



Italo Rota: “TheOneMilano anticipates a new model for fashion exhibitions”

The world-renowned Italian architect is behind a revolutionary overhaul of the layout for the high-end women’s ready-to-wear exhibition, alongside the celebrated set designer Margherita Palli.

“We started by looking at how to transform a straight exhibition space into a complex setting, drawing inspiration from old-fashioned local markets, which might look disorganized on the surface but are neat and tidy underneath. Our central idea was that it’s always Winter somewhere in the world, with people constantly on the move around our ever-shrinking planet,” explains star architect **Italo Rota**. Alongside the celebrated set designer **Margherita Palli**, he was commissioned by TheOneMilano to redesign the exhibition spaces at fieramilanocity for the 7th edition of the international high-end women’s ready-to-wear hub which takes place from 20th to 23rd February 2020.

The project is one-of-a-kind in the fashion industry. It is the first time the event has called on the vision of two globally-renowned artists to reshape both its sales spaces and the role of the exhibition hub itself, turning it into an ever more emotional, experiential moment.

Italo Rota describes this significant step change in detail. *“It’s a transitional, hybrid exhibition that anticipates a new way of creating this type of event. In a couple of years, new technologies - not least 5G - will transform the physical nature of exhibitions; cutting-edge analogue will live alongside pioneering digital, and there will be new needs such as creating online fashion shows. An important role will be played by artificial intelligence, which will enable the products on show to be adapted in real time to suit visitor and market needs. Fashion exhibitions are also set to become more emotional events involving all five senses, like a theatre of memory with experiences we will never forget.”*

The project is no less innovative for its sustainability: *“The idea is that the exhibition should be as low-impact as possible, with modular structures and reusable materials to reduce waste. It is important for us to be able to appreciate the positive aspects of the climate emergency. TheOneMilano might even become a touring event in the near future,”* the architect goes on to say.

While Rota has completely redesigned the interiors, turning the aisles into avenues and adding gigantic structures, wintry trees and snowballs, Margherita Palli has reshaped the new meeting place Piazza del Fare, a showcase for artisan crafts, as well as the relaxation area. *“I wanted to highlight the work of artisans, whose creativity no longer relies on their hands alone but now involves digital technologies. We need to create a story around the products, and our audiences should be able to feel the atmosphere in a place that sparks new ideas. The project will also provide trade operators with a tranquil workplace, giving them modular structures that can be adapted to suit last-minute needs.”*

The new model for TheOneMilano is highly inclusive at heart, not only addressing new visitors but ensuring that the exhibition sector integrates more widely with the high-end manufacturing industry. *“Once purely trade events, exhibitions will become more open to the wider public; while it’s true that a store is the mirror for a product and brand, nowadays it’s important to open up the production sector to show off all the qualities of the supply chain.”*