

Glass in Fashion in Milan

International Glass
Fashions and Innovations
on Display at Vitrum 2009



Energy will be in the focus at Vitrum 2009.



Vitrum 2009 will spotlight the latest in glass fabrication equipment and machinery.



Show organizers predict attendees will learn what's ahead for 2010 at Vitrum 2009.

The biannual international glass show Vitrum will once again open its doors at the Fiera Milano Complex in Rho, Italy, just outside of Milan, from October 28-31. The exhibition, with its focus on machinery, equipment and systems for flat and other types of glass, will set the stage for displaying the latest trends and technological innovations in the glass industry. The event is sponsored by the association of Italian manufacturers and suppliers of machinery, equipment and special products for glass processing, GIMAV, which expects that the event will offer an overview of the growth opportunities for the glass industry in 2010. More than 600 Italian and international firms will showcase their products in more than 750,000 square feet of exhibition space.

Although FeneTech Inc. in Aurora, Ohio, is the only exhibitor listed as coming from the United States (aside, of course, from USGlass in Pavilion 15, Stand D22), a number of familiar companies will have their European counterparts exhibiting, including Glaston, Benteler Maschinenbau, Bohle Italia, Bystronic Glass, C.R. Laurence of Europe, Bottero S.p.A., Bovone Diamond Tools S.r.l., DipTech, Fenzi S.p.A., FOR.EL S.p.A., Intermac – BIESSE, Lisec Maschinenbau, Schott AG and Technoform Glass Insulation. Only time will tell if North American attendees will make the trip for the biannual event or if their presence will be as limited as that of the U.S. exhibitors.

Like the products on display, this year's Vitrum will have some new surprises. The 16th biennial show will have three themed areas, devoted to architectural glass, hollow glass and, for the first time, sources of renewable energy. The flat glass section will feature next-generation technologies for cutting, painting, grinding, engraving, heat treatments and more.

This year's show also will see the inauguration of Vitrum Lab, an educational course and artistic workshop that teaches elementary school students the craftsmanship of Murano master glassmakers through old photographs and live demonstrations. More than 200



Vitrum 2009 will feature glass processing displays from more than 600 exhibitors.

students from three schools will take not only an educational, but also a hands-on approach to the history of Italian glass.

Historical pictures and live exhibitions will give children the opportunity to see the workmanship of the Murano Masters. A total of 246 children from three schools will start learning about the history of glass, from its beginnings to the most sophisticated processing methods. Keep an eye out for their artistic endeavors on display around the exhibition ... and perhaps inspire your own children with tales of the creative and innovative opportunities possible with glass.

Harnessing the Sun

Clean energy has become a top issue for the big players in the international marketplace, not only because it is the ideal way of safeguarding the environment but also because it is a business tool. With this in mind, the exhibition also will host Vitrum Energy 2009, the first Italian showcase to present the latest technology and materials directed toward energy savings and utilization of renewable resources. Visitors will discover what the glass industry has to offer in terms of green, energy-saving

materials, including projects underway to utilize solar energy.

Getting to Milan

The Fiera Milano Complex is conveniently accessed by subway as the complex is located at the end of the red line. If this is your first visit to Milan, a list of accommodations, as well as event registration information, is available at www.vitrum-milano.it. And how can you go wrong in choosing a hotel, when out your window you just might have a view of the spires of Il Duomo, the fourth largest church in the world; be within a few blocks of the sensational dining and shopping opportunities at the Galleria Vittorio Emanuele; or a short cab ride away from one of the city's artistic highlights, the church of Santa Maria delle Grazie where Leonardo da Vinci's famous painting "The Last Supper" is housed.

More Information

For more information about the event, and to register, visit www.vitrum-milano.it. Or look for the October USGlass for an in-depth interview with GIMAV spokesperson Dr. Dino Fenzi, as well as a close look at some of the machinery products set to be on display at Vitrum. ■