



"MICAM of OZ": the path to sustainability is a "fairy-tale" journey

MICAM Milano presents the third fairy-tale in the #micamtales project: the iconic musical film *The Wizard of Oz* inspires the International Footwear Fair's new image

MICAM Milano, the International Footwear Fair - **due to take place from 19 to 22 February 2023 at Fiera Milano Rho** - is ready to dazzle visitors yet again with its new communications campaign.

The #micamtales project continues with a third and final chapter under the creative direction of MM Company x Laureri Associates. After "MICAM in Wonderland" and "MICAM Glass Slipper", it's now the turn of **"MICAM of OZ"**: the story of the brave young protagonist's journey toward the iconic Emerald Castle, in the company of two highly colourful characters. A symbolic journey that **represents the progress of footwear companies on the path to sustainability**.

MICAM chose this third fairy-tale because of its hidden message: that self-esteem, the ability to **believe in yourself and your own ability**, is the real key to success.

According to MICAM and Assocalzaturifici Chair Giovanna Ceolini, "This fairy-tale can be read as a **metaphor for entrepreneurial life**, with all the challenges, both big and small, that have to be overcome on an everyday basis, and the targets that have to be reached. Today, more than ever before, running a business is not easy: you have to keep constantly up-to-date, while tackling major issues such as sustainability – now of vital importance - with determination and an ethical approach".

Trade visitors will be regaled with some of the story's most famous episodes, revisited in a contemporary and sometimes ironic way. The campaign photos were taken by Fabrizio Scarpa, while the short film is directed by Giuseppe Cardaci.

In February 2023 our heroine finds herself in a vast field of poppies, where she loses her little dog. While searching for it, she comes across a super-trendy scarecrow and a couple of strange objects: an oil can and a hat... both made of tin! With the help of her new friend, she manages to find their owner - a tin man who will accompany her on a new adventure to find the mysterious *Emerald Castle*. To reach it, however, they have to travel along the Emerald Road: a metaphor for the path to corporate social responsibility that companies need to embark on in a resolute and ethical manner.

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The fairy tale is full of symbolism and deeper levels of meaning. For example, at the heart of the story are the iconic red slippers: magic shoes that have the power to transport the wearer anywhere they wish to go, simply by clicking their heels together.

As usual, there is a major focus on the fashion story, with looks created by some of today's most promising talents. The heroine's outfit is by ACT N° 1 (dress), A. BOCCA (shoes) and HALÏTE (bag); that of the scarecrow by REAMEREI (suit), MATTIA CAPEZZANI (shoes) and MONTEGALLO ALICE CATENA (accessories); while the tin man is dressed by MACRAJAK BY GIACOMO NASI (suit) and Marsèll (shoes). MICAM pays tribute to the world of creativity, which has the power to make people dream, and promotes cutting-edge Italian design and manufacturing through the work of today's up-and-coming talents.

The communication campaign will also be re-enacted at the physical trade fair, in a special exhibit/experience linking together all three fairy-tales and revealing a special project relating to the entire #micamtales communication campaign. An example of the integrated communications that increasingly accompany the world of MICAM across all communication platforms: the physical trade fair, social media, the internet site, and traditional and digital media.

With this campaign, MICAM once again focuses on the theme of sustainability, a subject already explored in recent editions with the VCS project: a registered trademark certifying the sustainability of footwear companies and their supply chains.

The aim of MICAM of Oz is therefore to encourage footwear companies to embark on the difficult but vitally important path toward sustainability: a venture full of surprises and magic that will accompany companies and dealers right up to the next edition.

**We look forward to seeing you from the 19th to the 22nd of February, 2023!
In the meantime, keep following us on our social media channels.**



#micam #micamtales

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MICAM⁹⁵

M I L A N O

Credits

Creative direction & production: MM Company x Laureri Associates

Art direction: Marco Magalini & Manuel Barbieri

Photography: Fabrizio Scarpa

Short film: Giuseppe Cardaci

Creative assistants: Giulia Argenti, Paolo Bona, Luciano Francescon, Gabriele Mustacchio, Josephine Oppimitti, Maria Valerio

Starring: Anastasia Righi & Mikhail Tcinchenko @Sophie Models

Hair/make up: Giulia Marzo

Styling: Nicola Pantano & Styling assistant: Noemi Baris

DOP: Lorenzo Zanoni

1st A.C. Aldo Kashami

Keygrip: Carlo Umberto Santagostino

Photo light master: Vittorio Caccavallo & Photo digital assistant: Jacopo Marchio

Vfx: Niccolò Valentino

Music: Luca Stasi

Location: Nonsololoft

Clothes, shoes & accessories: GIRL: act n.1 (dress), A. Bocca (shoes), Hagalite (bag) & SCARECROW: Reamerei (clothes), Mattia Capezzani (shoes), Montegallo Alice Catena (accessories) & TIN MAN: Macrajak by Giacomo Nasi (clothes), Marsèll (shoes)

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