**The Innovation Space to bring talks by important names from the fashion industry during Inspiramais**

To create an innovation space that becomes a benchmark place where one can seek cutting-edge information and new technologies as regards materials and processes, thus promoting a symbiosis between fashion and technology, as well as the integration of the production chain: this is the objective of the Innovation Space, which will take place during Inspiramais – Materials Design and Innovation Exhibition -, which will bring together relevant and unprecedented fashion-oriented solutions and proposals.

“The overview reveals an industry that seeks to differentiate itself with greater resourcefulness in the market. Visitors are invited to walk through this space and get to know a little more about its specialties and new developments”, commented Flávia Vanelli, the project’s curator.

The Innovation Space will have companies’ booths, talks on innovation, coordination for inter-company cooperation, support for the development of projects, products and access to resources, and search for solutions at universities, science and technology institutes, and start-ups. “The participants will have a booth and will be able to offer talks and present their products in a different way”, concluded Vanelli.

INSPIRAMAIS is scheduled to be held on June 4th and 5th at the Pro Magno Events Center in São Paulo. The event will gather the entire Brazilian clothing, furniture, footwear and jewelry industries, spanning borders and attracting buyers from Latin America, United States and Europe.

The public consists of industry professionals from the whole Brazilian fashion production chain, such as footwear, accessories, leathers, textiles, jewelry, furniture, and manufactured goods, among others. The Exhibition will feature over one thousand all-new raw materials that will be used in the manufacture of the products to be showcased in store windows in the next seasons.

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