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NOT JUST EXPO. ALL THE EVENTS AT ME – MADE expo, BETWEEN INNOVATION AND SUSTAINABILITY

Four days of meetings, workshops, awards and seminars to explore the future of the building sector and assess its potential. The highlights of the event promise to be the ARCHIBOX project and the keynote speeches by the two ME – MADE expo ambassadors, Carlo Ratti and Winy Maas.

Milan, 25th May 2023. At **ME - MADE expo** the scheduled conferences and meetings to be held by international level experts and speakers will be divided into specific areas with a focus on market trends and prospects, as well as the progress of projects linked to the PNRR and quality of life.

THE PLACE TO BUILD

A large open meeting space intended to be a place open to interaction and the creation of a cultural, design and industrial itinerary based on innovation and the relationship between construction and the transition towards sustainability. This is the backdrop to **THE PLACE TO BUILD**: 10 events in which the visitor will never be just a passive spectator, but a leading player in the global project of building change. 5 of the events are focused on the construction sector and 5 on building envelope, all enlivened by experts, researchers and leading members of the professional, entrepreneurial and university worlds. There will also be professionals from innovative companies who will interact with each other, creating an exchange of know-how and highlighting the new technologies and modern systems available today for the evolution of an increasingly dynamic market, as well as projecting the challenges of innovation, sustainability and change onto their operational dimension.

RE-REGENERATION|REAL ESTATE

An event designed to facilitate the sharing of innovative ideas and contents through the creation of a unique opportunity for face-to-face meetings between the real estate world and the manufacturing chain. A dozen specialists will be advocating change and representing institutions, the world of design, developers and builders, but also new professions, who will explain and illustrate the innovations in the sector. The event will take the form of three 'episodes', each lasting 2 hours and each of which will explore the world of real estate. The first will look at the unique Italian situation, then examine the transformation of the hospitality sector, the driving force behind the Italian economy, and finally conclude with an overview of Milan.

UNBUILT: AN EVENT DEDICATED TO THE “NEVER BUILT”

Another new feature this year is **UNBUILT, Unrealized Projects**, an initiative conceived by Platform in collaboration with ME – MADE expo which, through a selection of 40 Italian and foreign projects will tell the story of architecture that has never been created. 40 international and Italian architecture studios (20+20), selected on the basis of applications from all over the world by a scientific committee of the Platform Network editorial team, will present their “never built” projects, allowing the outlining of a path through architecture taken by projects that have never been created, but are current or feasible thanks to a sense of innovation that has grown over the years. In addition to offering an overview of projects of different types, UNBUILT will represent a new opportunity for dialogue and meeting with the architects present regarding the design trends of modern architecture from an international point of view...

KEYNOTE SPEECHES AND THE ARCHI.BOX INSTALLATION: THE ME - MADE EXPO AMBASSADORS

Two leading figures from the world of architecture will be official ambassadors of the 2023 edition of **ME - MADE expo** in the shapes of **Carlo Ratti** and **Winy Maas**, representatives of a highly recognizable vision in the global architecture panorama. Architect and engineer, **Carlo Ratti** teaches at the Massachusetts Institute of Technology (MIT) in Boston, where he runs the Senseable City Lab and is the founder of the design and innovation studio Carlo Ratti Associati, whose vision is notable for its considerable use of technologies.

Winy Maas, Dutch architect, urban planner and founder of the MVRDV studio in Rotterdam has received international recognition for his wide range of innovative, environmentally and socially sustainable urban planning and building projects. His passion for cosmopolitan cities, green spaces and sustainability has led him to carry out numerous multi award-winning projects.

Undisputed masters in the international debate on the influence of new technologies in the urban field, **Carlo Ratti** and **Winy Maas** will hold an unmissable **keynote debate**. In addition, a virtual room entitled **Archibox** will be dedicated to each of the two architects, in which the public will be able to experience an immersive and multi-sensory video mapping experience where they will have the opportunity to witness the real-time discussion of a central theme of contemporary architecture.

YOUNG PEOPLE AND INDUSTRY FACE-TO-FACE ON THE SUBJECT OF SUSTAINABILITY

The first edition of the **Call for challenges Design for circularity** will be held in 2023. This is the design challenge that the **Milan Polytechnic School of Architecture, Urban Planning and Construction Engineering**, together with ME - MADE expo, has launched to promote the development of innovative and sustainable concepts focused on the **circular economy**, **environmental sustainability** and **process innovation**.

The project, open to both lecturers and students in an attempt to strengthen the dialogue between the world of education and the industrial sector, saw the participation of 7 exhibiting companies which have been working together with students. The results of the workshop will be displayed and discussed on 15th and 16th November in the “**Millennial Space**” within the Construction Hall.