

ABILMENTE

WHERE CREATIVE IDEAS COME TO LIFE

ITALIAN EXHIBITION GROUP
Providing the future



ROME

VICENZA

MILAN

TURIN



ABILMENTE – The Creative Ideas Show is Italy's flagship event dedicated to DIY communities.

Since **2005**, Abilmente has built connections between exhibitors, partners and millions of enthusiasts, becoming a unique hub for **shared inspiration and creativity**.

The event is made special by the collaboration between organizers and exhibitors, who together create a true creative show.

Each edition offers visitors a mix of **workshops**, **live demonstrations** and **ever-evolving proposals**.

ABILMENTE

OPPORTUNITIES FOR THE CREATIVE MARKET:



SELL YOUR PRODUCTS
by reaching a highly targeted audience, nurtured all year long through targeted marketing.



PROMOTE YOUR ONLINE SALES
with visibility that goes beyond the show days.



GAIN A PRIVILEGED VIEW OF THE CONSUMER
thanks to product feedback that helps you understand audience preferences.



ACTIVATE EXPERIENTIAL MARKETING
initiatives that cannot be replicated outside the trade show context, supported by the team's expertise.



STRENGTHEN YOUR BRAND
by leveraging the trade show moment and ABILMENTE's ability to speak to different communities.



OUR CREATIVE WORLDS

Abilmente is a constantly expanding universe.

It is a creative ideas show rich in inspiration, where new trends meet evergreen techniques.

It's easy to get carried away and lose the thread, so we created the **Abilmente Creative Worlds**:

- Embroidery & Tradition
- Paper, Scrap & Color
- Decoration
- Sewing & Yarn
- Jewelry & Accessories



WHY ABILMENTE?

At **Abilmente**, everyone can find their own creative world: creative sewing, patchwork, embroidery, scrapbooking, decoration, jewelry, DIY fashion...

There really is something for everyone.
The key protagonists are **specialized exhibitors** with products and tools for creativity, inspiring the public through live courses and demonstrations.

Finally, **demonstration and inspiration areas** add a touch of magic that can't be missed, creating an unforgettable visitor experience.



OUR VISITORS

Who they are

83%

hobby creatives

5%

professional creatives

3%

schools and teachers

3%

associations
and representatives

4%

hobby/craft stores

2%

influencers

Why they come to Abilmente

36,2%

to purchase products

24,8%

to discover what's new

24%

to get inspiration

15%

to attend courses and enjoy
a different kind of day



VICENZA



ROME



MILAN



TURIN

4 CITIES AND 7 EVENTS

Since 2005 – Vicenza. The historic stop, the largest and most complete, the unmissable edition held twice a year. **A unique opportunity to meet a specialized audience.**

Since 2014 – Rome. The Eternal City like you've never seen it: a real wave of DIY enthusiasts from Central and Southern Italy. **Two appointments a year in Rome.**

Since 2021 – Milan. An outstanding showcase in Italy's most innovative, fast and young city, in spring and autumn. **The Abilmente Milan audience is always looking for what's new.**

Since 2022 – Turin. The perfect event to reach creativity lovers from the North-West and across the Alps. **Abilmente Turin takes place in autumn at Lingotto Fiere.**



THE ABILMENTE COMMUNITY

245K Visitors in total during the 8 events for 2024

Attendance figures for the single editions of ABILMENTE 2025

Rome
Spring

20K
Visitors

Vicenza
Spring

40K
Visitors

Turin
Spring

19K
Visitors

Milan
Spring

20K
Visitors

Rome
Autumn

27K
Visitors

Vicenza
Autumn

68K
Visitors

Turin
Autumn

24K
Visitors

Milan
Autumn

24K
Visitors

95%

Women

35-55

Age range

1,2K

Exhibitors

262K

Social media
community



MEDIA NETWORK



154K
Followers



86K
Followers



14K
Subscribers



4K
Subscribers



2.3K
Followers



239K
Subscribers



240K
UU/Month
During the fair period

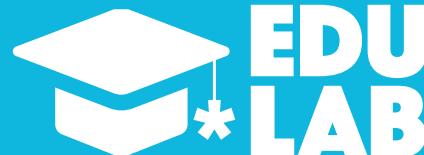
A close-up photograph of a woman with dark hair and bangs, wearing a purple hoodie, focused on painting. She is holding a paintbrush in her right hand, which is covered in paint. In the foreground, there is a table with various art supplies, including several paintbrushes in a holder, a small black paint can with its lid off, and two small jars of paint (green and blue).

SPECIAL PROJECTS

Making the **visitor experience** more special is a key goal, pursued with maximum commitment.

That's why each year we enrich the fair with:

- **Exhibitions** where beauty captures the imagination
- **Inspiration areas** such as La Via delle Idee, featuring many creatives and trends
- **Interactive areas** to test products and tools hands-on
- **Workshop rooms** where creativity truly comes to life
- **Events** to fully enjoy every moment



CREATIVITY IN THE CLASSROOM

Creativity and education meet.

Within Abilmente Spring Vicenza (19–22 February 2026), **Edu Lab** is launched: a special project in collaboration with **Confartigianato Academy**, designed for teachers, educators and trainers who want to bring hands-on making and the art of doing into their classrooms.

A place to discover creative techniques applicable to education, learn from experts and take back to school new ideas to actively, enjoyably and inclusively engage children and teenagers.

In collaboration with

@
Confartigianato
Imprese VICENZA

A photograph of two women at a trade fair. One woman in a blue jacket is holding up a large, multi-page guidebook or brochure, showing its contents to the other woman. The brochure is pink and white with various sections and images. The woman holding it has a ring on her finger. In the foreground, there are several stacks of pink brochures or pamphlets on a table.

VISIBILITY AT THE FAIR

Promote your presence at the fair.

There are countless physical and digital touchpoints to stand out:

- Guide layout
- Sponsors
- Our social media
- Banners
- Online tickets
- Rooms for courses
- Private events
- Promo materials
- Conferences
- Customised discount cards
- Special events
- Co-marketing projects
- Videowalls
- Light boxes
- Checkout screen videos
- Gadget distribution



WHERE WE COMMUNICATE

Abilmente stays connected with its audience thanks to a **multichannel communication** strategy designed to reach all DIY enthusiasts. Through targeted billboards, articles in newspapers and specialized magazines, we promote each edition broadly.

In addition, with periodic newsletters and an always-updated website, we inform and inspire thousands of subscribers every day, keeping them up to date on news and exclusive content.

Our active presence on social networks is another key strength, enabling engagement and direct dialogue with creative communities.

Contact the Abilmente Team for any information.



ABILMENTE ACADEMY

A **masterclass program** held at the fair, designed for anyone who wants to deepen a creative technique with a top expert teacher and a small class, in the most complete and interactive way.

80

courses in the program

400

participants

25

teachers involved*

Sponsors can gain visibility in Abilmente Academy rooms through sponsorships or by supplying materials used during the courses.

**Data refers to Autumn 2025 editions*

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