

*ABILMENTE

THE CREATIVE IDEAS SHOW

ITALIAN EXHIBITION GROUP
Providing the future



MILAN

VICENZA

TURIN

ROME

ALE
GIOR
GINI



Original design by Ale Giorgini for Abilmente



THE VALUES OF ABILMENTE

Abilmente is Italy's point of reference for creative **Do It Yourself** communities.

Since 2005, it has been able to attract enthusiasts, creating events that are simply packed with ideas and inspiration:

- **Courses and special areas**, where you can put yourself to the test and improve your D.I.Y. techniques or even take your first steps in this field.
- **La Via delle Idee**, (The ideas Avenue) that you find at each event, provides a picture of the very best experiences in handmade in Italy.
- **Specialist exhibitors** from Italy and abroad, able to propose new products and satisfy visitors' desire to shop.

We are guided in this project by our values: **creativity**, a sense of **community**, and learning through **experience**.



OUR WORLDS

Abilmente is a continuously expanding universe. It is **a creative ideas salon**, packed with tips and inspiration, but never forgetting the craft lovers who have been with us **since 2005**.

It's easy to get caught up in the enthusiasm and lose your thread, which is why we have reorganised the event's layout into **the Worlds of Ambiente**:

- Embroidery & tradition
- Paper, scraps & colour
- Decoration
- Sewing & Yarn
- Fashion jewellery & accessories



WHY ABILMENTE?

Because at **Abilmente**, everyone can find their creative world. Creative Sewing, Patchwork, Embroidery, Scrapbooking, Decoration, Fashion Jewellery, D.I.Y. Fashions...

There's something for everyone! Of course, Exhibitors the main attraction, **specialists in crafting products and tools**, who can inspire our visitors to create with their courses and live demonstrations.

Our demo and inspiration areas add that necessary touch of magic to bring our visitors an unforgettable experience.



OUR VISITORS

Who are they?

86%

hobby crafters

4,6%

professional crafters

3,9%

schools and teachers

2,3%

representatives
and associations

2,1%

hobby and craft stores

1,1%

influencers

Why do they come to Abilmente?

79,7%

to find out about new
products and materials

78,9%

to purchase them

69,7%

for a day out doing
something different

32,9%

to take part in courses
and demonstrations



VICENZA



ROME



MILAN



TURIN

4 CITIES AND 8 EVENTS

Vicenza, since 2005. This is the traditional event, the biggest and most complete of them all. An unforgettable occasion that is held twice a year. **A unique opportunity to meet a public of specialists!**

Rome, since 2014. The Eternal City as you have never seen it before: a genuine invasion of D.I.Y. and crafting enthusiasts from the Centre and South of Italy. **A double date at the Fair in Rome!**

Milan, since 2021. A fabulous showcase in the fastest, most innovative and youthful city in Italy. Held in spring and autumn. **Visitors to Abilmente Milan are always seeking new products and ideas!**

Turin, since 2022. The ideal event to reach crafting enthusiasts from the North West and France. **Abilmente Turin awaits you twice a year at Lingotto Fiere!**



THE ABILMENTE COMMUNITY

207K Visitors overall in the 7 editions 2023

Number of visitors to the individual editions of autumn 2023:

Rome
27K
Visitors

Vicenza
62K
Visitors

Turin
22K
Visitors

Milan
21K
Visitors

95%
Women

35-55
Years

1,2K
Exhibitors

220K
Social Media
Community



MEDIA NETWORK



143K
Fans



65K
Followers



10,5K
Subscribers



1,8K
Followers



200K
Subscribers



216K
unique users
during the fair
month



SPECIAL PROJECTS

Offering our visitors an increasingly **special experience** is an important aim and one we are strongly committed to achieving. This is why, every year, we design this fair to add:

- **Exhibits** where beauty is able to capture the imagination
- **Inspiration areas** like the Ideas Avenue, with its many crafters and trendsetters
- **Interactive areas** for hands-on experience of products and tools

Workshop areas where creativity can actually come to life

- **Events** where you can experience every moment to the full



VISIBILITY AT THE FAIR

Promote your presence at the fair! There are lots of available physical and online spaces where you can get yourself noticed:

- Map
 - Sponsors
 - Our social media
 - Banners
 - E-Ticket
 - Course Rooms
-
- Private Events
 - Promo material
 - Conferences
 - Customised discount tickets
 - Special Events
-
- Co-marketing projects
 - Videowalls
 - Gadget distribution
 - Video speakers
 - Lightboxes



WHERE WE COMMUNICATE

Posters, daily newspapers, reviews, direct marketing, adv, apps, website, social media, newsletters...

wherever there's a crafter, you'll find us!

Contact our Team for more info!



ABILMENTE ACADEMY

Corsi online per la tua creatività

Abilmente Academy is a digital project dedicated to those brands looking to reach the homes of the Abilmente Community! Launched in 2021 and with 17000 members, it has immediately become a set date for crafting enthusiasts!

Abilmente Academy offers **3 days of workshops, all completely free to the public**, which form a large live showcase for leading brands, store owners, artisans, crafters, and designers in a period of the year not covered by fair events!

The aim is to increasingly become a Community Catalyst, developing the fair concept using online media, while providing ideas to stimulate our public.

Contact our Team for more info!



bea

the creative
ideas blog

BE_A is a new online initiative, devised and developed by **the Abilmente Team** to inspire and connect with the community every day!

BE_A, the creative ideas blog, is an online showcase for selected specialist stores, video tutorials, trending items, unboxings and courses, in store or on streaming.

BE_A connects and integrates the fair public with a new target public as it makes its first steps in the field and becomes addicted as it discovers the magical world of **D.I.Y.**

be-a.abilmente.org

*Do you want to invest and boost your own profile?
Contact our Team for more info!*

... AND OF COURSE, THERE ARE PLENTY OF CRAFTERS!



Babel



Calico



Fattocongioia



Filastorie



Green Bangs



Lavandalab



Le Conturbanti



Melia



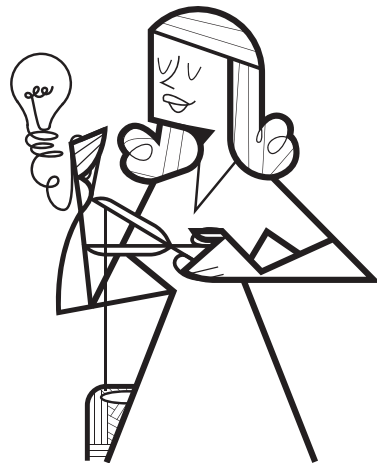
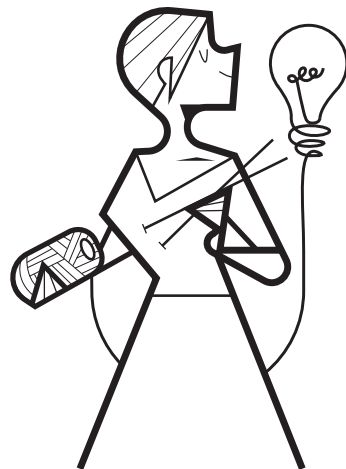
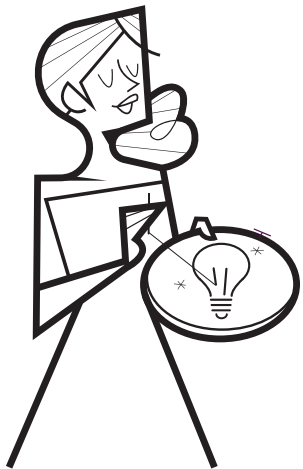
Republique Fabrique



Tulip

THE STAFF





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***ABILMENTE AUTUMN 24**

ROME
19 - 22
SEPTEMBER
FIERA DI ROMA

TURIN
26 - 29
SEPTEMBER
LINGOTTO FIERE

VICENZA
17 - 20
OCTOBER
FIERA DI VICENZA

MILAN
24 - 27
OCTOBER
SUPERSTUDIO MAXI

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