



INTERNATIONAL EXHIBITION OF YARNS AND FIBRES
FOR WOVEN AND KNITTED FABRICS
FOR APPAREL, FURNISHING AND TECHNICAL TEXTILES

FILO, skill games and excellence

FILO, the International exhibition of fibers and yarns organized by AssoServizi Biella, begins 2012 with two press conferences for the presentation of its 37th edition:

On the 16th January 2012 in Biella

and on the 17th January 2012 in Milan

The two dates are an opportunity to illustrate to the press and exhibitors the program and the contents of the fair to be held at the Le Stelline Congress Center in Milan on the 7th and 8th of March, as well as the product proposals elaborated by Gianni Bologna.

From the organizational point of view, FILO intends to reiterate and expand its role as a prestigious showcase for the excellence of Italian and European textile products. In particular the project of internationalization of the fair will be strengthened through a program of presentations and communications, aimed at the foreign markets of interest for the exhibitors of the FILO. Paolo Monfermoso, manager of FILO reiterates this concept: "Even in this complex moment for the Italian economy, FILO reaffirms its role of ideal business show for those companies favoring high quality product and research. Today FILO is the sole *business to business* fair concentrated on a high array of product and innovation. As organizers our task follows three basic concepts: concreteness, professionalism and efficiency. These three concepts have been appreciated by the exhibitors, in fact, as of today the number of companies which have confirmed their participation at the 37th edition is in line with the preceding years. Our main objective for March is to increase even further the number of foreign visitors. For this reason we have started a communication campaign aimed in particular at European countries that can represent important markets for the companies exhibiting at our stands."

Also for the third edition the Trend Union Studio of Li Edelkoort will be present and on the second day of the FILO event, Thursday 8th March, an audiovisual film will present the 2013-2014 Autumn Winter trends.

As for product proposals, Gianni Bologna, creative and product development manager of FILO, has elaborated four themes giving the themes the evocative title of "Skill Games". The underlying concept is that it is necessary to maneuver with great expertise in these difficult times for both the consumer and the producer. These is also an allusion to passion as a necessary condition to continue in creative work of any type. These are proposals that are concentrated on the characteristics of elegance and intrinsic quality of the Italian and European production, but with the realization and conviction that "it is indispensable in any case to reinterpret and rethink what we define as classic."

The 37th edition of FILO will take place on the 7th and 8th of March 2012 at the Le Stelline Congress Center in Milan.

Biella, 16th January 2012

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