics became increasingly varied and broad, with **medically-oriented events** (myopia, presbyopia, amblyopia, protection of the eyes, nanotechnologies, contact lenses, progressive lenses, the role of screening in prevention of vision disabilities, and discussions on the most innovative medical technologies and treatments), in-depth analyses of the market and consumption trends, design and sales techniques. Over the years, many **high-profile non-industry guests** have diversified the program: Barbara Serra, Massimo Bottura, Albert Watson, Paolo Ferrarini, Antonio Mancinelli, Ernst Knam, Ico Migliore, Chiara Tagliaferri, Diego Dalla Palma, Nick Cerioni, and many others.

For 2025, there is a definite need to emphasize and validate the significant change to this area that led to the renaming. Otticlub will metamorphose into **The Vision Stage** at the next edition of MIDO.

The 2025 calendar and forthcoming innovations

The next edition will boast a calendar full of events designed to offer participants many opportunities for professional development and personal growth. Topics like **digitization, innovation, social responsibility, Made in Italy, sustainability, empowerment of women, and market trends** will be at the heart of the seminars and workshops, with the aim of providing valuable resources for professionals. The complete schedule of events will soon be available on the website www.mido.com, with content accessible only to those who register in the dedicated section and for ANFAO members. All of the conferences and meetings will be available for viewing all year long in the private area of the website.

Why The Vision Stage?

“**Stage**” refers to the theater stage, the place where innovations and ideas take shape and are shared with the audience. “**Vision**” is not only the main theme of the show but above all is a forward-looking tribute – an overview that looks to the future of eyewear, embracing topics like innovation, sustainability and Made in Italy. “**The**” lends a more authoritative tone, accentuating the role as a central stage that, in MIDO, finds its natural positioning as the indisputable industry leader.

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