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FILO : Twentieth Anniversary

27.06.2013 — 5-6/2013 Mai/Juni — FILO, the International fair of yarns and fibres, presents its 40th edition on the 9th and 10th October at the Le Stelline Congress Centre in Milan.It is the 40th edition of the event celebrating the 20th anniversary of FILO, the only business to business fair dedicated to yarns and materials of excellence.

Paolo Monfermoso, manager of FILO, emphasizes that “such a special anniversary must be celebrated properly without neglecting the characteristics that have always inspired the organization of FILO: quality, professionalism and efficiency. However, we are working on some novelties and surprises in the layout and trend area, while for communications we have expanded the initiatives aimed at foreign buyers. But in our intentions”, continues Monfermoso, “celebrating the twenty years of the existence of FILO has a double significance. On the one hand, we would like to re-trace ideally the path that has brought the event to being a must in the realm of international fairs, paying a special tribute to the exhibitors because the success of FILO has been made possible only thanks to the work of the companies involved and to their continuous quest for excellence in the production of textiles. On the other hand, we would like to consider the “first” twenty years of FILO not as a goal but as a starting point.

Looking at the future, we have also chosen the theme for the 40th edition, Youth. This ‘Youth’, in our opinion is the “incubator” of all of the chances of growth both for a company and an entire country. It means knowing how to take advantage of opportunities and having the ability of innovation and renewal, together with the willingness to accept challenges, even the most difficult ones like the ones present today in textile companies.”

Gianni Bologna, creativity and product development manager of FILO, in presenting a preview of the proposals of the 40th edition, recalls the words of Leo Longanesi, “there is only one great fashion: youth. Therefore,” continues Bologna, “it seems right to dedicate the twenty years of FILO to those who are twenty years old. It is also a convincing attempt to return to the hope of living in ‘other times’ in respect to the ones we have been living for several decades.” Here are some proposals that underscore, “a re-mixing and juxtaposition of textile aspects that are not always harmonious from the traditional point of view, but that for some time have become part of our daily aestheticism. The origin of the phenomenon is unmistakable: all of us but in particular the young, live immersed in hyper-communication, which has become a great trainer for both virtual and reality.” But the difference from the past is “that we are not asked to conform, renouncing our opinions, tastes and personal orientations. We are invited, on the other hand to formulate our opinion even if only with a simple ‘I like’.”

The date for the 40th edition of FILO is the 9th and 10th October at the Le Stelline Congress Centre in Milan.

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