

DaTE

REDEFINING BOUNDARIES

DaTE DEBUTS AT MIDO 2025

The legendary Cocoricò di Riccione pyramid will dazzle Fiera Milano February 8-10 with an immersive experience that narrates the innovation, experimentation and future of eyewear

Milano, 3 February 2025 - With a spectacular installation, DaTE 2025 will make its debut at MIDO | Milano Eyewear Show, the leading eyewear trade show in the world, taking place at Fieramilano Rho **February 8 to 10**.

With 1,200 exhibitors from more than 50 countries and visitors from 160 nations, **MIDO is an exceptional showcase for DaTE**. The place to interact with a global audience of buyers, opticians and exhibitors, entirely in sync with the *avant-garde* and innovation in eyewear.

DaTE 2025 will occupy the Design area piazza in pavilion 4, indisputable domain of the most forward-looking visionaries, where creativity weaves storytelling into play with shapes and materials, narrating the present and the future. In this special, magical space, experimentation and daring skills foretell future trends while portraying eyewear's many ways of being.

The installation could only be located here, in this setting, surrounded by all the keywords of the new DaTE. An **innovative, technological** structure, it incorporates extravagantly shaped elements reminiscent of the iconic symbol of nightlife on the Adriatic Riviera. A **semi-transparent pyramid-shaped membrane defines the space**, creating an immersive area that, through breathtaking high-tech elements, narrates the new DaTE with a dramatic, integrated, interactive infotainment system.

The "Every Line Tells A Story" communication campaign, curated by Cristina Frasca, comes to life thanks to interactive software that transforms it into **Every Line Tells YOUR Story**. Users can design the lines of their own "story" on their faces, snap a photo and receive the "story" via email, ready to be shared on their social channels. The lucky ones will also have the possibility of seeing it reposted on the DaTE Instagram account.

As previously noted, DaTE 2025 will have a completely re-imagined format, designed to reflect the new challenges and developments in an industry that is constantly evolving. It will be a traveling event, to be experienced together in many different Italian (and not only) cities, like Naples, Rome, Milan and Bologna. Admission to DaTE is free of charge, open only to eyewear industry professionals, opticians, buyers and journalists.

Come join us, February 8-10 at MIDO | Milano Eyewear Show, Fieramilano Rho.

www.dateeyewear.com

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