

SUSTAINABILITY AND INNOVATION: BUILDSMART! AT MADE EXPO 2015

PRESS

Over 30 conferences and workshops and two Lab Areas, and an even offering unprecedented learning opportunities

“Transforming cities into better places does not mean restructuring: it has a broader significance that also involves people. It means constructing more efficient buildings and improving their quality of life”. In a recent interview, this is how Italian architect **Mario Cucinella** summed up the concept of sustainability in building construction, a key concept underpinning **BuildSMART!**, a one-of-a-kind event for Italy devoted to sustainable constructions and innovations, featuring all the leading names in the sector. Delegates will not only make an institutional appearance, but actually delve deeply into the subject, giving rise to a wellspring of ideas for fostering sustainability and technological innovation in the building industry. The event will cover a vast array of topics, featuring partnerships, contributions and personalities of the highest calibre. Numerous market leaders have sponsored Buildsmart!

#sustainability

Hall 4 will focus on energy savings and energy efficiency, the performance gap, residential comfort, urban renewal and regeneration, and user behaviour.

Every day there will be a packed programme of meetings, workshops, and debates centering on today's hottest topics, such as energy retrofits, which are indispensable for efficiently breathing new life into Italy's existing real estate stock.

An interesting exhibit will look closely at comfortable and sustainable buildings.

Apartment buildings are an important aspect of this scenario. Some 24 million Italians live in a flat, and often waste more energy than the national average due to obsolete constructions. This will be a unique opportunity to start thinking about buildings as structures that are perfectly able to guarantee residential comfort and eco-sustainability, without neglecting the needs of their inhabitants, or overlooking beauty and design. *“Building new constructions in this respect and renovating the existing stock of about 6 million apartment blocks means giving Italy's construction industry a new lease of life, and at the same time safeguarding the environment”*, explains **Andrea Negri**, Chairman of MADE expo.

The **Lab Stations** will also be the centre of attention: these demo labs will present the latest operating and materials technologies, and show how they work and are managed, and what benefits they offer. Curated by **Norbert Lantschner** (Chairman of the ClimAbita Foundation) the Labs will provide an outstanding chance to get a close-up view of the solutions, systems and technologies needed to build and renovate with a view towards sustainability, safety and comfort.

In these dynamic spaces, professionals will come face to face with experts at the five stations, each exploring a specific system: external building envelope, roof, mechanicals and domotics, comfort and healthy air.

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#innovation

Hall 10 is where visitors will be seeing the most exciting construction technologies and methods. The innovation space will focus on every aspect of interest to professionals, including the opportunities that are opened up to them by new materials, design technologies, and generally speaking, the construction industry as a whole. The new culture of building construction no longer revolves around the concept of “when” but “how fast”.

The word “new” now refers to the future. And the future – which is already here today – is encapsulated in the tools that generate innovation. One of these is **Building Information Modeling (BIM)**, an amazing tool enabling “digital designers” to speed up processes and consequently perform their tasks more quickly and effectively than ever before. Another leading edge construction technology that could conceivable revolutionise the industry is the 3D printer.

Of course the show would not be complete without conferences devoted to two crucial topics: one is hydrogeological instability, and on 18 March, **Paolo Buzzetti** (Chairman of ANCE, the National Association of Italian Municipalities) and **Gian Vito Graziano** (Chairman of the Italian Council of Geologists) will come together to discuss one of the most vital issues for the future of our country. The other topic is seismic risk: both of these aspects need to be taken into account to ensure safe constructions and renovations.

It goes without saying that the New Technical Regulations governing Constructions are a hotly debated subject at the moment; they will be extensively discussed throughout the event, along with the new laws on fire safety.

The area will also host the **High Tech Lab**, a dynamic space staged and managed in partnership with the **Milan Polytechnic**. The latest developments in the sector, including rail blazing technologies and design and construction methods, will be tested. Three key concepts will dominate the area: 3D printing for architecture, the future for multi-material and large-sized productions; drones, which will facilitate many building site procedures, from surveillance to monitoring and maintenance, or for transporting objects and conducting inspections. And lastly, the chance to try out **Google Glasses** as a work tool.

“At MADE expo we’ll be offering visitors the opportunity to experience 3D printing, which in the construction industry is used for very large objects and special materials,” explains Professor **Ingrid Paoletti**, a researcher in architectural technologies at the Milan Polytechnic. *We print the bricks, cement and one-off pieces used to restore new and historic buildings”.*

Milan, 18 March 2015