



Program of events

MICAM X is a new format aimed at exploring the radical changes taking place in the shoemaking industry, ranging from avant-garde materials to the most revolutionary consumer trends, and from sustainability to new retailing methods.

Presentations, workshops, special installations and other events dedicated to innovation will centre around three themes of primary importance for the industry: materials, sustainability and retail. With guest speakers and innovative companies from all over the world, it will provide a forum in which to explore the unknowns of the future and find the key to understanding the increasingly disruptive changes that are altering the rules of the game.

Sunday 16 February

11:00	<i>Presentation of all Damove athletes</i>	The Arena PLAYERS DISTRICT	<i>Pav. 7P</i>
11:45	<i>Freestyle football performance</i>	The Arena PLAYERS DISTRICT	<i>Pav. 7P</i>
12:00	<i>MICAM X – Opening Session</i>	MICAM X Fashion Square	<i>Pav. 1</i>
12:45	<i>MICAM Fashion Show</i>	MICAM X Fashion Square	<i>Pav. 1</i>
12:00	<i>Special guest Walter Zenga – the legendary goalkeeper</i>	East gate	
14:00	<i>Bike trial performance</i>	The Arena PLAYERS DISTRICT	<i>Pav. 7P</i>
14:00	<i>MICAM X Workshop: ART, FASHION, HERITAGE & FUTURE: from retail to product design Federico Brugnoli – Curator of MICAM X (Moderator) Fiorenzo Omenetto – TUFTS University Boston Furio Francini – Academy of Costume&Fashion Stefania Ricci – Ferragamo Museum Mick Odelli – Draw Light</i>	MICAM X Fashion Square	<i>Pav. 1</i>

Promosso da:



ASSOCALZATURIFICI

Via Alberto Riva Villasanta, 3
I-20145 Milano
Telefono +39 02 43829.1
Fax +39 02 48005833
info@themicam.com
www.themicam.com

MICAM^{89°}

M I L A N O

15:00	<i>Basketball performance and breakdance show</i>	The Arena PLAYERS DISTRICT	<i>Pav. 7P</i>
15:15	<i>F/W 20/21: Footwear key items Maria Errobidarte -WGSN Mindset</i>	MICAM X Fashion Square	<i>Pav. 1</i>
16:00	<i>Freestyle football performance – Gunther Celli x Lotto</i>	The Arena PLAYERS DISTRICT	<i>Pav. 7P</i>
16:00	<i>The consumer of the future</i> <i>Amy Hendry – WGSN Mindset</i>	MICAM X Fashion Square	<i>Pav. 1</i>
16:45	<i>The world of leather: classic items and fashion finishes</i> <i>Alessandra Siena- Lineapelle</i>	MICAM X Fashion Square	<i>Pav. 1</i>
17:00	<i>The one and only freestyle mix</i>	The Arena PLAYERS DISTRICT	<i>Pav.7P</i>
17:20	<i>Visit of Minister of Foreign Affairs and International Cooperation Luigi di Maio At 18.45 welcome to the MICAM in Wonderland evening event.</i>	South Gate	
19:00 – 20:00	<i>MICAM IN WONDERLAND evening event –</i> <i>A dreamlike, surreal journey through the metropolitan wonderland with phantasmagorical music and characters</i>	MICAM X Fashion Square	<i>Pav. 1</i>

Monday 17 February

11:00	<i>Presentation of all Damove athletes</i>	The Arena PLAYERS DISTRICT	<i>Pav. 7</i>
11:00	<i>Workshop: THE FUTURE OF RETAIL</i> <i>Jordana Guimaraes – Fashinnovation (Moderator)</i> <i>Giuseppe Stigliano – Wunderman Thompson</i> <i>Michael Ferraro – Fashion Institute of Technology, F.I.T.</i> <i>Lutz Walter – European Technology Platform for the Future of Textiles and Clothing</i>	MICAM X Fashion Square	<i>Pav. 1</i>

Promosso da:



ASSOCALZATURIFICI

Via Alberto Riva Villasanta, 3
I-20145 Milano
Telefono +39 02 43829.1
press@themicam.com
www.themicam.com

MICAM^{89°}

MILANO

11:45	<i>Bike Trial performance</i>	The Arena PLAYERS DISTRICT	<i>Pav. 7P</i>
12:45	EMERGING DESIGNERS <i>fashion show</i>	MICAM X Fashion Square	<i>Pav. 1</i>
14:00	<i>Freestyle football performance</i>	The Arena PLAYERS DISTRICT	<i>Pav. 7P</i>
14:00	<i>F/W 20/21: Footwear key items Maria Errobidarte – WGSN Mindset</i>	MICAM X Fashion Square	<i>Pav. 1</i>
14:45	S/S 21 Footwear Macro Trends <i>Amy Hendry – WGSN Mindset</i>	MICAM X Fashion Square	<i>Pav. 1</i>
15:00	<i>Basketball performance and breakdance show</i>	The Arena PLAYERS DISTRICT	<i>Pav. 7P</i>
15:30	The world of leather: classic items and fashion finishes <i>Alessandra Siena – Lineapelle</i>	MICAM X Fashion Square	<i>Pav. 1</i>
16:00	<i>The One and Only freestyle mix</i>	The Arena PLAYERS DISTRICT	<i>Pav. 7P</i>
19:30 – 22:00	MICAM in Jazz – <i>Private dinner at Garage Italia (by invitation only)</i>		

Tuesday 18 February

11:00	<i>Presentation of all Damove athletes</i>	The Arena PLAYERS DISTRICT	<i>PAV. 7P</i>
11:00	<i>Elements of Sustainability catwalk show in collaboration with Piattaforma Formativa Sistema Moda (Fashion Training Platform)</i>	MICAM X Fashion Square	<i>Pav. 1</i>
11:00	<i>Footwear Conference 2020: a year of change or turnaround?</i>	Confindustria Centro Adriatico Desk	<i>Pav. 4 - B02</i>
11:20	<i>The footwear industry meets young people: workshop dedicated to schools</i>	MICAM X Fashion Square	<i>Pav. 1</i>
11:45	<i>Bike Trial performance</i>	The Arena PLAYERS DISTRICT	<i>Pav. 7P</i>

Promosso da:



ASSOCALZATURIFICI

Via Alberto Riva Villasanta, 3
I-20145 Milano
Telefono +39 02 43829.1
press@themicam.com
www.themicam.com

MICAM^{89°}

M I L A N O

12:45	<i>MICAM Fashion Show</i>	MICAM X Fashion Square	<i>Pav. 1</i>
14:00	<i>Freestyle football performance</i>	The Arena PLAYERS DISTRICT	<i>Pav. 7P</i>
14:00	Workshop: CSR & SUSTAINABILITY <i>Kathleen Kennedy – Massachusetts Institute of Technology M.I.T. (Moderator)</i> <i>Federico Brugnoli – curator of MICAM X</i> <i>Pete Lankford – Footwear Industry Consultant</i> <i>Nicoline VAN Enter – The Footwearists</i>	MICAM X Fashion Square	<i>Pav. 1</i>
15:00	<i>Basketball performance and breakdance show</i>	The Arena PLAYERS DISTRICT	<i>Pav. 7P</i>
15:00	S/S 21 Footwear Macro Trends <i>Maria Errobidarte – WGSN Mindset</i>	MICAM X Fashion Square	<i>Pav. 1</i>
15:45	The world of leather: classic items and fashion finishes <i>Alessandra Siena – Lineapelle</i>	MICAM X Fashion Square	<i>Pav. 1</i>
16:00	<i>The One and Only freestyle mix</i>	The Arena PLAYERS DISTRICT	<i>Pav. 7P</i>

Wednesday 19 February

10:30	<i>Bike Trial performance and freestyle mix</i>	The Arena PLAYERS DISTRICT	<i>Pav. 7P</i>
11:30	<i>Basketball performance and breakdance show</i>	The Arena PLAYERS DISTRICT	<i>Pav. 7P</i>
12:00	<i>MICAM X – Wrap-up</i>	MICAM X Fashion Square	<i>Pav. 1</i>
12:30	<i>The One and Only freestyle mix</i>	The Arena PLAYERS DISTRICT	<i>Pav. 7P</i>

Promosso da:



ASSOCALZATURIFICI

Via Alberto Riva Villasanta, 3
I-20145 Milano
Telefono +39 02 43829.1
press@themicam.com
www.themicam.com

MICAM^{89°}

M I L A N O

Special notice



MICAM Wonderdoll is a charity initiative that shows concern for the environment.

A limited-edition collection of dolls representing the characters featured in MICAM in Wonderland, made on the spot by the artist Allison Hoffman using recycled yarn. They will be sold in various parts of the fair venue and the proceeds will go to Humana People to People Italia.

On sale at: iKids Square Pav. 4B, Assocalzaturifici Area Pav.1 stand F01, press office Pav. 1 stand G01, Humana area Pav. 4 stand N07.

In Pav. 4B the artist Riccardo Zangelmi, the first and only Italian **LEGO® Certified Professional**, will be creating a replica of a child shoe made entirely out of LEGO® bricks.



X-RAY FASHION Pav.1 H22 – A virtual, immersive installation by the director Francesco Carrozzini, illustrating the urgent need to move towards a paradigm of sustainable fashion.

Promosso da:



ASSOCALZATURIFICI

Via Alberto Riva Villasanta, 3
I-20145 Milano
Telefono +39 02 43829.1
press@themicam.com
www.themicam.com