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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>

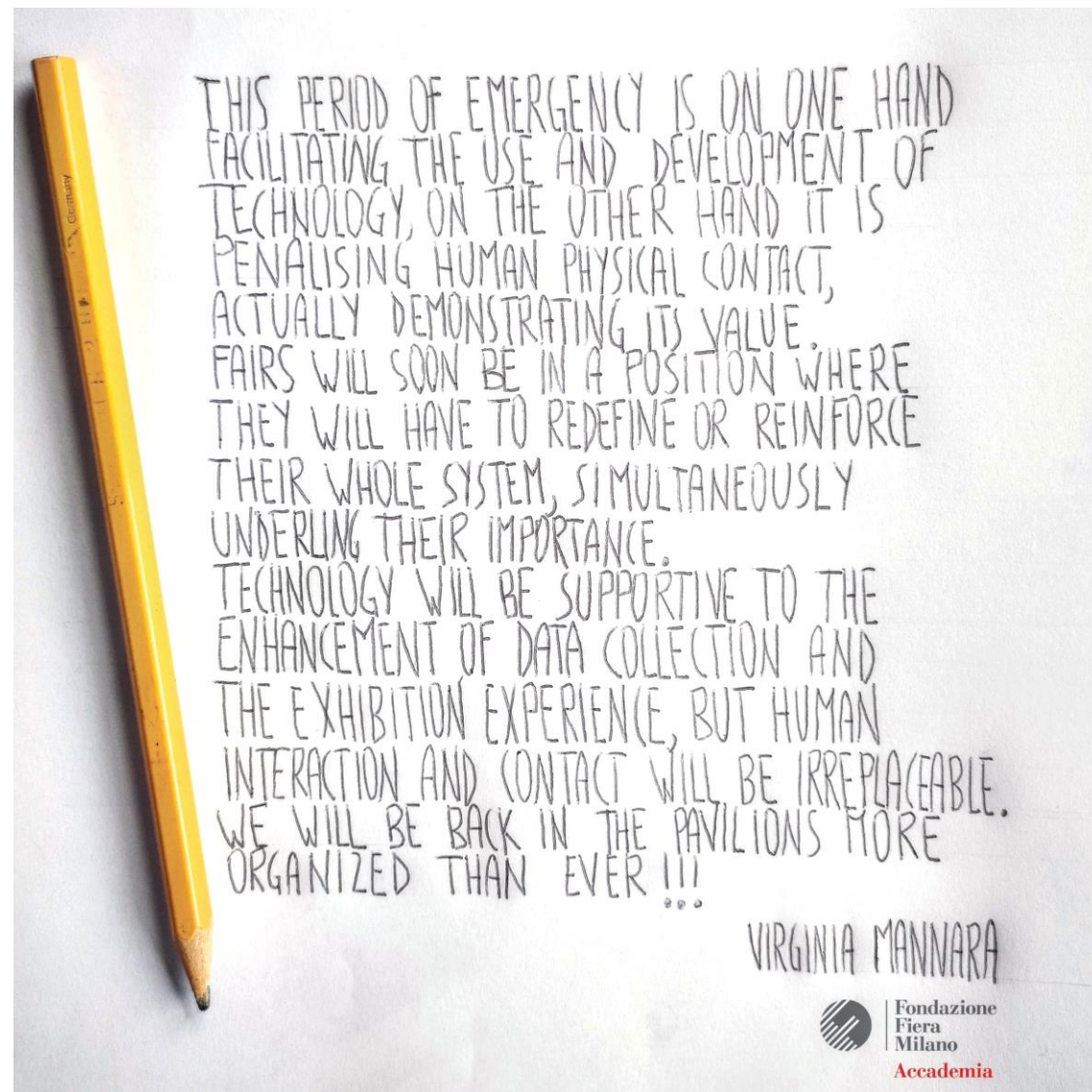
Instagram: <https://bit.ly/3eb0K0i>



We will come back,
it will just take some time



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Alessia Migaldi



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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.

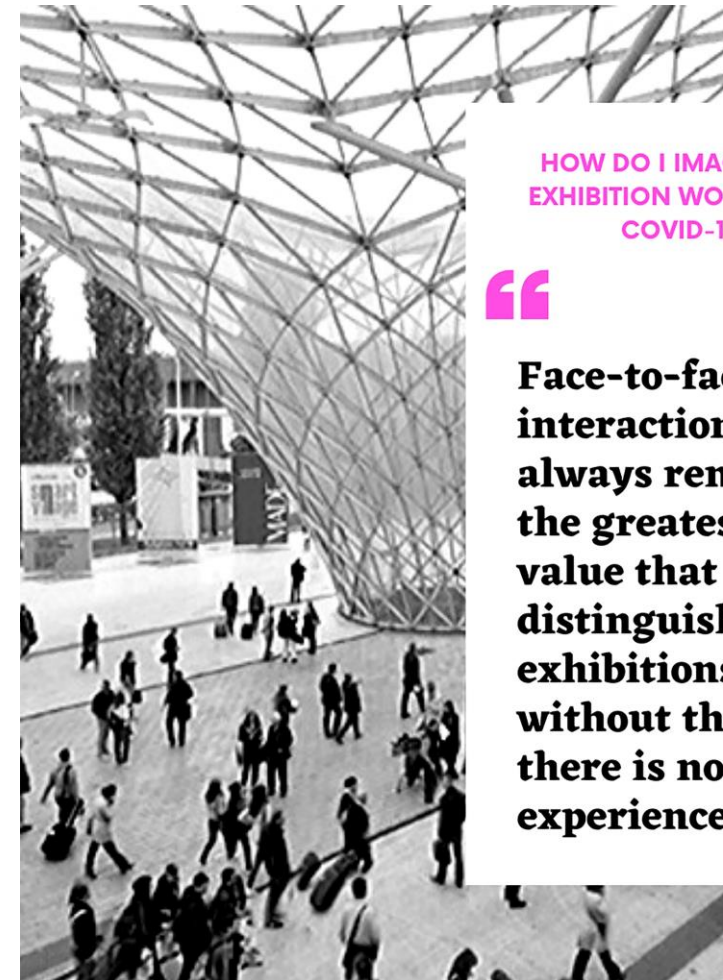
Exhibitions will understand the **new needs** of their customers, they will apply **policies** that will **safeguard the environment** and educate visitors **to respect other individuals**.

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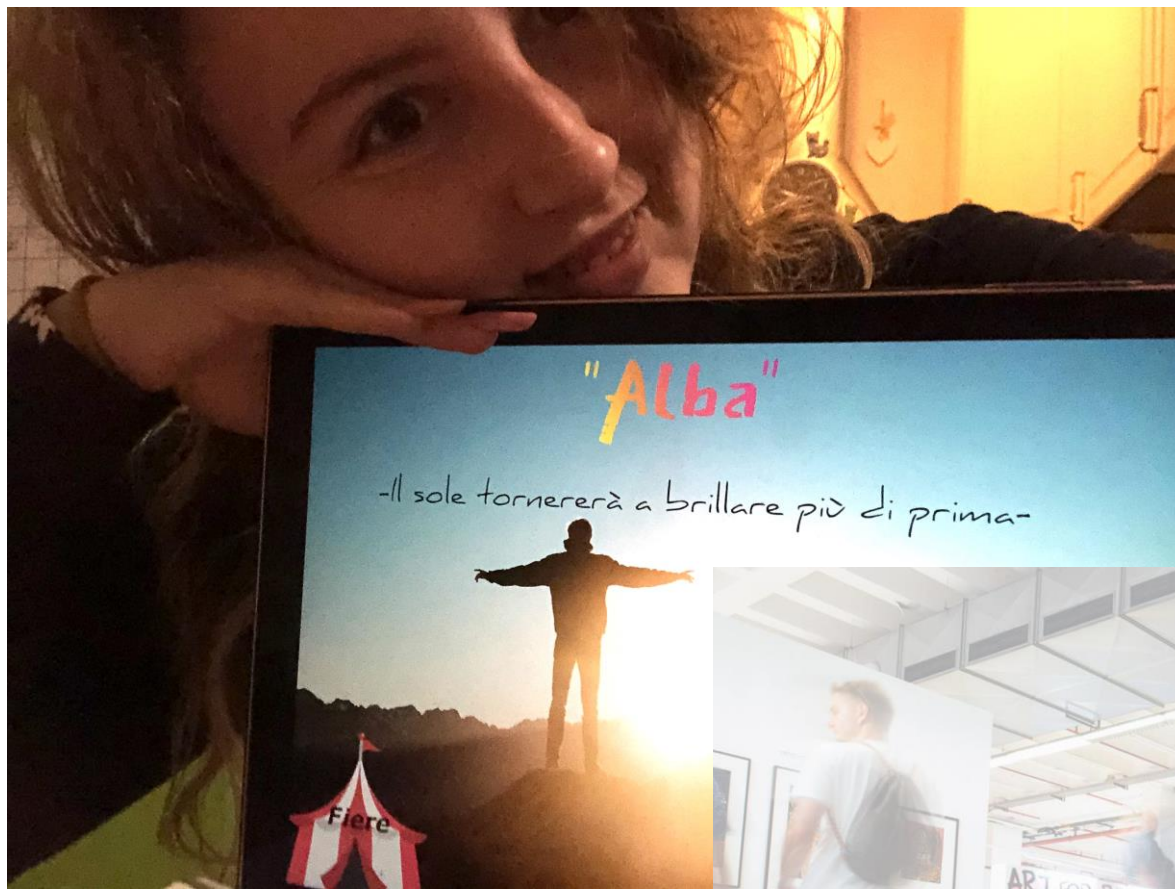
HOW DO I IMAGINE THE
EXHIBITION WORLD AFTER
COVID-19?

“

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

”

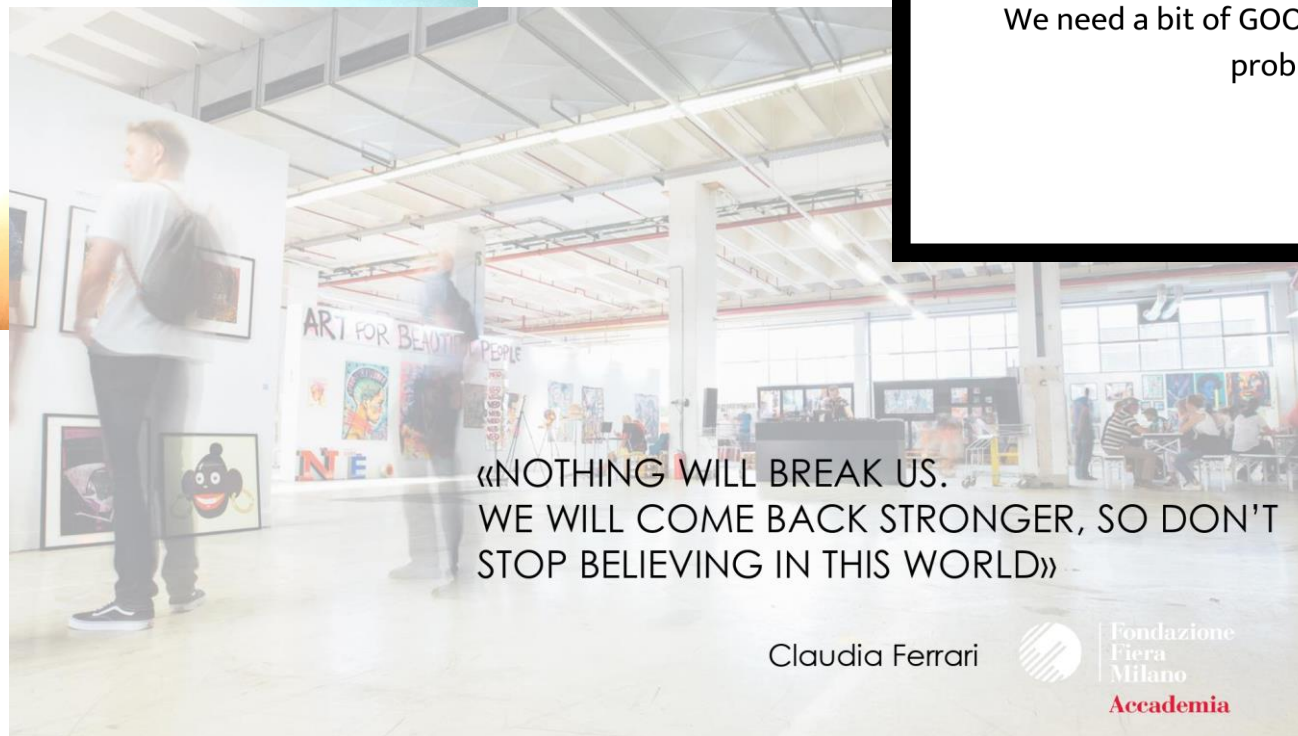
CELINE PARRINELLO



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



«NOTHING WILL BREAK US.
WE WILL COME BACK STRONGER, SO DON'T
STOP BELIEVING IN THIS WORLD»

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



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Giorgia Donato

EXHIBITIONS WILL BE MORE...

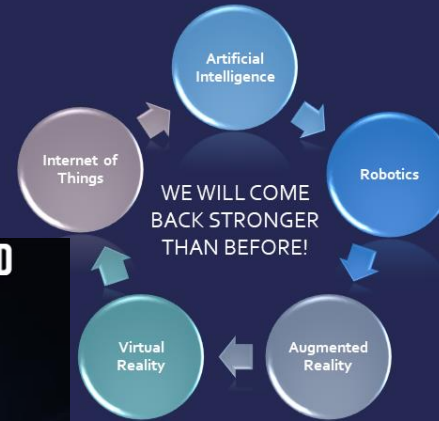
5G
BLOCKCHAIN
VIRTUAL REALITY
FACIAL RECOGNITION
DIGITALIZED
ARTIFICIAL INTELLIGENCE
AUGMENTED REALITY
CLEAN ENERGY
ROBOTICS

Davide Brancati



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THE FUTURE OF EVENTS AND EXHIBITIONS



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 BUSINESS, 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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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

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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Matteo Burlini
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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**

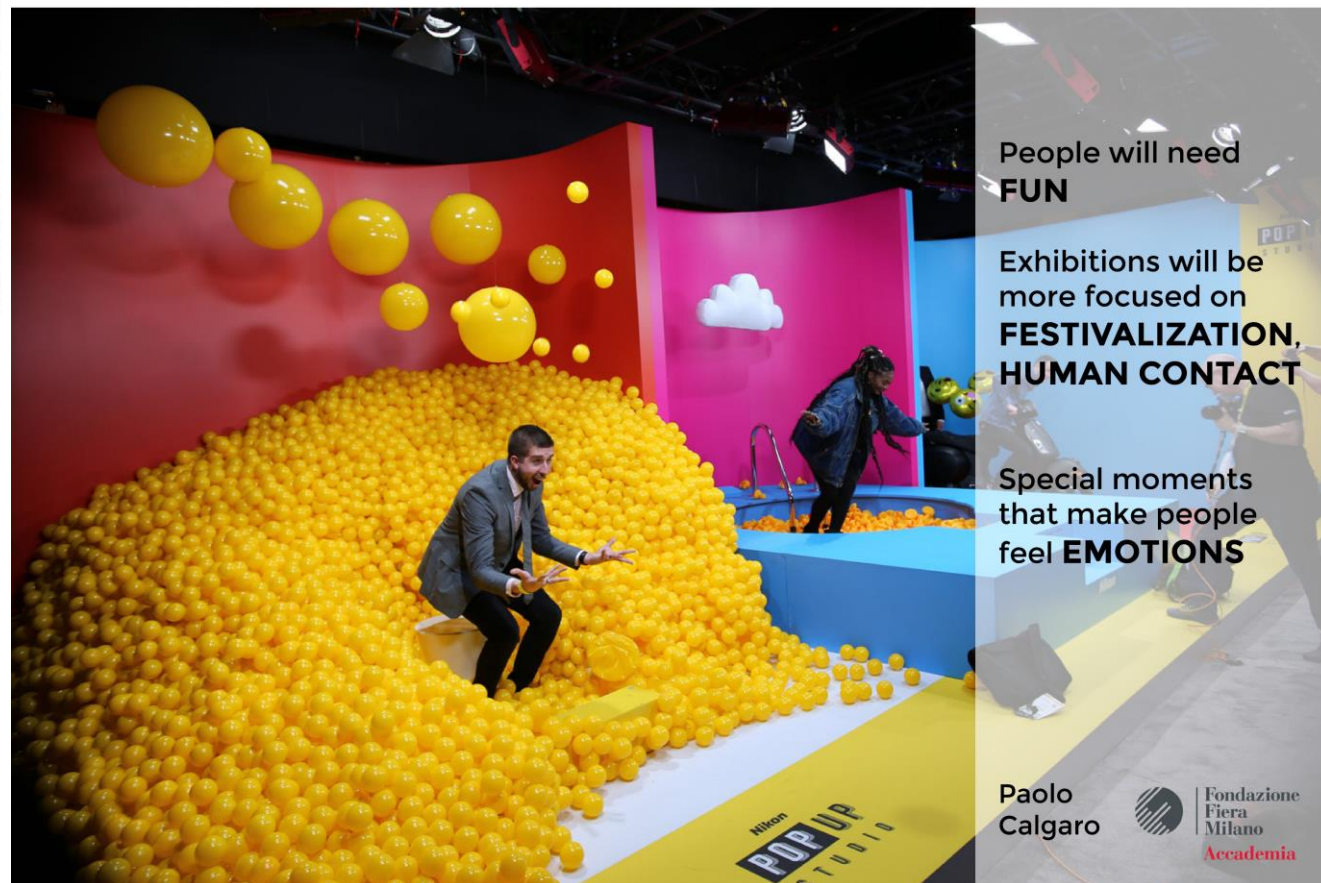
behind every gesture.

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.

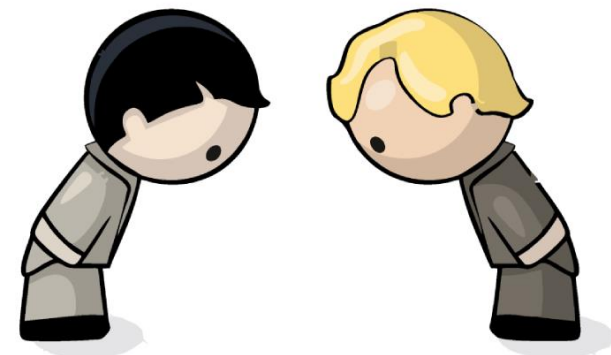
Cecilia Di Pietro



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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.



Giulia Perotti



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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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