

# \*ABILMENTE

WHERE CREATIVE IDEAS COME TO LIFE

ITALIAN EXHIBITION GROUP  
Providing the future



ROME

VICENZA

MILAN

TURIN



**ABILMENTE – Where Creative Ideas come to life** 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

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## 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 2025

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

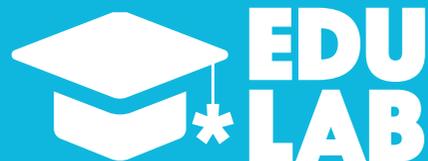


# SPECIAL PROJECTS

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



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CREATIVITY IN THE CLASSROOM

## Creativity and education meet.

Abilente Vicenza meets the world of education with **Edu Lab**: 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



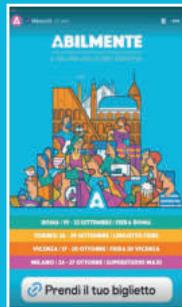


# VISIBILITY AT THE FAIR

**Promote your presence at the fair.** There are countless physical and digital touchpoints to stand out:

- Billboards
- Videowalls
- Events
- Workshop Rooms
- Guide Map Banners
- Gadget Distribution
- Customized Discount Postcards

- 
- App Visibility
  - Social Media Channels
  - Newsletter
  - Top Position in the Catalogue
  - Co-Marketing Projects



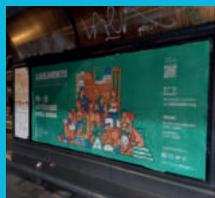
# WHERE WE COMMUNICATE

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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# ABILMENTE



WHERE CREATIVE IDEAS COME TO LIFE

## ROME

24 —  
27 SEPTEMBER

Rome  
Fair

## VICENZA

15 —  
18 OCTOBER

Vicenza  
Fair

## MILAN

22 —  
25 OCTOBER

Superstudio  
Maxi

## TURIN

12 —  
15 NOVEMBER

Lingotto  
Fair

Organized by

**ITALIAN EXHIBITION GROUP**  
Providing the future

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