

**THE MADE BUILDING ENVELOPE & WINDOWS FORUM: TESTS, DEMOS AND EDUCATION**

**PRESS**

**Over 40 presentations delving into the building envelope, windows and frames, with in-depth analyses on: technology, regulations, management, software, marketing, the retail business and building sites.**

A major cultural event as well as a series of practical demonstrations of the latest technologies for architects and the building industry, with a special focus on the building envelope. The **Building Envelope and Windows Forum** (Hall 3) was created and is being staged by the publishers of *Nuova Finestra* and *Guida Finestra* (DBInformation) in conjunction with MADE expo, and is part of the MADE expo Building Envelope and Windows Exhibition. The initiative will explore the building envelope, windows and frames, before an audience selected by an integrated media system. The event is divided into two areas: the “**Lab Area**”, a live space hosting daily technical tests and installation demos, and the “**Forum Area**”, hosting daily meetings and seminars on topics such as innovation and technology. The Lab Area is a path along which visitors will be able to view the methods and techniques used for testing and installing doors and windows. In this live space, visitors will watch:

- technical anti-intrusion tests on security doors conducted by specialists
- theoretical and practical installation demos by experts from partner firms
- practical demos of business-specific software for window and door professionals.

The **Forum Area** aims to focus on the breadth of innovation driving the production of windows and frames the modern building envelope and architectural technology. There will be forty 20-minute presentations over the four-day show, scheduled during morning and afternoon sessions.

First rate speakers representing the authorities, associations and the manufacturing sector will share the latest concepts and developments, including fast-changing regulations, sustainability and market trends; other topics will cover technology, management, software, marketing, the retail business and the building site.

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