

LINEAPELLE

**A NEW POINT OF MATERIALS:
22 TO 24 FEBRUARY 2022
RESPONSIBLE INNOVATION STILL IN THE SPOTLIGHT
TO LINEAPELLE 99**

After its debut in September 2021, following the international presentations in New York and Paris, responsible innovation is once again the star at Fieramilano Rho. From 22 to 24 February 2022, at LINEAPELLE 99, the project A NEW POINT OF MATERIALS returns

A NEW POINT OF MATERIALS is the space imagined and constructed by **LINEAPELLE** in collaboration with C.L.A.S.S. Ecohub and Orietta Pelizzari, where an evolved, contemporary and futuristic idea of sustainability can be hosted and presented.

A NEW POINT OF MATERIALS by LINEAPELLE is a **new-generation**, engaging and immediately accessible **exhibition tool** that, thanks to the work of a team of experts, allows all stakeholders in the fashion and luxury industry to discover and learn about **the genuinely green journey** of **leather, textile materials** and **technologies** from the perspective of **responsible innovation**.

A NEW POINT OF MATERIALS by LINEAPELLE presents itself in a new, more prosperous and more articulated version, designed to satisfy the interest of visitors who are increasingly involved in the search for innovative, responsible and **highly creative** technologies, materials and products. A creativity that looks in a consolidated way towards a **new concept of customisation** that at LINEAPELLE 99, in parallel with A NEW POINT OF MATERIALS (in Hall 11), will be in the spotlight of the **MANUFACTURING TECHNOLOGY** project, curated by **D-House by Dyloan**.

Fulvia Bacchi | LINEAPELLE

"LINEAPELLE's consolidated green mission finds its most research-oriented expression in A NEW POINT OF MATERIALS project, which focuses on the future of the supply chain and the development of a language that goes beyond what has become the custom of trivialising sustainability. At LINEAPELLE, with A NEW POINT OF MATERIALS, we are going beyond and building a new horizon, which is concrete, innovative and responsible".

Giusy Bettoni | C.L.A.S.S. Ecohub

"At a time of *sensationalist* communication, which opens the door to greenwashing, A NEW POINT OF MATERIALS by LINEAPELLE allows everyone to easily understand the values linked to leathers, materials and technologies with proven authenticity. Because responsible innovation does not and cannot have an end and its value is the basis of a contemporary business".

Orietta Pelizzari | Studio Mattori Milan

"The future is A NEW POINT OF MATERIALS. A contemporary future that highlights that doing research means discovering innovations, manipulations, and applications of technology, both manual and responsible. The international consumer is demanding responsible innovative ideas. Designers are looking for facts. A NEW POINT OF MATERIALS is the answer to those who research consciously and, above all, those who want to understand".

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Loreto Di Rienzo | D-House by Dyloan

"A NEW POINT OF MATERIALS is the exclusive space to show the unique activity of integration between supply chain project, technological manufacturing, know-how and responsible innovation carried out by D-House in synergy with its international technological partners."

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LINEAPELLE is the world's leading trade fair for leather, textiles, accessories, components for the fashion, design and automotive industries. A reference point that involves over 60,000 companies and generates a turnover of over \$150 billion/year www.lineapelle-fair.it