

## **COUTELLIA, sharpens its blades in Thiers, France May 28 and 29, 2022**

Coutellia, international art and traditional knife show, will be back on May 28 and 29, 2022 in Thiers, World Capital of cutlery.

This 31st edition marks a real turning point for the future of the Festival thanks to several new features: a new site; the holding of the Mondial du Damas, the 1st international team damascus forging competition and the organization of a new competition rewarding all innovations related to the cutlery sector: Coutellia Innovation Awards.

Organized by the Puy-de-Dôme CCI supported by the Auvergne Rhône-Alpes Region (and the Chamber of Trades and Crafts of Puy-de-Dôme), the City of Thiers, « Thiers Dore et Montagne Community of Communes », Livradois-Forez Regional Nature Park and Groupama, Coutellia helps promote the French knife-manufacturing industry while also putting the Thiers area on the world stage.

### **NEW EDITION, NEW PLACE**

For this new edition, visitors and professionals meet in the heart of the industrial area of Breuil in Thiers, to live the Coutellia experience in a bigger way. “We should be able to go from 2,500m<sup>2</sup> covered to 4,000m<sup>2</sup> which will allow to double the number of exhibitors”, estimates Philippe Fouet, president of the Ambert-Thiers delegation of the CCI; a godsend for all lovers and amateurs of beautiful blades!

To allow visitors to enrich their knowledge of the knife, the “knife-making village” will always be present and will offer many activities: workshops and initiation to blacksmithing, knife creation, discovery of the engraving... So many activities for immerse yourself quickly in the knife’s world, while retaining the spirit of conviviality specific to the Festival.

### **THE 1ST WORLD DAMASCUS!**

On this new edition, the 1st Damascus World Cup will be held, an international team competition around the art of forging and damask steel.

A one-of-a-kind competition that will take place over two days, under the leadership of an exceptional jury, made up of cutlery professionals.

The acid revealing of the various layers and patterns produced on the steel will be carried out in front of the public.

## **COUTELLIA INNOVATION AWARDS, INNOVATION REWARDED**

Designed to reward and highlight the best technological innovations in cutlery, “Coutellia Innovations Awards” are intended for “Supplier” exhibitors at the show.

Free competition, applications must be returned by March 11, 2022 at the latest. The winners will be chosen by a professional cutlery jury, by representatives of professional organizations and by Festival partners.

The result is a complete communication kit to announce the best technological innovations ahead of the festival.

### **PRACTICAL INFORMATIONS & CONTACTS**

**Coutellia, May 28 and 29, 2022**

**Zone Industrielle du Breuil**

**63 300 Thiers**

**Prices:**

**1 day: 10 €/person (free entry for children under 15)**

**2 days: 15€/person**

**Organisation- CCI Puy-de-Dôme**

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[www.puy-de-dome.cci.fr](http://www.puy-de-dome.cci.fr)