



MICAM 88: THE IDEAS THAT CREATE BEAUTY BECOME EVENTS

A hands-on trade show that can be lived and breathed, touched and played with. The 88th edition of **MICAM** becomes an immersive experience, with a number of unique events that present the variegated world of footwear in a highly original way and draw the visitor in to explore its many different facets.

A real kaleidoscope of emotions, ranging from an enthralling exhibition on the history of footwear, suspended between past and future, to the fascinating process through which creativity is transformed into a tangible, personalised footwear project; from the breathtaking dynamism of outstanding sports performances to the timeless game of "competition" played out in the fashion world and elsewhere.

Different facets of the same story – a story about beauty – in which the protagonists are not just the shoes themselves but also those who create and wear them, those who 'live and breathe' shoes and those who simply adore them.

These are the scheduled events:

IT'S SHOE TIME! - Fashion Square Pav. 1 Stand M21-29 N22-30

Produced by Windowswear Inc., a journey through time from the '70s to the present day and beyond: a digital exhibition celebrating 50 years of MICAM through a fascinating video-story of the evolution of footwear in fashion and social customs.

With the patronage of the Municipality of Milan, visitors to MICAM will be able to see a preview of the **It's Shoe Time!** exhibition in Pav.1 before it moves to MUDEC, Milan's Museum of Cultures from 19th to 22nd of September (free entry).

All visitors to MICAM will be given a free 50th Anniversary T-shirt and, if they want to turn their visit into a truly unique experience, they can have a cartoon portrait of themselves drawn by a professional illustrator.

MALE BEAUTY - Man Square Pav. 1

In collaboration with **Proraso**, an authentic barber's shop is to be set up once again in the **Man Square**, the area dedicated to men's footwear. As before, it will occupy the huge iconic shoe installation - 15 mt. long and 5 mt. high - which is the largest in the world.

This means that, on every day of the trade-fair, visitors can be sure of looking their best before each business appointment.

Promosso da:



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A TOAST TO CREATIVITY - Style Square Pav. 3

For its 50th birthday MICAM will be offering its guests a colourful bit of fun: in the Style Square (Pav. 3), they will be able to enjoy cocktails, biscuits, marshmallows and much more, or simply feast their eyes on the spread.

The **Ink Eat** team will be at the disposition of visitors **from 10.00 to 17.00 on the 15th, 16th and 17th**, while on the 15th and 16th they will be spicing up the evening in the Fashion Square (Pav. 1).

FANTASY TAKES SHAPE - iKids Square Pav. 4B

What could be more creative than a child's imagination? **Stefano Colferai**, one of the most interesting and innovative young talents on the Italian creative scene, has been invited to interpret children's shoes using one of the play materials that stimulates children's imagination the most: plasticine.

Visitors to the **iKids Square** (Pav. 4B) will be able to admire Stefano's skill and artistry as he creates magnificent shoes out of modelling clay, replicas of those being exhibited on the stands.

The appointment is for **the 15th, 16th and 17th from 9.30 to 19.00**

BEAUTY CLOSE AT HAND - Fun Square Pav. 4

Nails Cube will be setting up a Nail Bar in the **Fun Square** (Pav. 4), where nail artists will decorate the nails of visitors, taking inspiration from the shoes they wear.

The experience will be even more intriguing and trendy for those who post the nail art created on their hands by tagging @micam.milano and #micam: a special gift will be given to the most socially present visitors.

OCULUS & VIRTUAL REALITY- Fun Square Pav. 4

For all those who want to immerse themselves in VR, 3D headsets will be available in the **Fun Square** (Pav. 4) every day of the trade show.

THE PLEASURE OF PLEASURE - Fun Square Pav. 4

For female visitors who like to look impeccable at all times, **HAIRSTYLING** - the by now traditional hair and makeup area for those who fancy being "pampered" at one of the classic or vintage hairstyling stations - will be set up once again in the **Fun Square** (Pav. 4), in collaboration with **Adorn**.

INSTANT COLLECTION - Fun Square Pav. 4

How long does it take for an idea to take shape? Hardly any time at all for **Alexsman Coach**, the eclectic record-holding international designer, who will design a shoe in a matter of seconds.

This extraordinary ability of his will be placed at the service of companies who want to play a part in the birth of a product.

An exciting show on **every day of the trade fair from 10.00 to 12.30, 13.30 to 15.00 and from 16.00 to 18.00.**



EVEN OUR FEET CAN LEND A HAND - Corso Italia, on E08 side

At MICAM visitors and exhibitors can contribute actively to a number of important humanitarian projects by handing in their used shoes: old collections, unsold or unsaleable products can in fact generate new social, environmental and economic value. This is the idea behind the **Even our feet can lend a hand** campaign, the result of a partnership between HUMANA, People to People Italia and Assocalzaturifici. In particular, HUMANA will be using the shoes and leather collected to help primary school children on Chilangoma, Malawi.

PERSONALISED BEAUTY – The Arena Players District Pav. 7

Young and dynamic, sneakers are always evolving. To make them truly unique, **SNEAKERS&CHILL** are back at MICAM. In The Arena, the plaza in the new Players District in pavilion 7, three creative young Parisians will be available to customise visitors' sneakers free of charge, so they can take away with them an item which is both truly unique and an indelible reminder of their visit to MICAM. The appointment is for the **15th, 16th and 17th September from 9.30 to 19.00.**

THE ARENA: KICK-OFF IN PAV. 7

When sport becomes a show and a show becomes sport. **The Arena**, the special area inside the new Players District area (Pav. 7) makes its debut with an adrenaline-pumping programme and testimonials.

The new shrine of outdoor and sports shoes could hardly fail to include the sport in which all the action is centred on the feet: football. **The MICAM TROPHY – Football Edition** will be making its debut in **The Arena** with a 3 vs 3 soccer tournament sponsored by **Lotto**.

Celebrity testimonial and world champion **Gianluca Zambrotta** will be at the fair on **15th September from 12.00 to 14.30**, and will kick off the tournament at 13.00.

There will also be bikers, freestylers and lots of other daring young athletes who will be taking part in a number of performances organised in collaboration with **DAMOVE**.

Events to be held in **The Arena**:

Sunday, September 15

10.30-10.50	presentation of all athletes
11.50-12.00	freestyle football
13.00-14.00	MICAM Trophy – Football Edition soccer tournament, celebrity guest Gianluca Zambrotta
14.00-14.15	mini demo and interaction with bikers
15.30-15.50	basketball demo
16.00-16.30	exhibition by Gunther Celli (Lotto)
17.00-17.30	the one and only freestyle mix



Monday, September 16

10.30-10.50	presentation of all athletes
11.50-12.00	freestyle football
13.00-14.00	MICAM Trophy – Football Edition soccer tournament
14.00-14.15	mini demo and interaction with bikers
15.30-15.50	basketball demo
16.00-16.30	exhibition by Andrea Pirillo (Garmont)
17.00-17.30	the one and only freestyle mix

Tuesday, September 17

10.30-10.50	presentation of all athletes
12.00-12.20	freestyle football and interaction with bikers
13.00-14.00	MICAM Trophy – Football Edition soccer tournament Finale
14.00-14.15	mini demo and interaction with bikers
15.00-15.20	basketball demo
17.00-17.30	the one and only freestyle mix

Wednesday, September 18

10.30-10.50	presentation of all athletes
12.00-12.20	the one and only freestyle mix

Milan, 15-18 September 2019