



MIDO 2025: NOMINATIONS FOR AWARDS OPEN AS OF TODAY

This year, winner of the 1st edition of the Sergio Cereda Design Award will be announced

Milano, 1st October 2024 – **As of today, nomination applications are available for the MIDO 2025 Awards.** Application forms are available in the *Awards* section of the mido.com website.

Through December 13th, MIDO 2025 exhibitors can apply to participate in the **Certified Sustainable Eyewear (CSE) Award**, now in its 3rd edition, created by MIDO in partnership with ANFAO and Certottica, that assesses sustainability in the eyewear industry at an international level. Participants can nominate a pair of sunglasses, eyewear frames or an eyewear case. A panel of expert judges will evaluate the competing products which must have been produced in compliance with the principles of sustainability – recycling of materials, reduced consumption in the production and distribution processes, and maximization of the supply chain are some of the criteria the jury will use to determine the winners.

Up to 15th January, MIDO exhibitors can also nominate their stands for participation in the **Stand Up For Green Award**, that recognizes the most sustainable stand in terms of its focus on environmental impact and use of materials. The award grew out of the idea to acknowledge a commitment to safeguarding the environment and emphasis on good practices for sustainable living. The jury will base its decision on stand display, level of innovation, originality and the ability to convey a positive message to the public about the importance of green choices for the future of humanity and the planet.

Through 8th January, opticians from around the world can apply to participate in the **Best Store Award**, which this year is in its **10th edition**. It recognizes the best international optical shop and is divided into two categories: **Design** and **Innovation**. An international jury composed of design and retail experts, managers, creative directors, journalists and designers will decide the winners based on outstanding shopping experience, atmosphere, furnishings, and materials, or a special layout of the retail space (for the Design category); and for digital and traditional communications, interaction, customer services offered, as well as the history of the store and its human and emotional qualities (for the Innovation category).

New this year is the 1st edition of the **Sergio Cereda Design Award** that recognizes emerging Italian talents in eyewear design. The award, announced at the last edition and honoring Sergio Cereda, influential designer in the optical industry, was envisioned by Harvey Ross, founder of

MIDO Press Office CAROLINA MAILANDER COMUNICAZIONE

Marcella Laterza +39 335 7559154 marcella.laterza@cmailander.it
Chiara Ferraro +39 345 0059935 chiara.ferraro@cmailander.it
Stella Casazza +39 349 3579552 stella.casazza@cmailander.it
Martina Bruno +39 346 084 0220 martina.bruno@cmailander.it

the Viva International Group, CEO of Optyx Retail Group and founder of HMR Holdings, in collaboration with the Cereda family and MIDO.

Worth 10,000 dollars, the award revolves around the theme *“Eyewear in its pure form: Balance between proportions and harmony, innovation and breaking point”*. Participants are invited to create designs that show an in-depth understanding of styles and models, balancing innovation and creativity. Candidates must be at least 30 years of age, and must currently be enrolled in or have just completed a program in a design school in Italy. Applications can be sent via this link <https://optyx.com/sergio-cereda-award-application-europe/> and must be received by **30 November 2024**. For further information, please contact marketing@optyx.com.

Presentation of the MIDO Awards and Sergio Cereda Design Award winners will take place with an official ceremony during MIDO.

To always be up to date on MIDO news, visit the website www.mido.com and the social channels https://linktr.ee/MIDO_Exhibition



MIDO is a founding member of IT-EX, an association created to represent Italian trade fair organizers of international standing, supporting the promotion of Italian companies in international markets. IT-EX provides strategic support for internationalization, with self-generated resources and an organization dedicated to economic growth objectives, export promotion, and support for the development of "Made in Italy" worldwide. The trade fair portfolio of IT-EX members attracts 20,000 exhibitors, about 9,000 of whom are from abroad, and 2.5 million visitors, including 1 million professionals and enthusiasts on dedicated days, among whom 600,000 are international.

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Martina Bruno +39 346 084 0220 martina.bruno@cmailander.it