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ACCADEMIA FIERA MILANO

STUDENTS IMAGINE THE FUTURE OF EXHIBITIONS AFTER THE COVID19 CRISIS

DESCRIPTION

This year Accademia Fiera Milano reset its online activities for GED2020 and it launched a new social media campaign #wewillcomeback. Milan has been one of the first cities to be affected by the virus and from the end of February Accademia has adopted distance learning solutions. From the very beginning, students have been aware of the important moment they were living and that is why Accademia asked them to imagine the future of Exhibitions after the Covid19 crisis.

Accademia collected 28 answers: many are creative, many are inspiring, some imagine that Exhibitions will be more digital, others focus on the power of face 2 face. All answers share the same message: we will come back. The coverage started on 1 April, all messages have been posted on Instagram and Facebook. On 3 June Accademia posted a video with a special message of hope for the industry and for future generations.

Video: <https://bit.ly/2UNesPh>

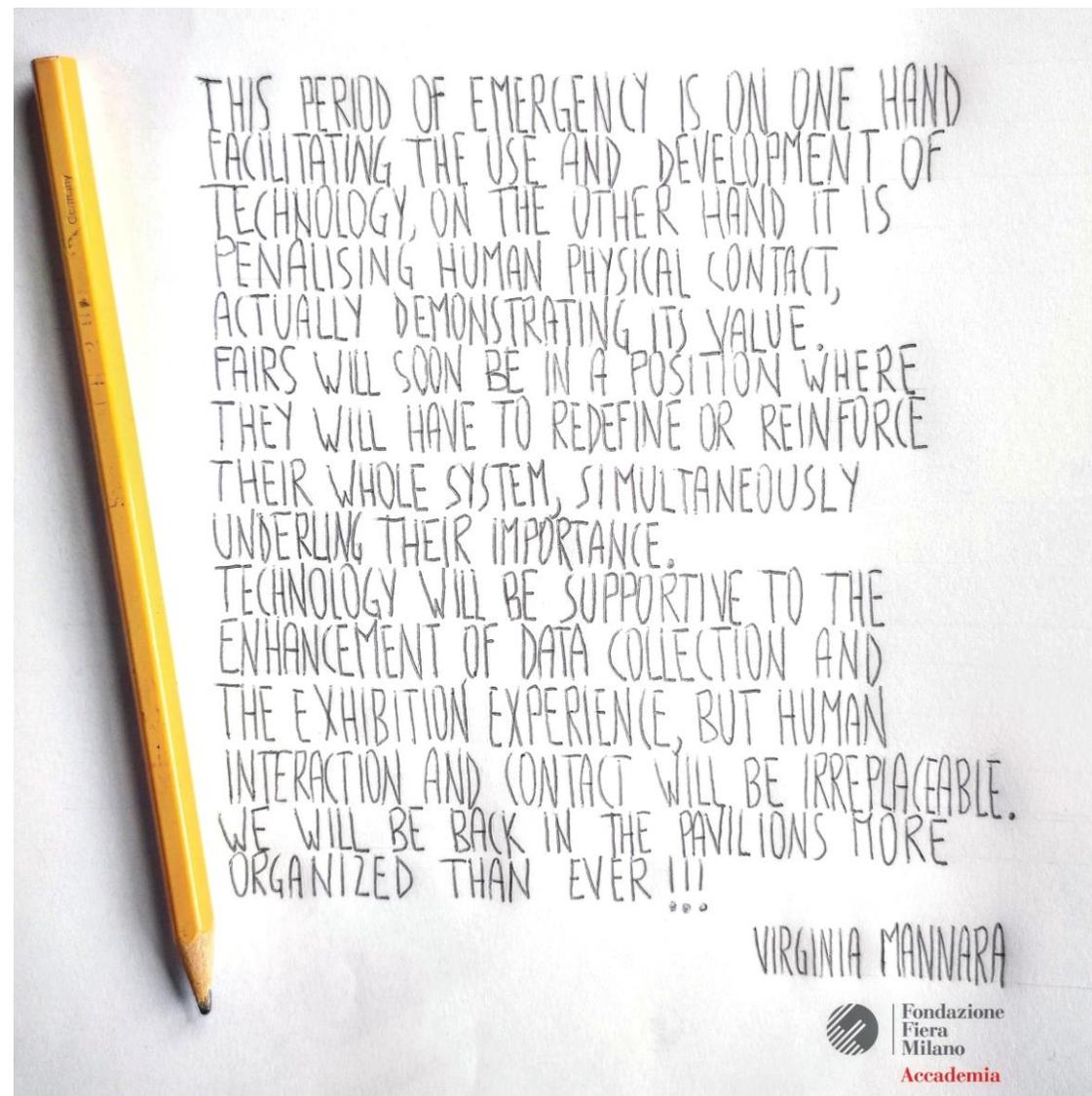
FB: <https://bit.ly/3hIqWBA>

Instagram: <https://bit.ly/3eb0K0i>



We will come back,
it will just take some time

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Alessia Migaldi



THIS PERIOD OF EMERGENCY IS ON ONE HAND FACILITATING THE USE AND DEVELOPMENT OF TECHNOLOGY, ON THE OTHER HAND IT IS PENALISING HUMAN PHYSICAL CONTACT, ACTUALLY DEMONSTRATING ITS VALUE. FAIRS WILL SOON BE IN A POSITION WHERE THEY WILL HAVE TO REDEFINE OR REINFORCE THEIR WHOLE SYSTEM, SIMULTANEOUSLY UNDERLING THEIR IMPORTANCE. TECHNOLOGY WILL BE SUPPORTIVE TO THE ENHANCEMENT OF DATA COLLECTION AND THE EXHIBITION EXPERIENCE, BUT HUMAN INTERACTION AND CONTACT WILL BE IRREPLACEABLE. WE WILL BE BACK IN THE PAVILIONS MORE ORGANIZED THAN EVER !!!

VIRGINIA MANNARA

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SILVIA ANTONACCI
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The individual may forget but the world cannot

In 2020 people are becoming increasingly aware of how much human contact and direct confrontation are indispensable for existence. We also understand that if humanity has reached this point, there are many reasons why we can no longer continue like this.

Change is key.

Exhibitions will understand the **new needs** of their customers, they will apply **policies** that will **safeguard the environment** and educate visitors **to respect other individuals**.

But above all, exhibitions will have to overcome a great challenge: **to become increasingly a safe place both as an investment but also for human life.**

ANGELICA MONDO



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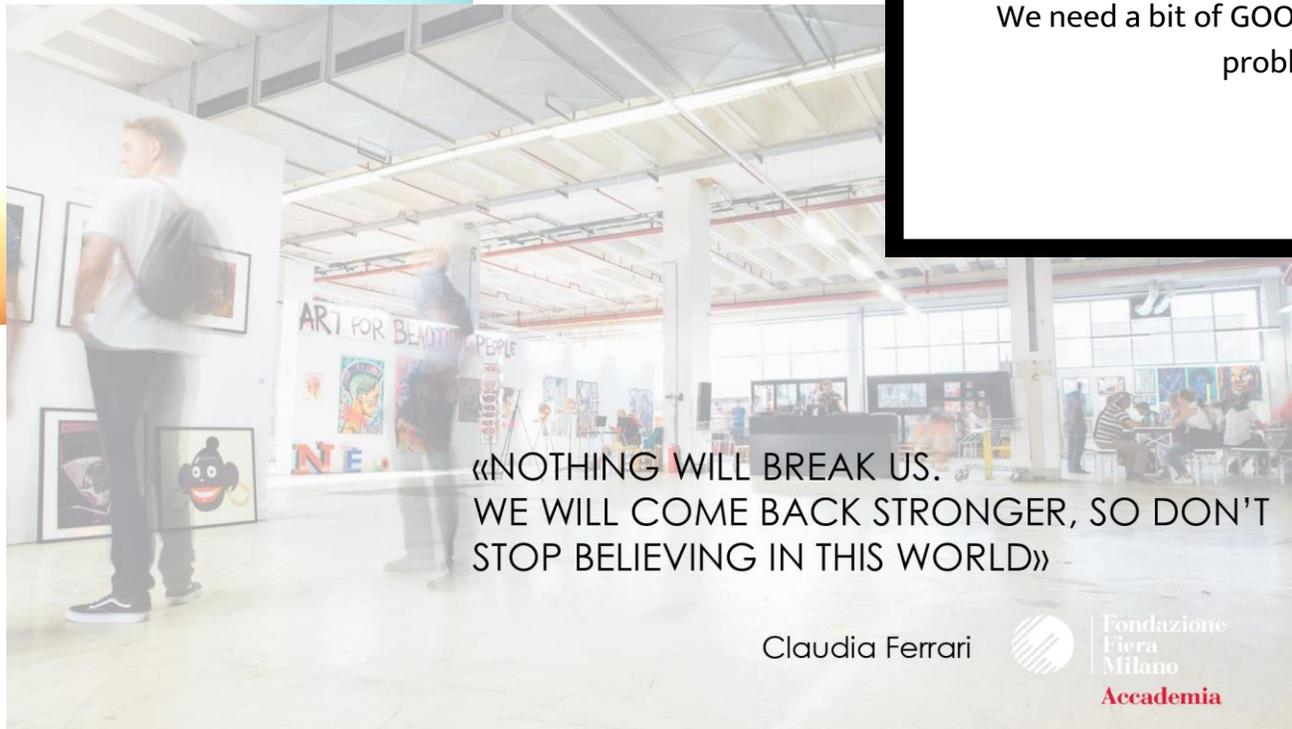
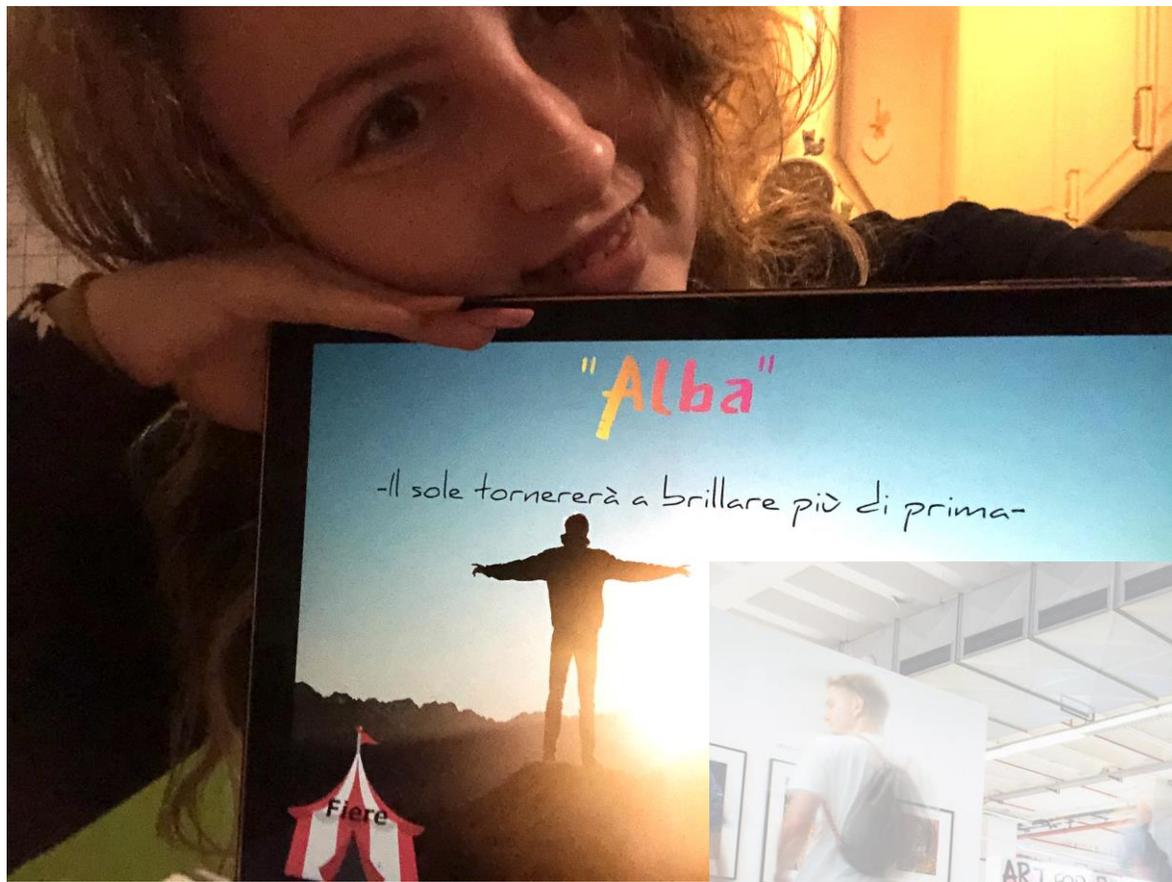
HOW DO I IMAGINE THE
EXHIBITION WORLD AFTER
COVID-19?



Face-to-face interactions will always remain the greatest value that distinguishes exhibitions, without them there is no experience.



CELINE PARRINELLO



Exhibitions are going through a historic change. Right now we stay united thanks to technology, fostering innovation and looking for new solutions for the future. To me one thing is clear: human relationships are essential in an exhibition and they must not die. When this situation will end, there will be a great discovery of our world. Everything will have another taste.

We need a bit of GOOD VIBES to overcome problems.

ALESSANDRO BARILE



Claudia Ferrari



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After a bad period there is a rebirth full of news for the future. Fairs and events will create moments of leisure and entertainment to arouse emotions and interests for the young and the old. This period is teaching us many values that we take for granted and fairs will have their role in society from the moment they will open their gates to the public because they will give the freedom that people are waiting for. This sector is responding perfectly to market needs and will do so with more conviction and willpower for the future.

The best is yet to come.

Stefano Troiano

19:03

4G

< Notes



Humankind has a lot of virtues, such as being able to help fellow humans. Some even dedicate their own lives to saving those of others. Unfortunately, all virtues in this world could never make up for the possibly worst of humankind's vices: not learning from history. That's the reason why fairs and exhibitions may witness an initial slowdown, putting up stronger security systems and maybe even deciding to be more selective. Organising fairs will therefore have to include strict safety measures, because otherwise, being human beings will lead us to forget about this whole emergency and go back to crowding into pavilions just like we have always done. Until the next emergency.

Micol Livraghi
Accademia Fiera Milano



"We will go back to hug each other again."

Almost like a quote, it's one of the sentences we hear everyday during this weird period of time. Trade fairs have always been a meeting place for supply and demand, but above all a meeting place for people. At the fair you meet someone again, you know each other, relationships are established, friendships and value are created. An economic and human value. So in a world where digital has taken over, where we live in augmented reality with blockchain and artificial intelligence, I'm sure and positive that this moment of global health crisis will help us to understand the importance of human capital.

The trade fair world will be in crisis at the beginning, because people will still be afraid. Gradually, the fear will disappear and only the desire to grow will remain. And yes, we will go back to hug each other again.



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Giorgia Donato

EXHIBITIONS WILL BE MORE...

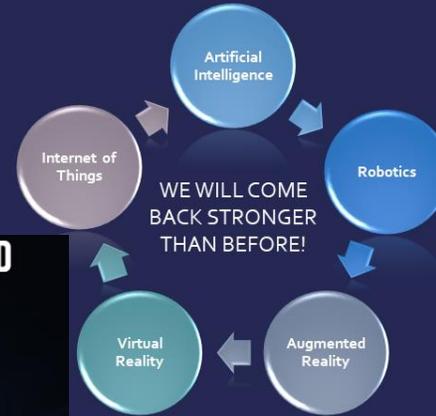
5G
BLOCKCHAIN
VIRTUAL REALITY
FACIAL RECOGNITION
DIGITALIZED
ARTIFICIAL INTELLIGENCE
AUGMENTED REALITY
CLEAN ENERGY
ROBOTICS

Davide Brancati



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THE FUTURE OF EVENTS AND EXHIBITONS



WE WILL COME
BACK STRONGER
THAN BEFORE!

Alessandro Costanza



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ONE OPPORTUNITY TO CHANGE THE WORLD

EXHIBITIONS WILL DEVELOP FROM A TECHNOLOGICAL
PERSPECTIVE; WE WILL TOUCH THE VIRTUAL REALITY IN
A PHYSICAL PLACE.

THERE WILL BE A NEW BUSSINES, NEW MARKETING
AND A NEW GENERATION OF TRADE VISITORS.

Federico Castelli



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THAT'S WHY WE'RE GOING TO CHANGE THE WORLD

EXHIBITIONS TOWARDS THE FUTURE

An Exhibition that
observes, plans, develops,
for **YOU**, for **US**, for **EVERYONE**.

TO INFINITY AND BEYOND!

Valentina Cassa



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Exhibitions in the future will be..

ONLIFE

adjective; adverb

1. It is the set of actions and relationships that a person performs and has when he/she is both connected and disconnected.

(IGI Global)

Giorgia Gori

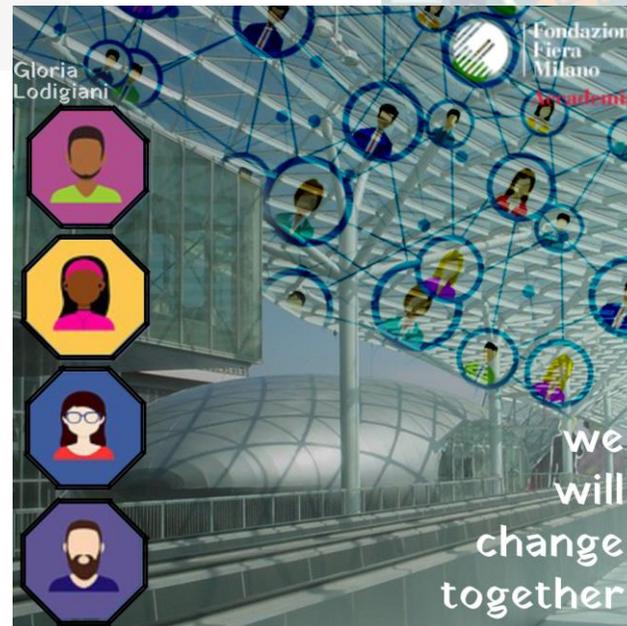
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I like to picture a crisis like a tiny seed, which can transform into a beautiful plant if you take good care of it. In this moment we cannot be sure of what will happen, since this seed is well hidden under layers of soil, we can only suppose which plant will sprout from it, and I hope a great global solidarity will be one of its fruits, to help every single country.

In this optimistic view, I believe future fairs will be implementing new technologies, whose development and spread has been sped up by the crisis, such as face recognition technology and tools facilitating security controls, making the customer journey more enjoyable and therefore improving the experience of both visitors and exhibitors.

Moreover, in a time when every one of us is subject to great restrictions to our freedom, opportunities such as those offered by an exhibition are among those we crave the most: work, encounter and discussion. This led me into thinking that the world of fairs and exhibitions can harvest excellent fruits from the plant of this tiny crisis-seed.

Chiara Gioffré
Accademia Fiera Milano



Matteo Burlini
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The only way to predict future is to create it



Jump on the bandwagon of future exhibitions

FEDERICO TEDESCO



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There are two main aspects due to the current situation: the first one is how digitalization and technology can assist our work and combine different aspects to improve life quality. The second one is the absolute need of human contact. Trades show, once again, have a clear challenge: to be the glue that holds these two aspects and to relaunch global economy.



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Giacomo Muneratti

Work is going to change again

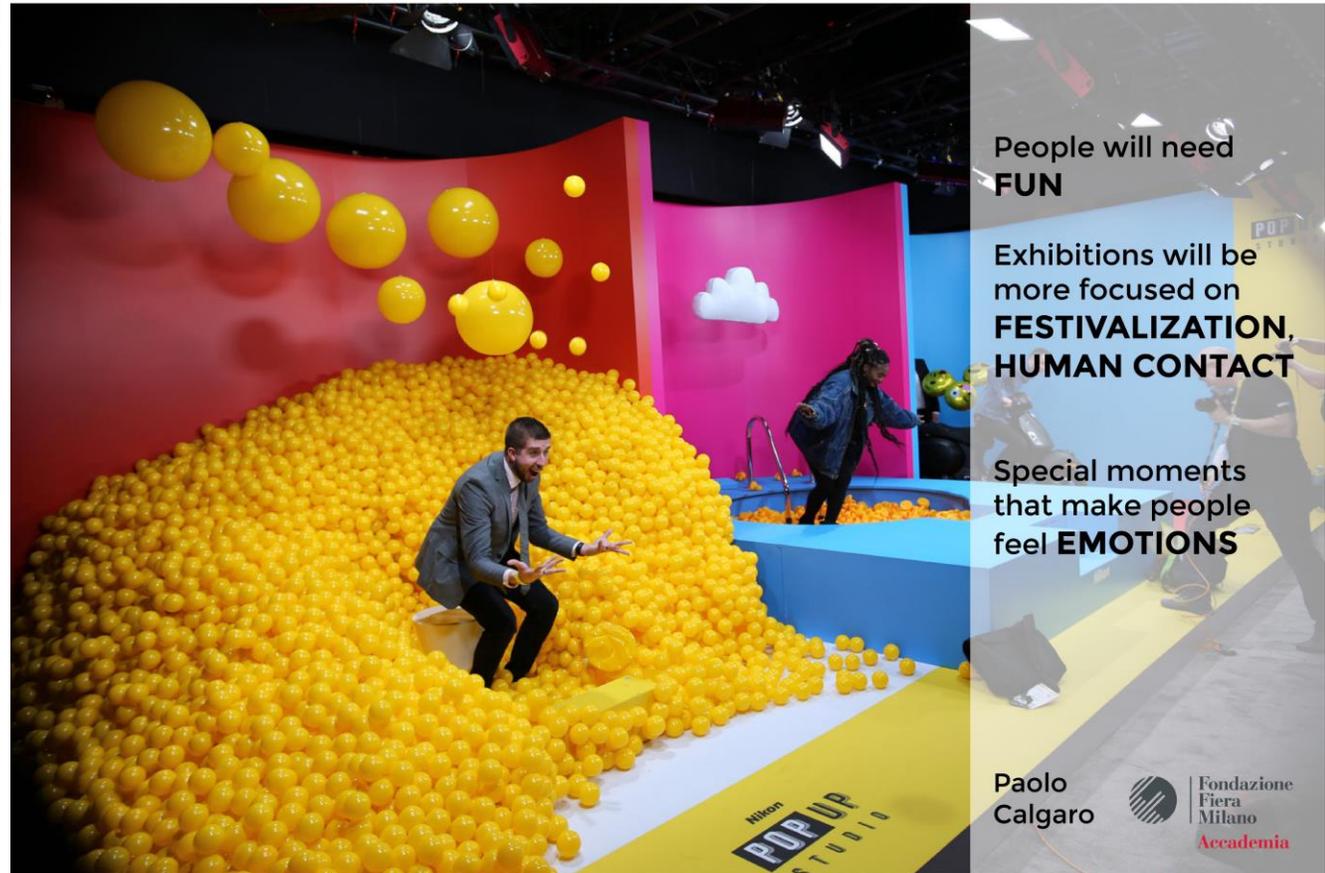
in the **future**,

but what is happening won't affect our work
as much as our **perspective**.

We'll *see* friends and colleagues again,
we'll *shake hands and embrace* each other,
finally recognizing the **real value**
behind every gesture.

For this reason,

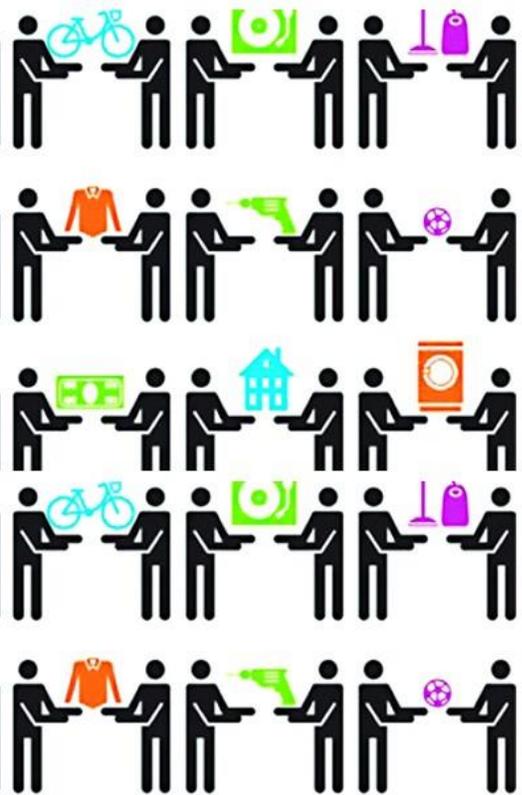
we will get back to work and
we will see the **extraordinary**
where **the most ordinary used to be**.



People will need
FUN

Exhibitions will be
more focused on
**FESTIVALIZATION,
HUMAN CONTACT**

Special moments
that make people
feel **EMOTIONS**



DUE TO COVID-19, WE UNDERSTOOD
HOW **SHARING** IS PRICELESS.

SHARING KNOWLEDGE, HELP, SKILLS,
EMPATHY, NEEDS, GENEROSITY IS
SOMETHING WE REALLY NEED TO
IMPROVE IN ORDER TO BE AT THE
SERVICE OF OTHERS.

EXHIBITIONS WILL TAKE ADVANTAGE
OF THIS LIFE LESSON TO RESIST, TO
KEEP GOING AND TO OVERCOME ALL
THE MAJOR DIFFICULTIES.

Cecilia Di Pietro



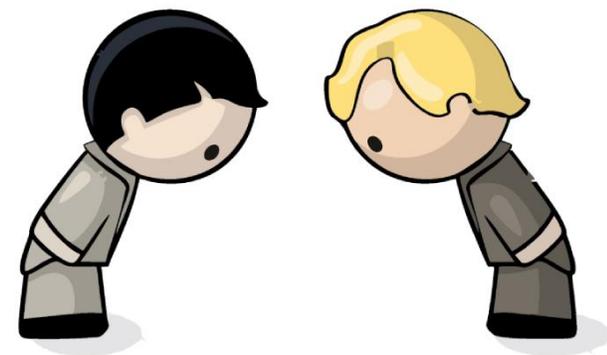
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Giulia Perotti
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As a result of the pandemic, I believe that exhibitions will become **places of greater respect and union.**

I hope that, after being in this situation together, the values of **respect, understanding and sense of union** will be rediscovered.



Worldwide economics will surely face severe consequences
and some business will shut down.

However, I am 100% positive fairs won't disappear.

They will resize and change some parameters in order to
cope with restrictions about social distancing

but we will all get used to them quickly, because we are
renowned as the most flexible and dynamic field, aren't we?

I am not worried. I know our sector will shine as bright as we
have known it until yesterday, sooner than we can imagine.

Giulia Demetri



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