



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

## FILO, skill games, games of excellence

The 37th edition of FILO, the international exhibition of yarns and fibres, will be held on the 7th and 8th of March 2012 at the Le Stelline Congress Center of Milan.

The theme of the 37<sup>th</sup> edition of FILO is "Skill Games", which has been chosen to underline the extraordinary ability of doing business, a characteristic of the companies manufacturing products made in Italy. These companies have always been promoters of style and very refined high quality products in the world. They are concepts to which FILO has been inspired for its range of action right from the beginning, thereby acquiring the role of a recognized showcase of excellence for Italian and European textile products. As the manager of FILO, Paolo Monfermoso explains, "We are very satisfied because in the 37th edition of FILO there is a significant increase of exhibitors exceeding 80 companies with the entry of new trademarks. A growth of this kind, in a moment which is not the best for the European economy, is the reconfirmation that FILO is like an ideal platform for the business of companies favoring high product quality and research. It is also recognition for the entire event, which has always been inspired by three fundamental concepts: being concrete, professional and efficient. We are also expecting a good turnout of visitors, thanks to the promotional and communication campaign undertaken towards the buyers who have the greatest interest in our exhibition."

The rich program of the inaugural roundtable of FILO, which will be held on the 7th of March 2012 at 11.30 in the FILO Lounge, will be enhanced by the colorful exclusive handbags Crochet Ladybug by Roberta Rubia and Manuela Visca, all hand made. After the introduction by Marilena Bolli, president of Unione Industriale Biellese, Elio Fiorucci (designer, Roberto Dulio (historian of contemporary architecture) and Ivan Damiano Rota (journalist) will be called to give their interpretation of the concept of excellence and the "Skill Games", which allows the Italian fashion system and the products made in Italy to be recognized as being among the best in the world. In conclusion, the presentation by Alessandro Ciccioni, president of the Group of Young Entrepreneurs of Unione Industriale Biellese will present the book *Human Spirits Business Culture*, also promoted by the Group of Young Entrepreneurs of Confindustria Piemonte.

As for the product proposals for the 37th edition of FILO, Gianni Bologna, manager of creativity and product development of the fair, has elaborated four themes all rotating around "Skill Games". As he already did in the preceding edition, Gianni Bologna has concentrated his research on the characteristics of elegance and intrinsic quality of the European and Italian production. He is aware and convinced that it is "indispensable in any case to re-interpret and re-think what we define as classic."

Besides, from the last edition FILO offers a further service to exhibitors, buyers and journalists: a look at the "fashion to come". In the 37th edition there is renewed cooperation between FILO and Li Edelkoort's Studio Trend Union in presenting on the second day of the fair, Thursday the 8th of March, a video of the trends for autumn/winter 2013-2014.

To render the exhibition hall more pleasant and in anticipation of the arrival of spring, there will be once again floral arrangements all made in Biella by l'Angolo del Fiore of Christian Canterino, summarizing perfectly the values of FILO: tradition, quality and the ability to innovate.

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