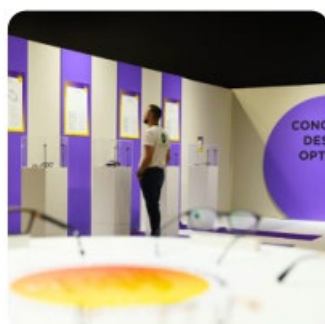




GENERATION SILMO

29 SEPT. > 2 OCT. 2023
PARIS NORD VILLEPINTE

What's up at SILMO Paris ?



Since it was founded, SILMO Paris has been committed to accompanying professionals in inventing the future of the optical and eyewear field with actions that inform and increase the industry's potential." **Amélie Morel**, Chairman of SILMO Paris.

So, with a new arrangement in **Halls 6 and 7**, the trade fair reinvents the circuit to stimulate visitors' curiosity and foster their discovery of **nearly 1,000 exhibitors**. This freshly redesigned space showcases the extensive content and distinctions coordinated by SILMO PARIS.

FUTUROLOGY

The interdisciplinary discussion space **SILMO NEXT**, dedicated to futurology, will propose a retrospective of the **latest technological innovations**. This much-needed status check makes it possible to (re)discover the major areas of progress being made in the Smart Eyewear field, phygital experiences, and eco-responsible design. In addition to this immersive retrospective, FUTUROLOGY will provide **unique experience zones** where visitors may try out smart products, discover the latest trends in **virtual reality**, and experience **an innovative approach** to sustainable production: visitors get the hands-on opportunity to inject frames with plastic from recycled bottles and can win a pair of customized frames crafted on-site.

TRENDS FORUM

Eyewear trends are displayed as clearly as ever, reflecting the digital magazine TRENDS by SILMO. Showcased in a specially designed space, these major trends are represented by a selection of **the best of optical and sunglasses** frames from exhibitors attending the trade fair.

TRENDS BY SILMO, THE DIGITAL MAGAZINE

SILMO Paris launches Trends by SILMO, a digital magazine, for each of its edition. New uses, weak signals, strong concepts, **this inspirational issue** unveils the style and design prospective for 2023-2024 and an in-depth analysis of all the industry's influences. From brands and products to innovations, marketing and materials, Trends by SILMO **deciphers the changes and trends** that will shape the world of optics.

2023 OPTICAL AND EYEWEAR DESIGN COMPETITION

After kicking off the 2022 edition of SILMO Paris, the Optical Design Contest is back this year, inviting students at design schools all over the world to respond to a compulsory theme that is pertinent for the current day: **sports**. Made up of optical and design professionals and presided by **Marie-Christine Dorner** – an interior architect, designer and scenographer –, the jury will meet on Friday, September 29th to choose the winner among the various concepts selected based on a complete file and a 3D print prototype.

SILMO D'OR AWARDS

The **30th edition** of the SILMO d'OR awards in **recognition of innovation and creativity**, is an exceptional event since its launch in 1994, and the ultimate accolade for the ingenuity and inventiveness of over 330 companies!

Chaired this year by **Nicolas Fafiotte**, couturier of exceptional moments.

SILMO ACADEMY

“From planning **performance to success**: becoming elite practitioners of ocular care”: such is the 2023 theme of SILMO ACADEMY. The wording is a reference to the Rugby World Cup, which will be held concurrently with both the 2024 SILMO trade fair and the upcoming Olympics in Paris. Over two days – **Saturday September 30th and Sunday October 1st** –, the 12th edition of this **scientific conference** will take a close look at how to optimise performance and guarantee success, as viewed from two angles: the **performance of the optical professional** and the **performance of the patient's vision**.

IOA, THE INTERNATIONAL OPTICIAN OF THE YEAR AWARD

A professional organisation based across the Channel, the International Opticians Association (IOA) awards a **prize** each year in partnership with SILMO Paris to **highlight one optician** who demonstrates **exemplary professionalism**. Ahead of designating the winner at the SILMO D'OR awards ceremony, the jury has had the honour of pre-selecting the five finalists: Jean-François Porte from France, Phernell Walker and Carrie Wilson from the United States, Angela Mitchell from New Zealand, and Vitor Manuel Simoes Martins from Portugal.