

AT BOLOGNAFIERE FROM THE 4TH - 6TH MARCH THE THIRD EDITION OF FAMAART, THE INTERNATIONAL SHOWCASE FOR THE VERY BEST OF ITALIAN AND EUROPEAN FRAMES AND GRAPHIC ART.

AN EVEN BIGGER EDITION (+11% EXHIBITORS AND +20% OF EXHIBITION SPACE) AND AN EVEN MORE INTERNATIONAL PROFILE WITH COMPANIES FROM OVER 20 COUNTRIES

The Third edition of **Famaart** is set to take place at **BolognaFiere** from the **4th - 6th March**. The event organized by **BolognaFiere** in collaboration with **FAMAEurope**, the European Association of Frame Producers, confirms its role as the reference event in Europe for the sector of frames and graphic art. The 2016 edition will include 82 exhibitors from 20 countries in Europe, the Post-Soviet States and the USA: the numbers indicate an 11% increase compared with the 2015 edition.

Alongside the leading and well-established Italian companies there is a clear increase in international interest for an event reserved for professionals such as producers of frames and related components, machines and cutting, assembly and fixing equipment, graphic art and accessories for fine art, specialized museum and conservation equipment. An extensive showcase that offers an overview of the latest innovations in the sector with a particular focus on design and the high quality of the products on display, right up to the latest production technology.

Famaart Innovation. Part of the exhibition of Famaart 2016 is the initiative dedicated to the most innovative products in terms of originality, design, technique and material research that have been launched on the market since March 2015. There are 20 companies participating. The new products – exhibited in an ad hoc area (Hall 20) – will be subdivided into four trade categories: Frames and Accessories for Frames, Machines, Graphic Art and Fine Arts, Photography and Digital Printing.

Famaart Academy. Famaart will also hold two seminars on themes of interest for the operators in the sector, open to visitors and exhibitors at the event and organized by ACIP, the Association of Professional Italian Frame makers. The meetings will take place at the Sala Intermezzo (West Constitution Entrance – pedestrian route, Pavilions 19-20, second floor).

Saturday 5th and Sunday 6th 11.30am:

Marketing for Frame makers: How to attract new clients (shop, showcase, samples, web); **How to survive and succeed during an economic downturn** (increasing the value of an average purchase, introducing new products, satisfying clients on a small budget, etc.); **Framing for Conservation** (how to improve services to increase profit).

Saturday 5th and Sunday 6th 1.30pm:

A short course in mordant gilding: The basic steps towards learning the technique and understanding the materials; preparation of the basis; laying the leaf; surface coating (advice and tips for using the process of gilding to restyle or recycle frames).

Antonella Nardin, frame-maker and gilder, will illustrate the main techniques for mordant gilding with the suggestions for beginners and some tricks for experts.

The figures for the 2016 edition of Famaart confirm the significant enthusiasm shown by companies and operators from the sector both in Italy and Europe for the return of this event to Bologna, made possible by the agreement signed between BolognaFiere and Fama Europe. Three days fully immersed in creativity, technology, innovation, design and high quality products will showcase the very best of European production.

Visita il sito: www.famaart.it