



08|11 MARZO 2017  
FIERA MILANO RHO

PRESS

## MADE Expo 2017: ALL OF THE INITIATIVES THAT GO INTO A MAJOR EVENT

MADE expo (promoted in partnership with UNICMI) has consistently invested in meetings, exhibitions and conferences to create a top-level cultural backdrop to the event. The 2017 edition returns with study meetings, live demos and talk shows to liven up the atmosphere, foster networking and offer a chance to find out more about today's hot-button, scientific and technical issues, not to mention the latest regulatory developments, bringing back successful events from the past and adding new opportunities and possibilities for rewarding meetings.

### **B(uild) Smart!** (*Hall 1 Sustainability - Hall 10 Innovation*)

The **event dedicated to sustainability and safe building and renovating.** A single event spanning two areas; a dynamic and interactive container dedicated to industry professionals who want to stay abreast of the latest trends in Architecture and Building Construction.

The twin-themed macro-areas of sustainability and innovation offer the manufacturing world a chance to meet the worlds of research, design and building management. Over the four-day Fair, top Italian experts will be taking part in events, workshops, roundtables, edutainment initiatives and debate. Twelve headline events are scheduled to cover these two areas, in the mornings and afternoons on each of the four days. A series of theme-based workshops is being staged by trade associations, industry bodies and universities with a focus on technical issues, delivering continuing education credits.

### **Sustainability (Hall 1)**

The B-SMART! pathway is based on renewal as a process for regenerating the existing built environment and constructing buildings capable of adapting and reacting to changes in the widest variety of climate conditions. Sustainability – without forgetting the importance of savings – allied to efficiency, quality, and transparency throughout building design and realization.

### **Innovation (Hall 10)**

This interactive pathway offers a survey of the most recent developments in materials, technologies and construction methods, from issues associated with engineering and site work such as earthquake-proofing, safety, geotechnics and modelling, through to structural design technologies, digitisation of the building industry, BIM, robotics, computer design and the most recent building software and systems.

### **Archmarathon Selections** (*Hall 2*)

An international architectural competition that follows an innovative and engaging format. **Twenty-eight design studios from around the world** are presenting designs at MADE expo for the Archmarathon competition, an international Architecture event being held for the third time. The top 14 **Archmarathon Selections@MADE** designs (one in each category) go straight into the Archmarathon 2018 finals.

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Participating architectural practices were selected by a prestigious jury of Luca Molinari, Francisco Mangado and Vincenzo Latina. The four-day Fair offers the chance to present the design for which they were invited.

A prize-giving ceremony for the fourteen winning projects is scheduled for Saturday 11 March. Winning entries go straight into the Archmarathon final, which will be held in Milan in 2018.

The names of the designs and practices taking part are:

- Cartiera Magnani | Pietro Carlo Pellegrini Architetto
- Mountain Stone House | Vudafieri-Saverino Partners
- Centro Educativo Giovani Socialisti, Utoya | Blakstad Haffner studio
- Scuola elementare Sant'Andrea | MoDus Architects
- Bologna Shoah Memorial | SET architects
- Parish Church in Pueblo Serena | Moneo Brock
- Nuova sede BNL-BNP Paribas | 5+1AA
- Sonnesgade 11 | SLETH
- La casa de los vientos | José Luis Muñoz
- Casa Riga con agriturismo | Stefania Saracino e Franco Tagliabue Architetti
- 18sqm compact apartment in Hong Kong | EDGE Design Institute Ltd. Milan
- 44 Reurbano | Francisco Pardo
- De Verkenner | Mei architects and planners
- Viviendas de alquiler en Vallecas | Olalquiaga Arquitectos
- The Treehouse | Wee Studio
- OE House | Fake Industries Architectural Agonism
- Guelmim Airport | Groupe3Architectes
- Unusual Football Pitch | AP Thai
- Estonian National Museum | DGT Architects
- Caixa Forum | Guillermo Vasquez Consuegra
- Reopening the Sea Front of the Historical City of Rio de Janeiro | B+ABR
- Recuperación del caminito del Rey | Luis Machuca & Asociados Arquitectos
- Ristorante La Mantia | Piero Lissoni Architects
- Mohammad kebab branch in foodcourt | Lpoffice
- Appartamento RJ | Archiplanstudio
- Scalo Milano City Style | Metrogramma Milano
- Branksome Hall Athletics & Wellness Centre | MacLennan Jaunkalns Miller
- Tintra Footbridge | Rintala Eggertsson Architects

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### Made4Contract (Hall 7)

A focus on Domestic and International Contract Work with architects, developers, and general contractors, in a new format (in partnership with *Quotidiano Immobiliare*). Four days of themed meetings dedicated to interior design and **contract work**, at which leading design, construction and architecture professionals from Italy and around the globe will be talking about projects they have designed and are currently building in Italy and worldwide, and about how to approach different markets such as China, the US and the UK, with a specific focus on different types of project, from retail to hospitality and residential. Four days dedicated to an in-depth analysis of the luxury industry, technologies and materials as drivers of innovation in real estate, and the relationship between regeneration and contract work.



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### **Moodboards** (Hall 7)

Hall 7, where the Interior Design and Finishes Show is being held, is hosting Marco Piva's **Moodboards** exhibition, a visually stunning materials gallery that offers visitors a brief yet comprehensive overview of trends in interior architecture.

Moodboards falls within the broader framework of the Studio Marco Piva's hallmark experimentation into the materials from which modern living spaces are configured. Based on a common thread of interpreting the "soul" of major metropolises, the exhibition conveys Marco Piva's approach to selecting and combining the finishes and materials necessary for developing Architecture and Interior Design projects around the world, something that is possible thanks to the indispensable support of partner companies in various sectors, which support the Practice's ability to experiment.

The exhibition is conceptually divided into two parts:

**Travel and Tell**, expressed through Moodboards exhibited as tools of "knowledge and discovery", uniting different lands that are physically distant through the materials that "make up" architecture – a journey around the globe through nine cities, travelling through design atmospheres typical of each of the selected metropolises, in homage to a number of the Studio Marco Piva's "project locations" (it is currently working across four continents).

**Contact and Relationship**, which is represented by elegantly assembled "materials tables" that offer visitors the chance to physically get to grips with the products showcased in the Moodboards, experiencing the tactile and visual perceptions generated by the materials and enjoying a unique opportunity for exchange between product, designers, visitors and companies. Moodboards is an exhibition that follows a workshop-based approach: on one hand, it conjures up potential applications, assessing the physicality and richness of the materials and finishes on display both aesthetically and tactilely, while at the same time opening up pathways for designers to the companies and skills that offer them.

The objective of Moodboards is to generate relations and synergies between players, inspiring new interpretations of "design materials" that exploit innovative, functional and aesthetic design pathways.

**Partner companies:** Abet Laminati, Effeitalia, Fantoni, GD Dorigo, Glamora, Lapitec, Lualdi, Mapei, Oikos, Texam Home Italia, Tragni, Trend Group, and WM Zinc

### **Real Architecture** (Hall 7)

Leading lights in architecture become **video-makers for a day**, sharing their sensations as they document the most evocative images they find, wandering freely around the exhibition areas at the MADE expo 2017 Fair, equipped with **GoPro** cameras. A selection of the resulting videos will be projected to the public at a special dedicated location. This non-conventional, contemporary new space also offers an opportunity to reserve an action camera, broadcast videos across the social networks, watch videos made by the **forty architectural practices involved in the project**, and meet and build relationships with all of the professionals involved.

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At the end of the day, the practices taking part, the press, exhibitors and visitors to MADE expo 2017 are all invited to the Real-Party with a DJ.

### **Involucro e Serramenti Forum** (Hall 4)

Curated by DBInformation, this area is a forum for door and window-making professionals to meet and find out about the latest regulatory, manufacturing, performance and distribution developments regarding doors and windows through debates, conferences, interesting speeches, tests and demos. The three main topics are Retail, Security and Certification. The event's main theme, **Retail**, gives manufacturers and resellers a chance to meet and talk about the main issues **associated with sales and managing door/window showrooms**. Every day, key distribution-related topics will be up for debate, from marketing to comarketing, traditional communications, digital communications, setting up a successful showroom, joint training activities, sales and salesforce monitoring, and resellers' outlet management.

**Retail Academy** is conceived as a major showcase for keynote speakers and people who work for leading companies and associations to talk about, discuss and debate the big issues of the day and the resellers' and manufacturers' concerns: communications, marketing, the digital economy and sales. At the end of each session, a large roundtable will be held for a wrap-up with keynote speakers, experts, associations, companies. **Innovation Show** focuses on the most groundbreaking products and applications, including the latest trends, new technologies and new regulations. From windows and doors to glazing, and from energy efficiency to thermal efficiency, the Innovation Show puts the focus squarely on the finest innovations from companies, featuring presentations and demos on how they can be used. It's a great opportunity for industry professionals to stay abreast of the latest developments, offering an excellent chance for the most dynamic companies to raise their profile.

More than thirty-five events are planned, all of which follow a Q&A template so that the public can participate in what is effectively a talk-show format. Associations, experts, regulators and technicians will be addressing topics that range from windows to glazing, thermal energy, management, anti-intrusion, installation, escape routes, marketing, communications, sales, the acoustics market, fire, internal doors, screens and tax breaks.

### **Forum-Holzbau** (Friday 10 March, 10:30am - Centro Servizi, Fiera Milano Rho, Gemini Room)

Italy is a top market for timber building: expanding rapidly, it is now one of the biggest in Europe. The concepts associated most closely with using this particular building material – lightness, energy efficiency, earthquake-proofing, comfort, sustainability and eco-friendliness – are becoming more and more important. At MADE expo, **Forum-Holzbau** is putting on an international conference where builders, designers, engineers, architects, supervisors and industry professionals can share their experiences of building with timber. Forum-Holzbau is an international platform that brings together the Universities of Helsinki (Finland),

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Munich Rosenheim (Germany), Bile/Berne (Switzerland), Vienna (Austria) and Vancouver (Canada) to disseminate and promote the culture of building in timber. In Italy, Forum-Holzbau works with the University of Trento. This special edition features a special **focus on the material's physics and techniques, earthquake-related safety, and urban architecture**; it is dedicated to professionals, engineers, architects and specialist surveyors. Two sessions are on offer featuring international speakers: one dedicated to urban Architecture in timber, the other to Physics and Techniques applied to timber construction.

**Carousel for Life. Designs for Growing** (Hall 5-7)

MADE expo also serves as an incubator for new cultural and research projects.

**FederlegnoArredo** has chosen MADE expo to launch *Carousel for Life*, a cultural project that encourages research into architecture for children, oriented towards creating a new approach to defining high standards of design and manufacturing by placing children at the heart of the matter. The tangible desire is to encourage a new, proactive approach capable of creating and opening up new perspectives, involving all stakeholders in the supply chain. Curated by architect Valentina Fisichella, the project envisages an installation around a specific element that embodies the spirit of childhood, one that will remain as a *leitmotiv* to guarantee recognition and the continuity of the project, summed up graphically in a logo. Varying levels of interpretation and use make it possible to convey the complexity of the issue to visitors, presenting an overview of the pathway and its content, while explaining its features to sectors of manufacturing that might potentially be interested in its various spheres of application, from school buildings to the home environment, hospitals, public spaces and hospitality. Enhanced by conferences and opportunities for analysis, the goal is to raise awareness among industry players while involving teachers, council superintendents and the institutions. Partner companies: Bellotti, Fantoni, Ideal Standard, Italserramenti, Oikos, Peverelli, Sistem, Slide, and Vastarredo.

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