



DaTE AT MIDO 2026
FEATURING THE NEW CAMPAIGN “BEHIND EVERY FRAME A ROLE TO PLAY”

From January 31 to February 2, DaTE returns to Fiera Milano with an exhibit that explores identity, vision, and the languages of eyewear

Milano, 26 January 2026 - A minimal, highly symbolic installation designed to offer an immersive experience at the heart of the Piazza in Pavilion 4 at **MIDO | Milano Eyewear Show** – DaTE 2026 returns to the world’s leading eyewear exhibition, to be held at **Fieramilano Rho from January 31st to February 2nd**.

At the center of the space stands an **eight-meter circular mirror**, that becomes both a physical and a metaphorical device for vision and reflection. A multimedia magnifying lens, it focuses attention on Salone Margherita in Napoli, revealing its soul and amplifying the distinctive qualities that make this historic venue so unique.

“Napoli takes center stage: observed, magnified, and reflected in all its timeless elegance and magic. A minimalist composition that ‘frees the gaze’ from distraction, inviting visitors to focus on the essence of places and on the value of vision, the core theme of DaTE. Each element engages subtly with the surrounding space, guiding the public without ever imposing itself,” explains **DaTE President Davide Degl’Incerti Tocci**.

With 1,200 exhibitors from 50 countries and visitors from 160 nations, **MIDO is an exceptional showcase for DaTE**. The place to interact with an international audience of buyers, opticians and exhibitors, entirely in sync with the avant-garde and innovation in the eyewear industry.

DaTE 2026 brings form to matter in the Piazza of Pavilion 4, at the heart of the Design area – the space where innovation and vision converge. Here, creativity finds its most authentic expression, experimenting with shapes and materials to interpret the present and imagine the future. A setting driven by research and energy, where trends are anticipated, new languages explored, and the many identities of eyewear are narrated.

Following last year’s iconic Cocoricò pyramid, this year’s installation also fits organically in this setting. Curated once again by designer Francesco Pagliariccio of Studio Cavaletti+Pagliariccio, the 2026 project focuses on an experience that extends beyond the exhibit itself – a moment to pause and make a deeper connection with DaTE’s identity, with the architecture of the place that will host it, and the spirit of the city that welcomes it.

Press office – Carolina Mailander Comunicazione

Marcella Laterza	3357559154	marcella.laterza@cmailander.it
Chiara Ferraro	3450059935	chiara.ferraro@cmailander.it
Martina Bruno	3286222616	martina.bruno@cmailander.it



At MIDO 2026, DaTE will also debut its **new communication campaign**: *Behind Every Frame a Role to Play*, curated by **Cristina Frasca**, co-founder of the event, along with **Dante Caretti**. The campaign portrays DaTE as an experience that transcends the traditional notion of a business-focused event, exploring a more cultural and expressive dimension of eyewear.

The tagline celebrates the idea that every pair of glasses relates the story of a role: each frame becomes a tool for expressing identity, moods and relationships, in an ongoing interplay between what is revealed and what remains concealed. It highlights the variety of roles each individual inhabits in life, thus evoking a theatrical dimension that lies at the core of the campaign's creative inspiration.

It is no coincidence that the 2026 edition of DaTE will be held at the Salone Margherita in Napoli, a historic cabaret founded at the end of the 19th century that soon became a symbol of the city's Belle Époque. A landmark of entertainment and creativity, it was a place where music, comedy, and costume converged, shaping a culture of performing arts that extended beyond simple performance. This dialog between theater, performance, and identity informs DaTE's campaign – as on a stage, in the world of eyewear, each individual plays one or more roles – with eyewear as both symbol and instrument.

DaTE 2026 retains its format, envisioned to respond to the evolving challenges of an industry in constant transformation. It will be a traveling event to be experienced together in many Italian cities (and beyond). Admission to DaTE is free of charge, open only to eyewear industry professionals, opticians, buyers and journalists.

We look forward to welcoming you from January 31 to February 2, Pavilion 4 | Milano Eyewear Show, Fieramilano Rho.

<https://dateyewear.com/>

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