



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

AT FILO “MARKS” OF EXCELLENCE

The countdown has begun for the opening of the 39th edition of FILO, scheduled for **20-21 March 2013** at the “Le Stelline” Congress Center in Milan.

FILO is presenting itself with a broader range of products, thanks to the presence of new Italian and international exhibitors. As Paolo Monfermoso, manager of FILO explains, “The presence of new firms exhibiting gives us especially great satisfaction because it is happening in the midst of a rather unfavorable economic scenario. We are also very satisfied for the number and high quality of visitors who have already applied for pre-accrediting for the fair. These results reward the choice made by the companies exhibiting, whose aim is product excellence and a continuous quest for research and innovation.”

The theme of the 39th edition of FILO is “marks”, chosen to signify that all of the activity of FILO is based on some values not to be ignored: quality of the product and raw materials, respect for both the environment and people as well as their work. These are the “Marks” that have characterized FILO from its first edition and that have given it a precise role which is recognized by all of the operators in the realm of international textile fairs. The “Marks” will also be discussed at the inaugural round table at FILO. The introductory speech given by Marilena Bolli, president of Unione Industriale Biellese, will be followed by a “discussion” between the visions and inspiration of a designer like Massimo Crivelli and the needs and know-how of textile entrepreneurs represented by Pier Francesco Corcione, director of Unione Industriale Biellese. There is the conviction that the “marks” that each one leaves will be stimulating for those who follow in the textile cycle, in the long way that starts from the raw material and ends with the finished garment.

The trends will also be dedicated to the “Marks” in the interpretation that Gianni Bologna has given for FILO. As Bologna affirms, “these are the ‘footmarks to be followed’ in a déjà-vu that mixes the old and the new and where the traditional beautiful is blended with the sophisticated super modern of the new techno-materials. On the other hand there are also the ‘fingerprints that we leave’, even if we live at a time of speed and hyper-communication that literally burns all requests in just a few hours or minutes and where everything can be accepted and then rejected in a very short span of time. There are also the ‘digital traces’ with technical yarns alongside the natural ecological and environmentally friendly ones, to mould the future as we deem fit for those coming after us.”

Continuous updates on all of the novelties that will be presented at FILO can be found on the website www.filo.it

The date for the 39th edition of FILO has been set for the 20th and 21st of March 2013 at the Le Stelline Congress Center in Milan (corso Magenta 61). We welcome you!

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