

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

FILO, at the start of the 35th edition

Creativity and innovation have always been the strong points of FILO, the International event of yarns and fibres for shuttle and circular weaving, including technical textiles. In this edition innovation also regards the fair itself: Filo is presenting itself with a completely renovated exhibition area all on one floor. Collaboration with Ice has also been renewed to emphasize even more the trend to internationalize a business -to-business fair like Filo. Creativity and innovation are played out through the testimony of the speakers at the inaugural round table in a “savoir faire” and “transformation know-how” that resounds in an evocative way at FILO, where the products of one of the first steps of the textile chain are presented.

This concept was echoed by the godmother of the 35th edition of FILO, Melba Ruffo: “The strength and the charm of a fair like FILO lies in the discovery that every new yarn proposed is a concentration of “savoir faire” that is reflected in all of the subsequent phases of the chain, right to the garment production which has made Italian fashion famous and admired all over the world.”

Luciano Donatelli, president of Unione Industriale Biellese, underlines that companies must know how to innovate and renovate: “Innovation continues with the constant pursuit of improvement, a perspective which is always oriented towards the future. These are the coordinates orienting companies in their daily challenge to protect the world Gotha of high quality textiles and to grow in new luxury niches on the world market”. He then continues, “Companies need to have a passion for challenges, the ability to look beyond today and the far-sightedness to succeed in expanding, diversifying and renovating one’s own business. For this reason creativity is like precious lymph for growth and it increases more when a business is willing to test its competitiveness.”

A demonstration of knowing how to accept the challenges and “savoir faire” comes from the associations and institutions of the sector that declare, “Biella, Produces”. Gianfranco De Martini, president of the Chamber of Commerce of Biella, presents in this way the initiative promoted by the Chamber of Commerce and Unione Industriale Biellese: “Biella, Produces is an intense project to attract new entrepreneurs to the Biella area, according to a means of supporting projects which can take advantage of legislation and financial opportunities that the Piedmont Region has reserved for the area. In economic terms, this type of financing is noteworthy and based according to the type of enterprise ranging from a minimum of three hundred thousand Euros (€ 300,000) to a maximum of 7 million five hundred thousand Euros. As for occupational incentives, in addition to what is already offered by law, the province of Biella has provided other economic incentives to companies hiring personnel.”

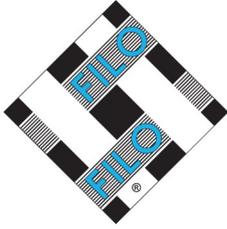
Licia Mattioli, a law graduate who has become an entrepreneur and creator of the Mattioli brand, has understood well and accepted the challenge for innovation. “I am proud to say that in Mattioli we have been able to maintain the *savoir faire* of the master Italian goldsmiths while at the same time combining the craft with technological innovation. In our

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jewels there is feminine creativity, design and spirit of innovation following the footsteps of ancient Italian goldsmiths. “

An artist like Ugo Nespolo warns that creativity is a necessity but it must be coupled with “savoir faire”. “Today there is the need for new performance mastery, with the ability to make things by hand, which was forgotten in the period when artists’ works were a theoretical proposition. In that period it was necessary to cleanse artistic works of their heaviest materialism. Today there is the return to transform materials into works of art, or into areas different from the artistic realm in precious works. It is like when yarns become tapestry.”

Biella, 15th March 2011

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