

FOUR EXHIBITIONS AT THE HEART OF MADE EXPO 2015

PRESS

Design, construction, building envelope, windows, finishes, technological innovations... the future of the building industry is starting in Milan.

MADE expo is getting more specialised than ever, with its four special-interest exhibitions: MADE Constructions and Materials, MADE Building Envelope and Windows, MADE Interiors and Finishings, and MADE Software, Technologies and Services. The decision to pursue this approach is generating untold synergies among the products and services employed by the building industry to stay ahead of an increasingly interconnected and ever-changing market.

MADE Constructions and Materials

These days, construction means implementing solutions and employing products and materials with a view to creating built-up environments that are increasingly integrated with local areas, and meet the new need for homes that are pleasant to live in, safe, and comfortable, thanks also to the balanced management of electrical and plumbing systems.

MADE Constructions and Materials will be shining the spotlight on construction systems and technologies, solutions for upgrading and ensuring the safety of existing and new buildings, refurbishments, renovations and energy refits, all with the aim of lifting comfort levels and improving the quality of homes and offices. Exhibitors include the leading manufacturers of insulation systems, additives, reinforcements and fibres. MADE Construction Materials 2015 is also the go-to event for Colour, with countless top-notch decorative paint producers attending as exhibitors.

The Exhibition will team up with the leading trade associations to stage workshops and special events focussing on seismic and environmental engineering, and explore the most advanced solutions for safeguarding local areas and containing hydrogeological risk.

In presenting a professional audience with the latest construction systems employing wood, concrete, bricks and steel, MADE Constructions and Materials provides a preview of the most innovative and technologically advanced solutions for safe, sustainable and high quality building construction.

MADE Constructions and Materials will also host Italy's most comprehensive display of timber homes and structures. Wood is well up to the challenge of structural usage even in elevation, thanks to research and development coming up with new solutions ensuring outstanding safety standards, heat and sound proofing, thermal comfort, and earthquake resistance.

Alongside the sections on construction materials and systems, there is also an area that will showcase tools for diagnostics, measurement and monitoring of buildings and communities. A vast indoor space will be set aside for the latest building site equipment.

There will also be plenty of ideas for apartment building managers, ranging from upgrade solutions to workshops on restructurings.

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MADE Building Envelope and Windows

On the strength of the over 31,000 window manufacturers who attended the 2013 edition, MADE Building Envelope and Windows is now indisputably the only Italian exhibition that represents the entire pipeline, including doors and windows, blinds and awnings, shading systems, protection, building envelope and roofing. One of the event's unique features is its focus on manufacturing technologies and solutions, with the accent on product performance regardless of whether the choice is wood, aluminium or PVC.

Through close cooperation between FederlegnoArredo, UNICMI and PVC Forum Italia, it has been possible to stage an event where window manufacturers, installers, distributors, architects, designers and builders can come together with the entire manufacturing pipeline, stretching from window making machines to the most ground breaking finished products, and including hardware, componentry, semi-finished products and technology. The participation of the aluminium and PVC machinery makers Group is significant in this respect.

Much emphasis will go to the manufacturers of materials for façades and roofing, who are keen to showcase their latest accomplishments in terms of efficiency, safety and design. MADE expo will be presenting façades and windows that symbolise the very best in energy savings, sustainability and comfort delivered by the new ultra-large glazed surfaces. To complete the offering, there will also be manufacturers of shading systems, blinds and awnings and sun and insect protection systems, with concepts designed to provide the functionalities, energy savings and architectural appeal that the market is looking for. Gazebos enhance the visibility of outdoor spaces and represent a cross between indoor areas and swimming pools, and between well-equipped green spaces and street furnishings.

Enhanced energy efficiency and comfort and healthy indoor environments are the common denominator between the building envelope and integrated building design. Workshops and ad-hoc events will give window manufacturers, installers, designers and builders the opportunity to view and assess the performance of ground-breaking products, with particular emphasis on the hottest topics in the industry: energy efficiency, luminosity, in-home comfort, ease of installation and Domotics.

MADE Interiors and Finishings

MADE Interiors and Finishings is the exhibition that brings together design, technology and research to offer Italian and international designers, contractors and retailers a multitude of top-quality solutions and pioneering products in the area of finishings and interior architecture. MADE Interiors and Finishings is the unrivalled showcase for the finest products and concepts for transforming, upgrading and literally revolutionising rooms, enabling them to meet the needs of today.

Entrance doors, interior doors, flooring systems, wall coverings, interior doors, handles and accessories, main doors, false ceilings, indoor partitions, wall units, stairs and finishings all contribute to define the style of a home or public area, enhance comfort and enjoyment levels, and represent the most flexible tools available to architects and interior designers for designing new units and refurbishing and restructuring existing ones.

International trade visitors flock to MADE Interiors and Finishings to seek out the latest products, solutions and surfaces to create the most distinctive private or public spaces, boutiques and hotels, with the best that Italian style has to offer. Materials, both man-made and natural, will be on show featuring astonishing new manufacturing processes

that are often mixed-and-matched to generate exciting new technical and decorative results.

Indoor and outdoor **vertical transport systems** and the latest developments in public lifts & home lifts will also feature large at MADE Constructions and Materials, occupying a new location that will draw more attention to this crucial component of the building system.

MADE Software, Technologies and Services

The 2015 Exhibition will be ringing major changes: the spotlight will be on professionals and businesses, and on giving designers and companies an overview of the tools and services they need to put their best foot forward and increase their bottom line. The latest software offerings will include building structural design and calculation, building envelope architectural design, **BIM tools**, interior design and energy optimisation and project management and building site management, as well as **3D printers** and **plotters**. Laser and GPS systems will also take a bow at the Exhibition.

Milan, 18 March 2015