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Technologies, applications and materials

VISCOM ITALIA - THE TOUCH OF CREATIVITY: THE VISUAL COMMUNICATION FAIR IS BACK IN MILAN FROM OCTOBER 1 TO 3, 2025

Viscom Italia, the annual international visual communication and graphic art appointment dedicated to technologies, applications and materials, is back in Milan on October 1st to 3rd, 2025.
Now in its 36th edition, Viscom Italia 2025 aims to tackle the market challenges with numerous companies reconfirming and an array of important innovations. Aiming to build on from last year's success, which saw a 34 percent increase in exhibiting companies ready to show off their innovations and creativity and enriching the event's internationality.
Hosted at Rho Fiera – Milano's premier exhibition space, Viscom Italia will be the perfect opportunity to preview technologies, solutions, materials and applications in the key visual communication sectors, spanning large format digital printing to signage via screen-printing, embroidery, engraving, laser, visual merchandising, digital signage and led-wall.

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"Viscom Italia 2025 is the place where large-format digital printing, fabric printing, laser cutting, screen printing, signage and digital signage make themselves at home," points out Cecilia Montalbetti, Exhibition Manager of Viscom Italia.

"It is here, printing, decoration and display professionals alongside the manufacturing industries specialising in fashion, automotive and large-scale retail, as well as communication agencies, designers and creative specialists get to discover innovative solutions and are inspired to enhance brand awareness and transform their ideas into projects and business opportunities."

IMPROVING THE VISITOR EXPERIENCE AND UPCOMING TRENDS

*The 36th edition of Viscom Italia will shape and make even more tangible the visual communication universe thanks to **WonderPlace** - heart of the fair, dedicated to those who are looking for new solutions and market opportunities.*
*Viscom Italia 2025 is the opportunity to immerse oneself in an experiential journey, travelling over three distinct environments. Each one uniquely designed to offer inspiration, innovation and real-world set-up scenarios in **Retail, Hotel & Hospitality, Customization Lab**. An environment where design, technology and creativity fuse together, transforming those spaces into three uniquely incredible experiences where new market opportunities are there to be discovered:*

- ***Retail Area***
  Mirroring the blending of static and digital communication, a real store will be set up inside – boasting an array of signage, walls, counters, shelves, lights and LEDs.
- ***Hotel & Hospitality Area***
  Setting the thematic space scene, a hotel reception desk will be set up - filled with panelled walls, a counter, lighting and flooring.
- ***Customization Lab Area***
  In response to the need to discover new solutions and applications in unexplored contexts, an open-air garage-lab will be created with various technologies aimed at tailor-made customization - boasting printing machines, screen printing, engraving and embroidery.

*Also physically located inside the WonderPlace space is the **Viscom Talks** area. The perfect stage for sharing, learning and acquiring knowledge - brimming with a series of meetings to stimulate inspiration for new projects and market insights.*
*This year sees the long-awaited return of **Visual Décor**, the space completely dedicated to the latest interior decoration and creativity trends. Where exhibitors will be able to show off new solutions for personalizing environments and visitors can experience new applications in retail/travel retail, hotels, sports facilities and hospitals.*
In light of 2024's huge success, this year's area has been amplified to give even more companies the chance to enrich the fair with new materials, textures and colours that will help inspire and be reused in future transformations of every possible space imaginable.

DIVA, ELEMENTARIA AND THE NEW RETAIL DISPLAY DISTRICT

***DIVA**, now the display exhibition industry point of reference, is once again ready for this year's challengers with its Display Italia Viscom Award, the international competition dedicated to the world of P.O.P., display design, display furniture and retail shop-fittings. DIVA brings together all the supply chain sector players: from brand and retail managers to trade marketing managers, manufacturers and designers of display, shop-fittings and contract.*
Completely revamped in its exhibition look, the new format aims to foster networking and give greater prominence to the coming trends, focusing on two main macro-categories. Mass-market - large-scale retail and fast-moving goods - and lifestyle – emphasis being on traditional retail and luxury. Both competition categories, will be open to all display solutions free of merchandise category constraints and simply divided into durable and nondurable display, digital signage, shop-fittings, new proposals, expo packaging and green DIVA.
*Also back on stage is **Elementaria**, the hi-design prototype exhibition. This year's 11th edition has been devoted to offer a new business model aimed at promoting semi-finished and compound raw materials as well as display and exhibition furniture innovations for the brand industry.*
To top off, a space has been dedicated to key trade associations representing the main market players, helping to identify the values of the event and disseminate all its innovations.
Taking part will be, the main partner Esia - European Sign Industries Association, Aifil - Associazione Italiana Fabbricanti Insegne Luminose, ALA -Assoarchitetti, ASAL – Assoallestimenti, and Finco - Federazione Industrie Prodotti Impianti Servizi and Opere Specialistiche per le Costruzioni.

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