



## The Vision Stage: MIDO announces the renaming of the historic Otticlub area

**The Vision Stage:** this is the new name of the area featuring MIDO workshops, seminars, conferences, events and round tables. Its renaming signifies a new phase of **evolution and growth**, and marks a pivotal shift in positioning, intended to reflect the expansion of its activities and to emphasize the core essence of this space as a place of **dialog and discovery**.

### The origins: from “Health and Innovation” to Otticlub

Otticlub’s history dates back to **2011**, with the establishment of “**Health and Innovation**”, a place to hold workshops and conferences of interest to the companies in the ‘lenses’ pavilion, powered by ANFAO.

In **2012**, the internationalization of MIDO and the need to engage Italian visitors led to the creation of a new area focused primarily on Italian opticians: and **Otticlub** was born. With expanded capacity and a lounge added for networking, Otticlub quickly became a hub for all visitors, trade journals and associations, hosting training events and continuing education.

### Transformation of the area and its conversion to The Vision Stage

In the years that followed, Otticlub continued to evolve, becoming an authentic **all-encompassing container of ideas**, diversifying its target and including an ever-increasing number of exhibitors and stakeholders.

The topics became increasingly varied and broad, with **medically-oriented events** (myopia, presbyopia, amblyopia, protection of the eyes, nanotechnologies, contact lenses, progressive lenses, the role of screening in prevention of vision disabilities, and discussions on the most innovative medical technologies and treatments), in-depth analyses of the market and consumption trends, design and sales techniques. Over the years, many **high-profile non-industry guests** have diversified the program: Barbara Serra, Massimo Bottura, Albert Watson, Paolo Ferrarini, Antonio Mancinelli, Ernst Knam, Ico Migliore, Chiara Tagliaferri, Diego Dalla Palma, Nick Cerioni, and many others.

For 2025, there is a definite need to emphasize and validate the significant change to this area that led to the renaming. Otticlub will metamorphose into **The Vision Stage** at the next edition of MIDO.

### The 2025 calendar and forthcoming innovations

The next edition will boast a calendar full of events designed to offer participants many opportunities for professional development and personal growth. Topics like **digitization, innovation, social responsibility, Made in Italy, sustainability, empowerment of women, and market trends** will be at the heart of the seminars and workshops, with the aim of providing valuable resources for professionals. The complete schedule of events will soon be available on the website [www.mido.com](http://www.mido.com), with content accessible only to those who register in the dedicated section and for ANFAO members. All of the conferences and meetings will be available for viewing all year long in the private area of the website.

### Why The Vision Stage?

“**Stage**” refers to the theater stage, the place where innovations and ideas take shape and are shared with the audience. “**Vision**” is not only the main theme of the show but above all is a forward-looking tribute – an overview that looks to the future of eyewear, embracing topics like innovation, sustainability and Made in Italy. “**The**” lends a more authoritative tone, accentuating the role as a central stage that, in MIDO, finds its natural positioning as the indisputable industry leader.

### MIDO Press Office CAROLINA MAILANDER COMUNICAZIONE

Marcella Laterza +39 335 7559154 [marcella.laterza@cmailander.it](mailto:marcella.laterza@cmailander.it)  
Chiara Ferraro +39 345 0059935 [chiara.ferraro@cmailander.it](mailto:chiara.ferraro@cmailander.it)  
Stella Casazza +39 349 3579552 [stella.casazza@cmailander.it](mailto:stella.casazza@cmailander.it)  
Martina Bruno +39 328 6222616 [martina.bruno@cmailander.it](mailto:martina.bruno@cmailander.it)



## Exhibition layout: changes and developments at MIDO 2025

In 2025, the MIDO exhibition layouts will undergo significant changes to provide visitors with an even more engaging and innovative experience.

### The Design area: a realm of creativity and vision

One of the key innovations concerns pavilions 2 and 4, that will continue to host the iconic **Design area**. This space, featuring the industry's most visionary creatives, is a laboratory of experimentation where shapes and materials combine to narrate the many faces of eyewear. The reorganization of the spaces in 2025 will allow MIDO to welcome a significant number of new exhibitors and the expansion of some stands. In addition, the return of some notable past exhibitors will further elevate this already extremely popular and highly appreciated area.

### New location for the Academy

The **Academy** – a sought-after area featuring companies whose focus is on designer originality and creativity – is relocating. From pavilion 2, it will return to **pavilion 6**, historically set aside for Tech. This change marks a new phase for the Academy, that will bring **creative energy** to an area focused on technological innovation. The synergy between these two vital forces – design and technology – will offer visitors a unique experience, inspiring new connections between cutting-edge styles and technical advances.

### The piazzas: nerve centers of the show

Even the piazzas, MIDO's nerve centers, will undergo some alterations. The famous **Fashion Square**, crossroads for the big brands and a magnet for connoisseurs of fashion and luxury, will be updated to make it more functional.

Special attention will be focused on the piazzas in **pavilions 2-4**, cornerstone of the Design area. These spaces, which have consistently embodied creativity and innovation, aim to further enhance the visitor experience and thus strengthen their role as the epicenter of visionary trends.

Thanks to these changes, MIDO 2025 promises to exceed all expectations, delivering an exhibition journey that celebrates excellence in all its forms – from luxury to technology, by way of *avant-garde* design.

#### MIDO Press Office CAROLINA MAILANDER COMUNICAZIONE

Marcella Laterza +39 335 7559154 [marcella.laterza@cmailander.it](mailto:marcella.laterza@cmailander.it)  
Chiara Ferraro +39 345 0059935 [chiara.ferraro@cmailander.it](mailto:chiara.ferraro@cmailander.it)  
Stella Casazza +39 349 3579552 [stella.casazza@cmailander.it](mailto:stella.casazza@cmailander.it)  
Martina Bruno +39 328 6222616 [martina.bruno@cmailander.it](mailto:martina.bruno@cmailander.it)



## **MIDO 2025: enhanced Digital Tools for an increasingly connected experience**

MIDO is prepared to offer a comprehensive experience thanks to the **enhancement of its digital tools**. With a focus on **accessibility, interactivity and innovation**, the new functionalities will provide crucial support for exhibitors and visitors, simplifying every aspect of participation in the show.

### **An increasingly high-performance App**

The MIDO App, appreciated for its functionality in 2024, has been enhanced with upgrades designed to improve management of activities at the show and to continue networking even after it closes. The new implementations currently in the works aim to ensure greater reliability. **Exhibitors** will be able to record visitors to their stands by scanning the QR code on the guest's entrance badge. The list of visitors can be accessed via the app and in the private B2B area of the website.

**Visitors** can use the app to track their visits, save their favorite stands, add photos and comments, and connect directly with exhibitors. The visitor entrance pass will serve as a digital interaction tool, making the experience more fluid and organized.

### **Accessibility and exclusive content on the MIDO portal**

The official **mido.com** website has been optimized to ensure **inclusive navigation**, with dedicated functions for users with motor and cognitive disabilities. In the private areas, exhibitors and visitors will find exclusive content, including videos, presentations, books and press releases.

Specifically, exhibitors will have access to digital tools designed to support every phase of the show, such as direct access to Fieramilano e-services, downloads of the official MIDO 2025 media kit for the creation of press and social media content, publication of innovations being introduced during the show through a dedicated form, and more.

### **Social Media: a showcase for exhibitor innovations**

Thanks to interaction through the **@mido\_exhibition** Instagram channel, exhibitors will have the opportunity to broaden their visibility. Content that respects the editorial guidelines can be reposted to the 38,500 followers of the page (as of November 2024).

With these implementations, MIDO 2025 aims to make every participation an unparalleled experience, transforming digital engagement into a true driver of networking and professional growth.

#### **MIDO Press Office CAROLINA MAILANDER COMUNICAZIONE**

Marcella Laterza +39 335 7559154 [marcella.laterza@cmailander.it](mailto:marcella.laterza@cmailander.it)  
Chiara Ferraro +39 345 0059935 [chiara.ferraro@cmailander.it](mailto:chiara.ferraro@cmailander.it)  
Stella Casazza +39 349 3579552 [stella.casazza@cmailander.it](mailto:stella.casazza@cmailander.it)  
Martina Bruno +39 328 6222616 [martina.bruno@cmailander.it](mailto:martina.bruno@cmailander.it)