**ENERGY TRANSITION, URBAN REGENERATION, TALES OF EXCELLENCE: ALL MADE EXPO EVENTS**

*Four days of meetings, workshops, awards and seminars to explore the future of the building sector and evaluate its potential.*

*Highlights of the event include The Place to Build, the Archibox project and the keynote addresses by the two MADE expo ambassadors, Carlo Ratti and Winy Maas.*

*Milan, Nov. 15, 2023*. The energy transition, sustainability, innovation, the circular economy, urban regeneration, digitalization and the EU Directive: these are the issues at the heart of the international debate in the building sector, divided between attempts at European-level alignment and unresolvable territorial characteristics. Scheduled from today at Fiera Milano, **MADE expo** has finalized a rich program of appointments on these and other themes, with **more than 100 meetings over four days, including talks, workshops, award** **ceremonies, exhibitions and seminars.**

The scheduled appointments, led by internationally renowned experts and speakers, are organized into specific thematic areas, and focus on market trends and perspectives, as well as project advancements related to the NRP and quality of living. The MADE expo calendar provides a high-profile opportunity through which to gain a clear and informed view of the industry's evolutions and its new possibilities.

**THE PLACE TO BUILD**

Hosting the second edition of the initiative will be two large "squares," designed as a place for interaction and an active space for participation.

Produced in collaboration with Agora, **The Place to Build** develops from the theme "**Governing the complexity of the energy transition in** **construction**" and unfolds along a multidisciplinary path of meetings offering insights into the process of building change.

**Hall 4 (the Magenta Hall**) will host the **four meetings dedicated to the world** **of Construction.** The central point of the event is the **Change Observatory** (Nov. 16, 2 p.m.), which aims to profile scenarios useful for development that is sustainable in all respects. With the aim of actively managing the ongoing transformation, market trends, the directions the industry is taking, and the challenges and opportunities ahead will be analyzed.

Also on the agenda is a reflection on the **EU "green homes**" directive with an in-depth look at the housing market and how to support households in this transition process (Nov. 16, 3:45 p.m.).

On Nov. 18, the focus will be on the Passivhaus standard. **The National Passivhaus Conference** (10.00 a.m.) will feature, among others, Luca Dondi Dall'Orologio, managing director of Nomisma, and, via a link, Filippo Giorgi, climate physicist and 2007 Nobel Peace Prize winner. In the afternoon (2:30 p.m.) there will be an in-depth focus on the Passivhaus standard, which many observers credit as the design and construction protocol that guarantees maximum energy efficiency and the best living comfort.

Hall 3 (Yellow Room), on the other hand, will host meetings **dedicated to Enclosures.**

It starts on Nov. 15 at 2:15 p.m. with a meeting on the circular economy and new economic models that are based on innovative technologies and processes.

Three appointments on 16 November will offer an in-depth analysis of **building envelopes**, with a focus on living comfort and the systems that support it.

The first appointment (11.15 a.m.) will be dedicated to an in-depth look at building façades, recognised as iconic elements and crucial architectural laboratories in modern design: the complexity of the systems involved, the key role of new materials, risks and safety will be the focus of the talks.

Modernisation of the entire construction supply chain will then be discussed (2.15 p.m.): moving from design to the building site, online platforms and services, the **modernisation of existing systems and the implementation of a** systemic vision will be analysed.

The last appointment of the day will address the topic of the NRP, the digital, energy and ecological transition, and its impact on the professional market (4 p.m.).

There will be two appointments on 17 November. In the morning there will be a discussion on materials in the new building industry (11.30 a.m.), which are increasingly innovative, technological, and high-performance: composite materials, polymers and carbon fibres, bio-based and offering low CO2 consumption.

The afternoon will instead host the **BIM Open Summit** (2.00 pm), an appointment now in its fourth edition, which will compare Anglo-Saxon users of BIM with the Italian situation. Specifically, the focus will be on digitalisation, innovation and integration with the new Procurement Code.

Closing the cycle of meetings will be an event on digital site management (18 November, 11 a.m.), including supervision and planning through IT tools, focusing on the safety of materials, with the aim of reducing the associated risks and ensuring a high quality end result.

A panel with leading names will include, among others, **Norbert Lantschner,** an expert in environmental issues who deals with atmospheric pollution and environmental protection, with a special focus on the role played by construction in this field. Fabrizio Capaccioli, president of Green Building Council Italia, the largest international organisation for the sustainable construction market and Pietro Baratono, president of the 2° section of the Superior Council of Public Works, will also be present.

**RE-REGENERATION|REAL ESTATE**

The common thread running through this cognitive journey are the scenarios of urban centres that have become the object of urban recovery and regeneration interventions. Sharing ideas, experiences, contextual data and important examples of both Italian and foreign investments will give rise to unique moments of encounter and comparison between the real estate and manufacturing sectors.

The cycle, realised in cooperation with **MC International and Office Observer**, will be developed in 3 'episodes', all in the Magenta Room in Hall 4, each one dedicated to the exploration of current events on urban regeneration, with in-depth analysis and opportunities for exhibitors, especially on technology and materials.

It will begin on Wednesday 15 November (3.30 pm) with a focus on **Italia orizzonte 2030**: the central point of the meeting will be the main assets linked to the real estate sector, with a presentation of the main scenario and market data. Not only numbers, but also examples related to the volume of national and international investments and an overview of current trends.

On Thursday 16th November (11 a.m.), the second session will focus on **The Role of Hospitality in the Transformation of the City**. Hospitality, new ideas for urban regeneration, the link between business and territory, new horizons and new frontiers in which to invest and consider: these are the drivers of the meeting whose objective is to bring about a paradigm shift. An avant-garde model of building and urban regeneration, capable of becoming a link between hospitality, the local community, the surrounding urban territory and the environment

On Friday 17th November (11 a.m.) the star of the stage will be the Lombardy capital. **Milano, Milano** is the title of the meeting in which a number of important projects - Torre Velasca, Torre Antonini, Cascina Monluè - that are affecting the city will be presented, set within urban regeneration works and aimed at giving the metropolis a new identity.

**UNBUILT: THE INITIATIVE DEDICATED TO THE "NEVER BUILT"**

Conceived by **Platform** in collaboration with MADE expo, **UNBUILT**, **Unrealized Projects** is the initiative that, through a selection of international projects tells the story of the architecture of the unbuilt. Missed opportunities, unsuccessful competitions, uncreated projects are often moments of free research and experimentation that have the power to influence the work that follows these occasions. An archive of projects and thoughts that nourishes the future, which often remains unknown to the general public and which will be on display in the Unbuilt area (Hall 1) where, in an exhibition space, in addition to the international projects, twenty projects by authoritative Italian studios will be on show.

Twenty international studios will also be the focus of the speeches on the different days

- **On Wednesday 15th November**, starting at 3 p.m., speakers will include Kadawittfeldarchitektur (Germany); Architecturestudio (France); Chybik Kristoff (Czech Republic); Zaha Hadid Architects (UK) and Hawkins\Brown (UK).

- On **Thursday 16th November**, starting at 11 a.m., Steinkogler Aigner Architekten (Austria); NOAHH (The Netherlands); Paradigma Ariadne (Hungary); Kosovo Architecture Foundation (Kosovo) and Bernard Khoury (Lebanon) will speak.

- On **Friday 17th November**, starting at 3 pm, speakers will include Francisco Pardo (Mexico); Studio Fierro (USA); Acme (UK); Peripheriques Marin+Trottin (France); Kogaa (Czech Republic) and So? Istanbul (Turkey).

- On **Saturday 18th November**, starting at 11 a.m., speakers will include Mateo Arquitectura (Spain); Han Tumertekin (Turkey); CCO-Christensen & Co. Architects (Denmark); KAAN architects (Netherlands) and Perkins & Will (USA).

**KEYNOTE ADDRESSES AND THE ARCHI.BOX INSTALLATION: THE AMBASSADORS OF MADE EXPO**

Protagonists of the world of contemporary architecture**, Carlo Ratti** and **Winy** **Maas**, are official ambassadors of MADE expo.

At the centre of the international debate on the influence of new technologies in the urban field, Winy Maas and Carlo Ratti will give keynote addresses on 15th and 16th November respectively (Unbuilt Area, Hall 1, 5 pm). The **Archi.box** space will be dedicated to each architect, where the public will be able to listen to a direct account of a focal theme of contemporary architecture through unedited videos.

**YOUNG PEOPLE AND INDUSTRY FACE OFF IN THE NAME OF SUSTAINABILITY**

**Design for Circularity** - **Call for challenges**, is the design challenge launched by MADE expo together with the **Milan Polytechnic School of** **Architecture, Urban Planning and Construction Engineering**. It is a project workshop, open to teachers and students, designed to reinforce the dialogue between the world of education and the industrial sector and to promote innovation and the ecological transition of business processes towards principles of circularity and naturalness.

On 15th and 16th November in the **Millennials area** (Hall 2), the results of the collaboration between seven companies in the sector and students from the Faculty of Architecture will be illustrated. Together they have developed innovative concepts dedicated to the circularity of processes and the naturalness of products.

**RELIVE 2023. URBE-SCAPE**

On 17th and 18th November, the Millenials area will host **Relive 2023**. **UrbE-Scape, a project workshop curated by SITdA** - Società Italiana della Tecnologia dell'Architettura, with the patronage of the Municipality of Corsico (MI). During the third edition of the "Nature and Circularity in the design of public space" event, eight groups of scholars and researchers from all over Italy will address the theme of the city's open spaces, understood as a privileged place of environmental, social and identity redevelopment.

The challenge is to define design solutions for the qualification and improvement of comfort, equipment and layout through "nature based" solutions, material systems and components consistent with the principles of the circular economy, the redesign of a new functionality and the sustainable management of natural ecosystems. The proposed experimental context is the urban parks and open spaces of Corsico, in the province of Milan, in the conviction that the redefinition of public areas for citizens represents an opportunity for rethinking, reconnecting and enhancing the city.

**THE SPECIAL AREAS**

The **Start Up Zone**, promoted by **ITA-ICE Agenzia**, is the area dedicated to twelve companies whose core business is the development of innovative initiatives or products with high technological value in the architecture and construction sector.

Innovation is also the key word for the **MADE expo Awards** that, through an exhibition set up in Hall 3, will award recognition to the companies that most distinguish themselves in this sense in the Building and Enclosure shows, with a special area for sustainable innovations. The prizes, including a special award for start-ups, will be decided by a technical jury and the thousands of followers who follow the event on social channels, and presented on **Friday 17th at 5 pm.**