



MADE EXPO

MILANO ARCHITETTURA DESIGN EDILIZIA

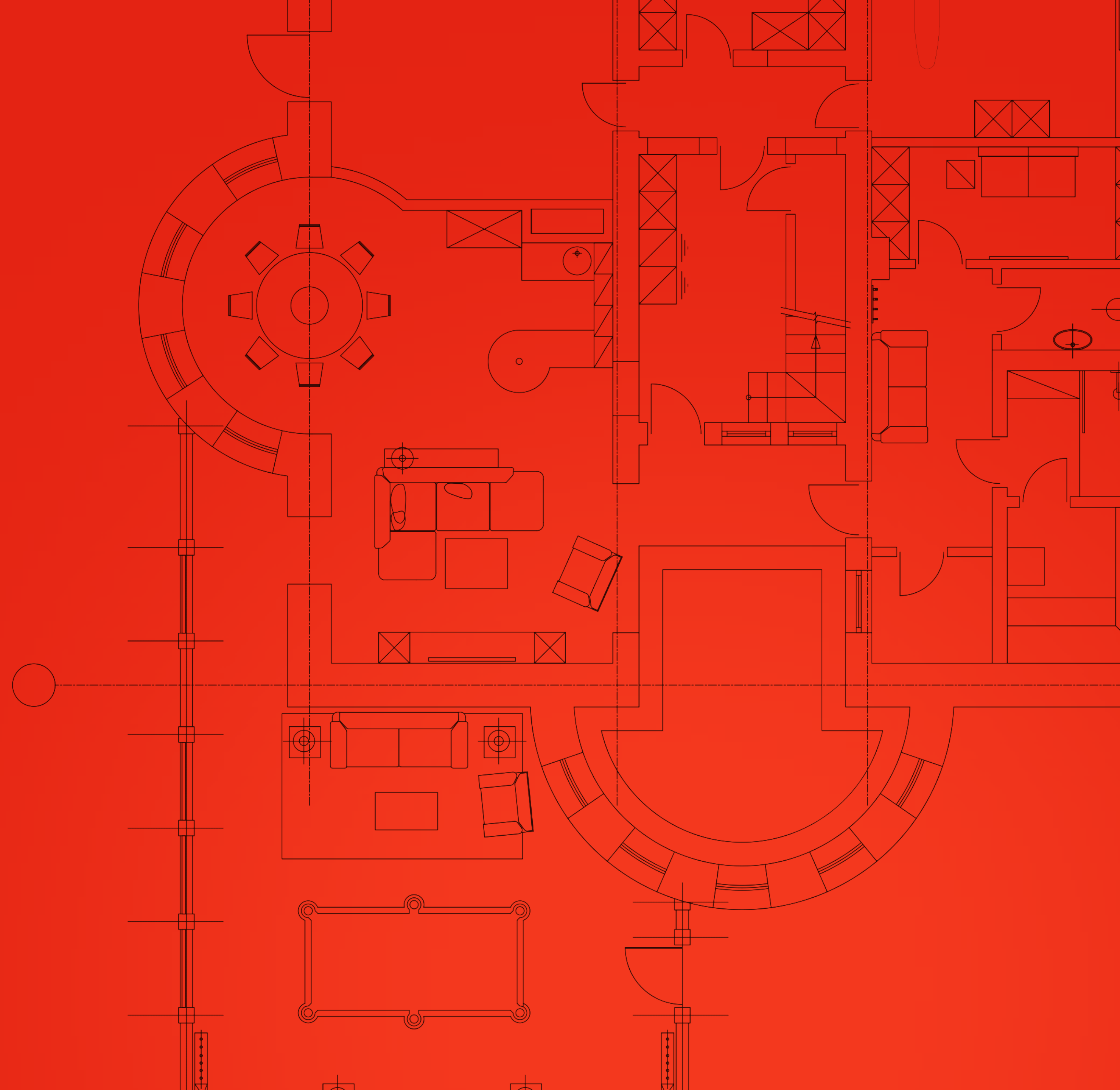
BUILDING & CONSTRUCTION EXHIBITION

22 | 25 NOVEMBER 2021 - fieramilano ITALY

[#webuildthefuture](#)



**SUSTAINABILITY
TECHNOLOGIC INNOVATION
REFURBISHMENT
COMFORT
DESIGN
PROJECT
REAL ESTATE DEVELOPMENT
BUILDING COMMUNITY
CONTINUING EDUCATION
BUSINESS
EVENTS
B2B MEETINGS
WORKSHOPS**



MADE EXPO TENTH EDITION: TOGETHER TO BUILD UP THE FUTURE

Home and building are the key words to Restart and Recovery: the lockdown has put homes at the very top of the scale of values.

The recovery will ask for putting in **safety** private homes, social spaces, commercial establishments, offices, factories, instruction buildings, sport and leisure facilities.

Change is a huge opportunity for all businesses operating in construction, which find themselves called to interpret it using **suitable technical solutions**: MADE expo 2021 is the place where innovative products and solutions for **comfort, sustainability, safety, quality** and **speed of construction** show off their technical value to designers, businesses and the national and international world of distribution.

In a growing awareness of the necessity to reduce the environmental impact the paradigm of **sustainability** guides design choices in both new constructions and redevelopment

projects where residential and service areas are reshaped to suit the demands of a society whose living and mobility habits are changing.

MADE expo, the international exhibition that brings the excellences of the world of architecture and construction to Italy, in 2021 celebrates its tenth edition and broadens its gaze toward the future of the constructed environment.

Networking opportunities with the protagonists of change multiply thanks to a new layout, a schedule of investigative meetings and high-level B2B.

The interest shown by the national and international construction community in MADE is then amplified by the fact that the exhibition is held in Milan, right at the heart of a territory that boasts one of Europe's largest property developments and which is presently getting ready to host the 2026 Winter Olympic Games and, first of all, is ready to guide the recovery.



KEY THEMES FOR THE NEXT EDITION

MADE expo is looking to the future: the contents and proposals on offer at the 2021 edition mean that it is a highly effective media tool, able **to interpret the evolution of the construction world and move forward together with businesses in new and exciting scenarios.**



**Technology
& Digital**



**Climate
Effect**



**Resources
& Recycling**



**Next
Living**



gere o tirare. CTRL = attiva/disattiva cr

MADE EXPO EXHIBITIONS

MADE BIM & TECHNOLOGIES

Software and hardware | BIM | digitalization | innovation | 3D printers | augmented reality | 4.0 industry | design of services and solutions for the building construction chain | services for companies

MADE CONSTRUCTION & MATERIALS

Structure and construction systems in concrete, wood, steel, brick and dry systems | anti-seismic systems and planning | construction site technologies and equipment | safety and security | measurement, testing and control | drones | landscaping, urban finishing and equipped green spaces | materials and prefabricated elements | chemical, insulation, waterproofing, remediation and protection | comfort | colours, external finishes and interior decoration | energy saving systems for building | controlled mechanical ventilation | flooring and finishes | surfaces, materials and finishing products for interior design | stairs and homelift | bathroom finishing | fireplaces | curtains for interiors | components, semi-finished and accessories for design, contract and interior decoration

MADE DOORS, WINDOWS & INDUSTRIAL CLOSURES

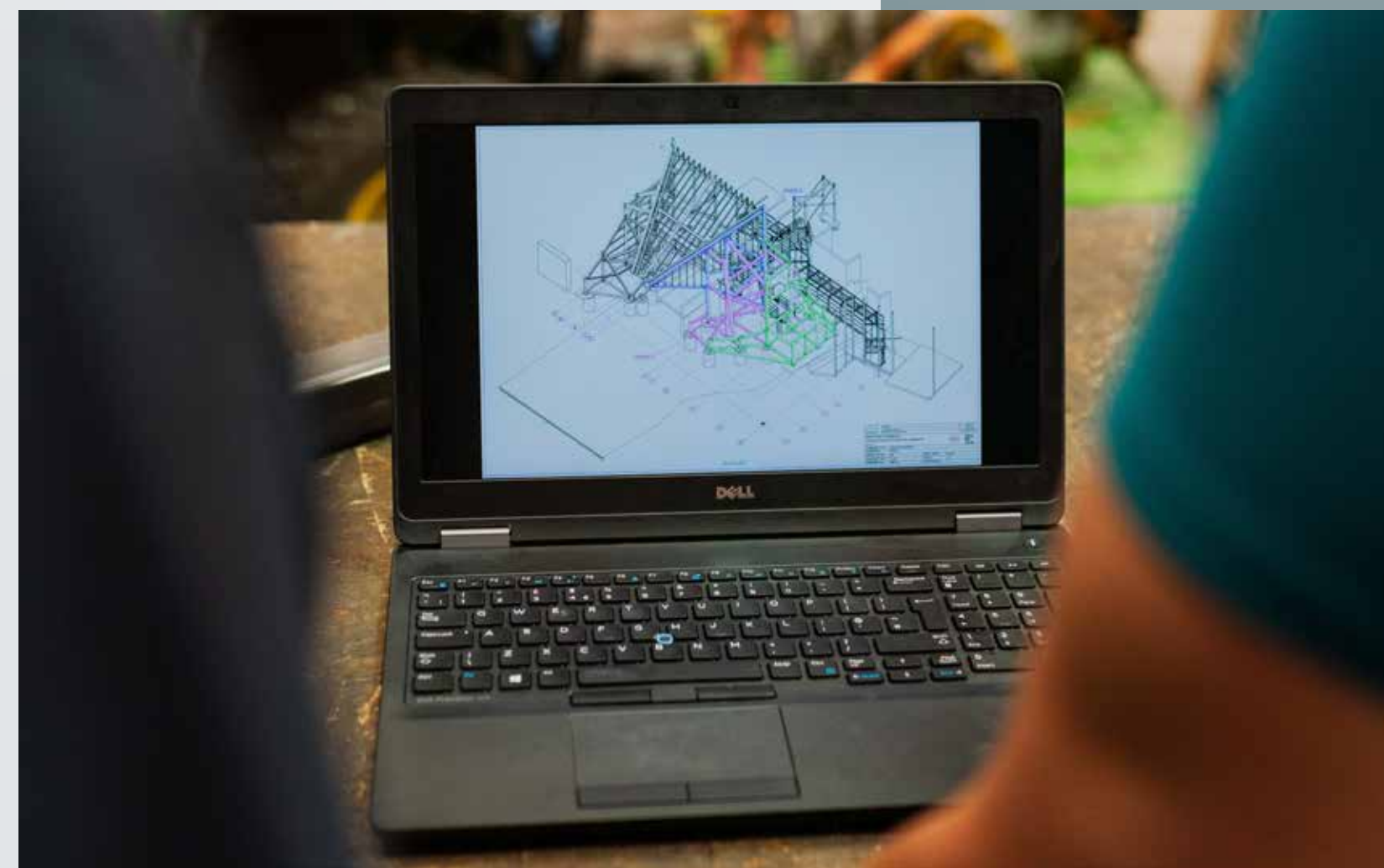
Windows | insulation glass-block systems | roller blinds and shutters | technical and industrial doors | home automation | security and safety system for windows | hardware, accessories, semi-finished products, components and technologies for doors and windows | handles | interior partitions | apartment doors | front doors

MADE BUILDING ENVELOPE & OUTDOOR

Façade systems | external cladding | roofing | windows profiles | semi-finished products, accessories and technologies for windows and façades | sun protection systems | anti-insect systems | technical blinds and textiles | pergolas | gazebos | outdoor and leisure | swimming pools | glass systems and glazing accessories | production machinery and equipment for windows

MADE BIM & TECHNOLOGIES

The **hardware** and **software** solutions unveiled at **MADE BIM & TECHNOLOGIES** go towards optimising the design phases, bills of quantities, calculations and overall management. The presentation of innovations is supported by a qualified schedule of **cultural and scientific events** that **explore** the new opportunities connected with the use of BIM in design, construction and maintenance processes - a mandatory approach in a growing number of tenders called in Italy and worldwide.



MADE CONSTRUCTION & MATERIALS



MADE CONSTRUCTION & MATERIALS suggests the materials and technical solutions that are more performant for building and redevelopment with **wood, concrete, steel, bricks, mixed and dry systems. Safety, anti-seismic protection, sustainability, circularity of materials, modularity** and **speed of development**: the quality of construction replies today to many specific and interconnected requests.

Innovation and technology are the distinctive drivers for the **survey** and **management of the territory**, the **adjustment of the relevant infrastructures** and the **construction site**. The products and materials for insulation, for floors and walls that go beyond simple decoration to extend their technical qualities determine the **sustainability, aesthetic quality** and **wellness** of inhabited spaces; **paints** decorate, reclaim environments and complete the requalification of facades with **insulation coating systems**.





MADE DOORS, WINDOWS & INDUSTRIAL CLOSURES

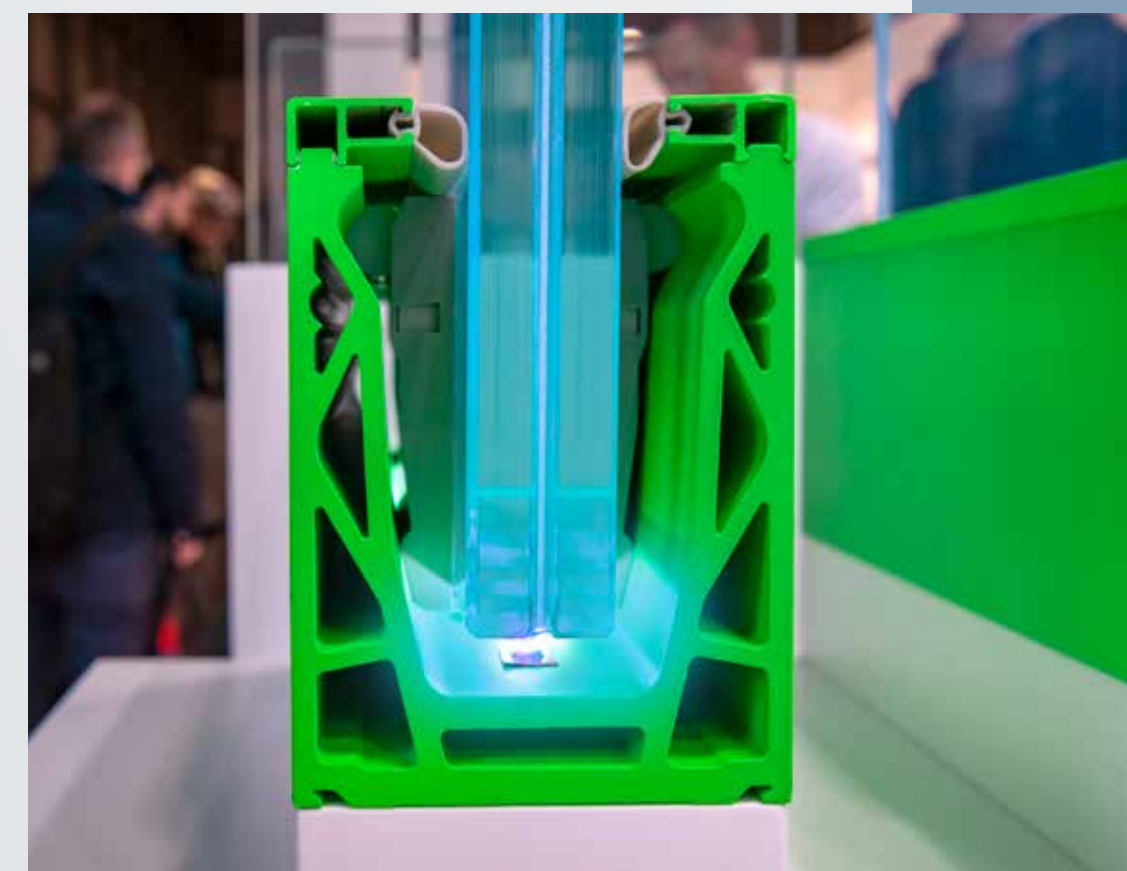
MADE DOORS, WINDOWS & INDUSTRIAL CLOSURES is “the place to be” for **door** and **window manufacturers, designers, retailers** and **constructions companies**: here **design** interprets the best **technology** for **comfort** and **safety**. **Windows** and **doors, both internal doors, front doors** and **interior partitions** and **handles** flaunting a minimalist or classic design, together with the **hardware, accessories, technical closures** and **protection** and **fire-fighting systems** surprise visitors with innovative solutions that range from **home automation** applications to **integrated CMV, thermal** and **acoustic insulation** or even **anti break-in** options. **Events, debate spaces, B2B meetings** and **live demonstrations** allow professionals to try out the solutions for themselves and identify areas where their businesses can grow.





MADE BUILDING ENVELOPE & OUTDOOR

MADE BUILDING ENVELOPE & OUTDOOR completes the area dedicated to the world of cladding and fixtures with specific focuses. **Bioclimatic pergolas** and **sun shading** embedding cutting-edge **technical solutions** and great **aesthetic quality** increase the enjoyment of **outdoor spaces** all year round. **Roofing systems** and **opaque** and **transparent façade systems** take a starring role in urban renewal. The sector of **glass** and **accessories** puts transparency at the service of designers. Aluminium and PVC profiles, with accessories and **machines for fixtures** completing the production processes, allow door and window manufacturers to ensure that even the most futuristic projects, from minimal windows to parametric façades, are conveyed through high-performance products.







THE EVENTS OF MADE EXPO 2021

For **ten editions**, MADE expo has gone beyond the role of matching between producers and users to welcome, process and transmit the ideas and trends that emerge in the contexts in which we operate, in a constant contamination and influence between design and actualization of the built. It does so through a schedule declined according to the specificities of each area, with **events** and **appointments full of insights** and suggestions, some of them realized thanks to the authoritative **support of ICE**.

The great themes of building in a cultural path rich in ideas and suggestions

We will turn the spotlight on the evolution of the construction world with the aim of looking at the future, interpret the new scenarios and plan the restart.

In collaboration with Agorà Activities



The prestigious European conference dedicated to the culture of building in wood

The long-awaited Forum Legno Edilizia returns, with two days of meetings and the involvement of international professionals as speakers specializing in construction engineering and physics of building in wood.

In collaboration with Forum Holzbau



Great international planning in an unmissable event

20 international architectural firms will offer a cosmopolitan look at the most original and innovative trends and solutions in the field of facade cladding and roofing, integration of shading systems, sun and glass protections. Through the presentation of built spaces selected by a Scientific Committee, the event will show an overview of different types of projects, giving suggestions and design ideas.

In collaboration with Platform



An open window on the world of windows

A series of meetings with experts in the door and window sector that will deal with the most interesting and current issues in terms of economy, market, legislation and retail. The SerramentBar will not be missing, an area dedicated to the most convivial moments, the meeting point for fans to chat over a coffee or an aperitif.

In collaboration with DBInformation, the editorial staff of Nuova Finestra, Showroom Porte&Finestre and Guidafinestra.it



SPECIAL INITIATIVES

As a corollary to the events dedicated to product sectors, MADE expo offers the opportunity to discover the innovations and trends of tomorrow through its special initiatives.



The **MADE Awards**, promoted by MADE events and in its first edition, is born with the aim of **promoting knowledge and excellence of products / processes / services** of the exhibitors of MADE expo 2021.

All exhibitors will have the opportunity to present their products: materials and solutions of the finalists, decreed by **a jury of experts and by the vote of a popular jury** through social voting, will be displayed in a special 'MADE Awards' area within MADE expo.

START UP ZONE

MADE expo and ICE are alongside **innovative small and micro-enterprises** with the **Start Up Zone** project by offering the opportunity to those **Start Ups** who have it the **development** and **production** of original and innovative **products / services with high technological value** in the sector of Architecture and Construction.

The project includes a dedicated area and small exhibition spaces for Start Ups who will adhere to the joint MADE-ICE call, as well as a strong promotion through our digital communication channels.



EXHIBITING AT MADE EXPO 2021: SPECIALISATION AND CONNECTIONS

Investigating **technical solutions** and competences for each specific construction demand, ending up by including **all production processes** in certain areas and, simultaneously, **optimising connections** with other sectors, assuring an all-encompassing approach to all aspects and phases of the process.

Design, development, restructuring, requalification

and **maintenance** are interpreted by MADE expo 2021 in an **unprecedented layout** that facilitates professionals visit, fostering an encounter of **technical challenges** and **innovative solutions** and of **supply** and **demand**.

Participation at MADE expo 2021 ensures great visibility, B2B meetings, networking, business opportunities: a not-to-be missed occasion for the building community leaders.

FEES

Participation fees per sqm	from 1/06 to 31/08/2021	from 1/09/2021
Indoor exhibit space	€ 185	€ 195
Outdoor exhibit space	€ 68	€ 76
Indoor exhibit space for earth moving machines	€ 68	€ 76
Mezzanine	€ 108	€ 125

Registration fee	Fee for represented italian trademarks and companies	Compulsory fee for general exhibition services per sqm
€ 700	€ 500	€ 5.20

TV, PRESS, RADIO, WEB & SOCIAL CHANNEL

MADE expo is approaching the November 2021 edition driven by the great desire of its building community to **narrate** about itself and **start over**. This **tenth edition** is much awaited by the construction sector network, already generating and strengthening a strong link with the **leading trade fair in Italy**, and one of the most important in Europe, for the construction sector.

Tv, Press, Radio



Radio 24 is the special media partner of the next edition of MADE expo and will be present at the fair to establish a direct link between the event and the community. The major newspapers of the national press involved in the dissemination

of news on the event for months now are telling the next edition with insights, editorial focuses and interviews, from **Il Sole 24 Ore** to **Il Corriere**, **la Repubblica**, **Affari & Finanza**, **QN economy**, **il Giornale**, **la Prealpina** and most of the local national newspapers. **Over 40 media partners** have already registered for the November 2021 edition, supporting the event on their on / off-line channels.

Website madeexpo.it



The 2019 edition in Italy alone was supported by **800 releases for over 30 million** potential contacts reached*. **Over 80 media** involved, including national and local newspapers, Italian and foreign technical press magazines. **More than 1,500** contents disclosed on the network's generalist and sector social channels. **500 Italian and foreign journalists accredited** to the event. The website generated **400,000 access sessions** and **2.5 million pages surfed** during the three months prior to the 2019 edition**

Social channel MADE EXPO



MADE expo, with its **250,000 Italian and foreign users** subscribed to the newsletter, is once again the place where the building community, after almost two years of stop, finally has the opportunity to meet again, share product news and do business. The MADE social fanbase represents today one of the largest active and numerous communities in the field of construction fairs, with its **+28,000 followers** on Facebook, Twitter, LinkedIn & Instagram. The official hashtag of the tenth edition of November 2021 is **#webuildthefuture, stay connected!**

*by MIMESI: October _ March 2019

**by GOOGLE: January _ March 2019

MADE EXPO 2019 IN FIGURES

Foreign visitors from **115 countries**

Certified data

Over **90,000** participants

9% foreign trade visitors

48,000 net sqm of exhibit space

900 exhibitors (20% foreigners)

Visitors by nature of business

35.5% Designers and Planners

15% Window Makers and Dealers

12% Retailers - Distributors - Buyers

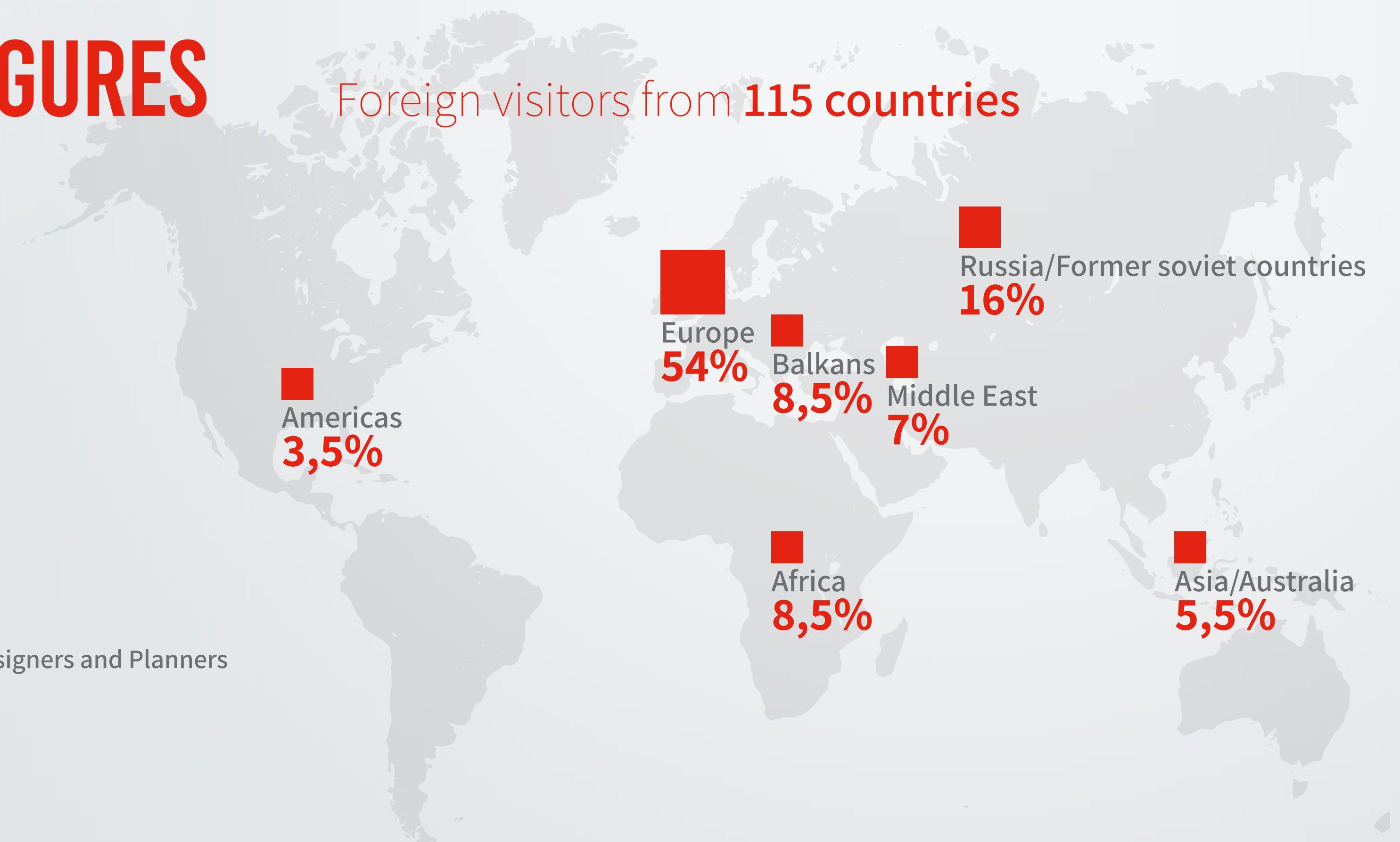
12% Builders - Contractors

6% Manufacturers

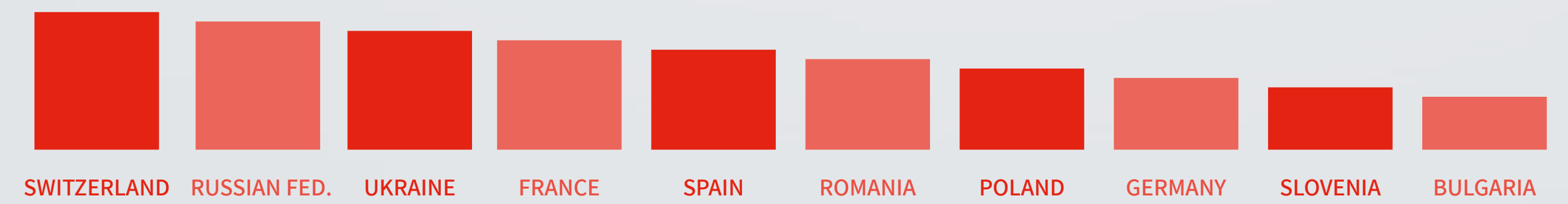
5.5% Agents/Sales representatives

12% Others

(Condominium managers, Public Sports facility managers_Heating & Cooling installers_
Public administrators_Associations_Service companies_Universities and Training centers Individuals)



Top Ten foreign nations





crab
Grab our view.

MILITARY 3D
ENGINE

SKY
Grab

108

MAVIC 2

MATRICE

Karya & Fotogrametri
di Area

Kategori: Kelengkapan, Teknologi



MILANO ARCHITETTURA DESIGN EDILIZIA

MADE expo
is an initiative
of **MADE eventi S.r.l.**

Bologna

Via di Corticella, 89
40128 Bologna - Italy
Tel. +39 051 09594.1

Milan

S. S. del Sempione, 28
20017 Rho (Milan) - Italy
Tel. +39 02 4997.1

f t in @ madeexpo.it/en international@madeexpo.it

co-located with

**SMART
BUILDING
EXPO**

SICUREZZA
INTERNATIONAL SECURITY & FIRE EXHIBITION

with the support of



within the Fiera Smart 365 Project



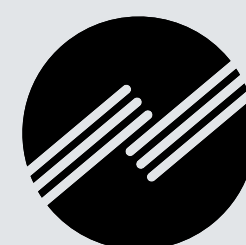
promoted by



under the patronage of



special media partner



FIERA MILANO