

## SILMO PARIS 2018: A TRADE FAIR THAT KEEPS ITS PROMISES

The 52<sup>nd</sup> edition of the International Optical Fair demonstrated its appeal on this rather dynamic global market with a satisfying turnover. Over four days, more than 37,000\* professional visitors (56% of international) were able to admire the creativity of the 965 exhibitors in attendance, including 230 new companies exhibiting for the first time; and to enjoy all the features that help make SILMO Paris, the great professional trade fair, so unique and open to the world.

*"We are living up to our slogan, 'so much more than just a fair,'" states Eric Lenoir, SILMO director. The event is a truly multifaceted instrument designed for all the facets of the sector: it optimises the array of exhibitors by additionally providing information, training and trend monitoring for a 360° view of our industry. "It is marvellous to see all the creativity and energy in the aisles of the trade fair," remarks Amélie Morel, Chairwoman of Silmo Paris."*

### **\*Key figures of SILMO Paris 2018.**

965 exhibitors including 77% foreign exhibitors  
1 548 brands  
230 new companies  
80 000 sqm. of exhibition area

### **A review of the highlights of this 2018 edition.**

A global new space, **SILMO NEXT** took a look at the future with **THE SELECTION of Trendy Products**, which appears in the digital magazine **TRENDS by SILMO**. Unveiling the style and design forecast for 2019, the publication is available for consultation at all times on the trade fair website ([silmoparis.com](http://silmoparis.com)).

The concurrent and complementary **FUTUROLOGY** forum presented the products, services and technologies of tomorrow, drawing connections between well-established brands and start-ups to highlight four themes of the new markets: sports, well-being and health, entertainment, and 3D printing.

Technological companies such as Garmin, McLaren, Matérialise, Everysight, 5th Dimension, LightVision, Microoled, Atol, Cinemizer, and others presented their points of view, combining them with those of optics professionals to inspire future innovations to better rise to tomorrow's challenges.

Presided by the Belgian designer and interior architect **Michel Penneman**, and in the setting of the Musée des Arts Forains, the members of the **SILMO d'OR** panel awarded the famous winged statuettes to

- Marni (Marchon) for "ME 2623" in the Fashion Optical Frames category,
- Salvatore Ferragamo (Marchon) for "SF184S Fiore" in the Fashion Sunglasses Frames category,
- Mora Busoli for "Venti" in the Designer Optical Frames category,
- Impressio for "609 Vortex" in the Designer Sunglasses Frames category,
- Thierry Lasry for "Shorty" in the First Class Prize category,
- Nathalie Blanc for "Suzanne" in the Panel's Special Award category,
- L'Amy for "Mc Larren Ultimate vision" in the Technological Innovation category,
- Urban for "Eyelet Active" in the Children's category,
- BBGR Optique for "Bluv Xpert" in the Vision category,
- *ex-aequo* Zeiss Group for "UV Protect" in the Vision category,
- Essilor for "Vision R-800" in the Material/Equipment category.

The international dimension of SILMO Paris has lead the organizers to welcome this year the **International Opticians Association**, or IOA, which honored for the first time, one personality who has contributed to the development and excellence of the optical profession.

This award was given by Fiona Anderson, President of IOA and Elaine Grisdale, Director of Development of IOA, **to Robert Grimard – Canadian Optician.**

Since 2010, **SILMO ACADEMY** has been supporting ophthalmic optical professionals in their pursuit of excellence by proposing scientific workshops and seminars through which they may perfect their knowledge and speak with experts from each field.

**The 9<sup>th</sup> edition of this scientific conference brought together more than a hundred opticians** who learned about functional visual development with a training course on the theme **"Vision and Growth, 0 to 20 years of age"**, featuring a programme led by top scientists.

Following this day of discussion, the coordinators of the SILMO ACADEMY awarded **a grant of 10,000 euros to Jan SKERSWETAT**, from Departement of Vision and Hearing Science, Anglia Ruskin University, Cambridge.

This grant encourages and acknowledges research in the field of vision. It offers an opportunity for researchers to publish their work and gain exposure.

SILMO Paris is also a trade fair that fosters expertise with the **MOF** (Meilleurs Ouvriers de France) **DISCOVERY WORKSHOPS**, a creative space where visitors had the opportunity to design a customised watch, hand-craft an original pair of glasses, handle material, and install or repair the hinges of acetate frames, including restoring, bevelling, etc.

This vision of the present reflected the original exhibition on the theme **“TWO CENTURIES OF EYEWEAR HISTORY”**. For the event, the museums of Oyonnax and Morez joined forces to provide a new perspective of the long history of these French industrial valleys specialising in the eyewear industry.

The trade fair is a not-to-be-missed annual event: a stimulating incubator that extends to every part of the world with **SILMO FAMILY**, local versions of the event addressing specific markets: Silmo Istanbul, Silmo Bangkok and Silmo Sydney. Encounters and business continue beyond these trade fairs on the digital application **SILMO MATCH**, an interactive platform where you may consult the exhibitors' products all year round, 24 hours a day. A symbolic way of keeping in contact and making the most of this extensive trade fair.

**SILMO PARIS 2019, THE EVENT: we look forward to seeing you next year, 27-30 September 2019.**

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