

EM

ARTISTIC PERFUMERY

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ALYSON OLDOINI



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While the first Packaging Première – ninety-six exhibitors representing 100 companies, 25% from other countries – closed with more than 3000 visitors, the second, scheduled to take place from 15 to 17 May 2018, is focusing on consolidating the role of the event, which is already one of a kind in Italy, and even on a world level: rather than a trade fair, it represents a fundamental meeting place for designers, manufacturers and major luxury brands who recognise the potential of packaging when it comes to exclusive communication, aware of the changes taking place on the high-end stage.



PACKAGING PREMIÈRE

*a new venue and more than one
hundred confirmed exhibitors*

The luxury packaging event will be taking place in the Lombard capital for the second time, although in a new and larger venue (to date, more than 135 exhibitors representing 150 companies have signed up). In fact, Packaging Première will be hosted by MiCO Milano Congressi, a multifunctional space that has made a name for itself on the trade fair scene with events such as Identità Golose and some major sector-specific congresses. The structure is situated in the ultra-modern, recently regenerated CityLife district. Already renowned for its buildings by famous architects (from Arata Isozaki to Zaha Hadid), since 30 November last year it has hosted Italy's largest urban shopping district: three different commercial areas with eighty shops, one supermarket, twenty restaurants

and bars and seven cinemas. "We decided to change the venue this year," commented the organiser Pier Paolo Ponchia, "because we needed to host more exhibitors, both from Italy and further afield, so as to offer visitors a more balanced picture of the various sectors involved. However, as promised, Packaging Première will continue to be a selective, one-of-a-kind event." This year too, Packaging Première is set to be an exclusive occasion, characterised by great attention to detail, as well as a showcase and space for comparisons developed around seven macro areas that will host exhibitors from the fashion and accessories, watch and jewellery, cosmetics and perfumes, wines and spirits, speciality food, cigar and fountain pen sectors.

The creativity of the designers, the values of a brand, the forward thinking of the manufacturers. Packaging Première is all this, featuring a display of finished products such as boxes and cases, glass, metal and wooden containers, and shopping bags, along with accessories and trims such as labels and ribbons. In addition to the new location, there will also be innovations on the conference front, which will explore the various themes associated with the event, involving important representatives from each sector. There are also plenty of surprises in store as regards the services on offer and the companies taking part.

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