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FIERA MILANO RHO

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MADE EXPO: A HIGH-LEVEL CULTURAL PLATFORM

Four days to delve deeply into key issues for the industry and Italy

The architecture and construction industries are currently going through major upheaval. With its focus on sustainable building, local security, urban regeneration and technological innovation, MADE expo confirms its status as a vital showcase and an opportunity for an internationally-engaging debate and investigation open to all players in the supply chain. Over the four-day Fair, leading Italian experts will be taking part in events, workshops, roundtables, initiatives and debates as they tackle the key issues in this dynamic and ever-evolving sector.

"MADE expo is a prestigious showcase for products and services labelled Made In Italy and a wonderful opportunity for a group of Italy's strategic economic sectors to publicise their strengths. Quality, talent, innovation, sustainability and the beauty typical of Italian-made products are all in evidence at this top-tier Fair. Returning in 2017, the Fair offers top-notch professionals a chance to network, showcasing the energy of the supply chain for a new approach to building based on regeneration, energy retrofits, security and future-proofing."

Ermete Realacci, Chairman of the Chamber of Deputies' Environment, Territory and Public Works Committee.

Sustainable Building

The path we must take to return to growth is to ensure that we use natural resources sustainably, and to enhance equality in the distribution of wealth and economic development. This is achievable by leveraging Italy's vast public and private real estate heritage, regenerating the nation's cities without consuming any more land, giving precedence to social and environmental value rather than economic value, and promoting regeneration. Environmental, social and economic sustainability is now a design prerequisite at all levels. Italy's urban structure encompasses a total of some 120 million rooms, of which 30 million are located in "historic" buildings and therefore subject to protected status. Around 90 million buildings are located predominantly in the outskirts of Italian cities, often characterized by low levels of architectural and construction quality and, more generally, lacking in earthquake proofing.

According to estimates by ANCE, investment in building is set to increase by 0.8% in 2017. ANCE's economic monitoring office forecasts overall building turnover to reach some €127 billion in Italy this year. The major challenge in coming years is to implement an urban regeneration plan focused on halting land consumption and converting previously-urbanized areas (for example, former rail sidings in major

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MILANO ARCHITETTURA DESIGN EDILIZIA

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cities) into areas for social aggregation, services and urban parks. A virtuous process is already underway. Allied to a transformation of previously-urbanized districts in towns, this process will take our cities into the future. Against this emerging backdrop, **MADE expo** has a key role to play. Universally acknowledged as an influential international show and the benchmark in Italy for the architecture and construction world, MADE expo is helping to lay the foundations for pursuing the key modernization objectives so vital to the competitiveness of Italy's cities and indeed its entire economic system.

"The relationship between land consumption and land reuse is inversely proportional: when reuse goes up, land consumption goes down," **says architect Leopoldo Freyrie, Chairman of the Fondazione Riuso per la rigenerazione urbana.**

"Reusing built-up areas is the only possible way to implement the decision to stop consuming more land. Sustainable Urban Regeneration is a fast-track potential solution, one we can develop through research and proposals that lead to an overall plan for the next twenty years. It offers a chance to give existing cities a makeover by refurbishing and regenerating public buildings and spaces, without using up any more land, saving energy and adopting bold strategies as part of a wide-ranging approach that is subsequently divided up into specific individual interventions. It will take a step change in cultural standards for us to build places where people can live together in a dignified manner: places that cater to the needs of us all."

Earthquake-Proofing

Italy's real estate heritage is the oldest in Europe, and it is beginning to show the marks of time: 5% of the nation's buildings require urgent intervention; 40% need extraordinary maintenance. Problems go beyond the aesthetic to include finishes (façades, roofs and cladding), and sometimes structural-level issues. As recent events have shown, Italy's private, historic and artistic heritage is not best placed to cope with the waves generated by major earthquakes. In addition, just 1.8 million homes were built between 2001 and 2011. In consequence, almost all of Italy's buildings are "energy-hungry boxes" which, together, produce 40% of the nation's annual CO2 emissions and fine particulates.

Around **44% of Italy's land mass** is at high risk of earthquakes; 36% of the country's municipalities are in this zone, which for the most part runs along Italy's Apennine spine, from the Garfagnana area of Tuscany to the Sicilian city of Messina. Recent earthquakes on Italian territory have shown the fragility – in some

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cases the inadequacy – of its buildings in coping with the dynamic forces unleashed by earthquakes. This situation is ascribable to a number of factors: Italy's enormous heritage of historic and monumental buildings; illegal building that has resulted in constructions built using inadequate design criteria and low quality materials; property speculation resulting in so-called "spontaneous construction"; and a lack of uptake of the quality-led culture that characterises the Italian construction industry.

Italy's government has launched the "**Casa Italia**" project, a complex infrastructure scheme conceived to go far beyond incentives for safety enhancement in private buildings to encompass other interventions that deal with schools, reclamation, broadband, hydrogeological instability, sports installations and suburban regeneration. This long-haul vision for the nation – a twenty-year plan involving a commitment of significant economic resources, expected to rise to €50 billion – is to re-engineer our approach to dealing with earthquakes: reacting, rebuilding and above all, relying on prevention to regenerate Italy's real estate heritage.

Giovanni Azzone, Project manager at Casa Italia, says, "*The last few years have shown how important quality is in construction to ensure security and peace of mind for everyone. MADE expo offers a vital opportunity for companies, the institutions and researchers to meet up and understand how technology can truly serve as a tool to raise standards of living, triggering a far-reaching renewal of the construction sector that leverages Italy's many areas of excellence.*"

BIM and Digitisation

Ever since it first ran, MADE expo has looked to the future and the innovation of the construction sector, which right now is rapidly industrializing through digitization. This year, the Fair offers a crosscutting look at the features that make up the epoch-changing Building Information Model (BIM), paving the way for how people will design and build in the future through technological evolution. Now, after a long approvals process, Italy's new Technical Standards for Construction (**NTC** in the Italian acronym) and the associated Illustrative Circular seem to be close to completion.

European Union Directive 2014/24/EU, dated 26 February 2014, advises Member States to adopt BIM (Building Information Model) for the design and implementation of public works. In August, the thirty-month deadline for absorbing this directive expired. In April 2016, for the first time the "**New Public Procurement Code**" introduced the use of electronic and information modelling for building and infrastructure (Building Information Modeling, aka BIM) to Italy.

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This marked the official start of the digital transition for the construction sector. At present, the Netherlands is Europe's leader in the field, with 51% of its designers using BIM. Italy, with just 10%, follows at quite some distance. MADE expo investigates the potential of BIM across a number of sectors: safety, maintenance, site management, fire prevention, sustainability of the built-up environment, regulatory structures and development, energy saving and architecture.

"MADE expo 2017 is taking place in times of transition, with a revolution sweeping through the construction industry driven by the development and impact of technological innovation," says **Pietro Baratono**, the Interregional **Superintendent** for Public Works in Lombardy and Emilia Romagna, and **Chairman of the BIM Committee at the Ministry of Infrastructure**. *"Development of electronic data modelling tools in the building process can enhance the performance and conduct of supply chain players, significantly improving the cost of errors and industry productivity, which has been stagnant for a number of years now. The debates being held at MADE expo will offer a significant contribution to fostering constructive dialogue around a variety of 'digital' experiences that have taken place in recent years."*

Lightweight Architecture

Wood is an important asset in Italian building. Not only is it one of the oldest construction materials, it makes a decisive contribution to an approach to architecture that focuses on making the most of resources. Today, timber buildings are no longer a niche; they make up a significant segment of the market – one that continues to grow in importance both for homes and in industrial, sports, and above all, schools building.

In 2015, the **timber building** sector confirmed its output values from the preceding year, registering a slight increase of around 2% according to Prodcom-Eurostat figures. The timber construction sector was stable and registered growth in 2015. Increased imports of lamellar wood in 2016 was for the most part driven by timber building; exports also posted a rise, for the most part thanks to sales to Germany (up 85%).

To continue on the theme of lightness, the BSmart! area (Hall 10) is presenting a groundbreaking lightweight architecture prototype to demo the revolutionary potential of innovation in computer design and 3D printing for the construction world. The **"Trabeculae Hall"** project is the brainchild of ACTLAB, the Research Unit of the ABC Department at the Milan Politecnico, specialized in Architecture, Computation and Technology for Architecture. It is a synthesis of the last two years of its ongoing research into the use of new additive manufacturing technologies, identifying sustainable solutions for using materials. Made Expo 2017

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features a presentation of a large-scale lightweight envelope prototype, a demo of a hall that will be showcased soon at the Milan Politecnico, accompanied by a 3D printer production centre that directly outputs the components used to build the hall.

"The last few decades have seen exponential growth in demand for raw materials, driven by rapid industrialisation in emerging economies and developing countries' high consumption of materials. Researchers are turning their attention to biological models and the opportunities opened up by new additive manufacturing technologies, as they seek sustainable material usage solutions. Our goal is to come up with a new type of non-standard architecture that is evolved, efficient and sustainable," say **Roberto Naboni**, an architect and researcher at the Milan Politecnico, and **Ingrid Paoletti**, Associate Professor in Technology and Construction at the Milan Politecnico.

Stefano Della Torre, Director of the ABC Department at the Milan Politecnico notes that, *"This work shows how leading-edge research can be carried out in the field of building construction in Italy, bearing in mind that no technological innovation will ever have a real impact on architecture unless it tackles today's digital challenges – challenges that permeate all processes and make it possible to develop new design methods."*

Designing Beauty

Materials and finishes

Thanks to exhibitor companies' innovation, flexible solutions and attention to detail, MADE expo is a key showcase for presenting all that is "beautiful and the well-made".

One example of this is the MOODBOARDS exhibition, designed by the **Studio Marco Piva**, which offers visitors a brief yet comprehensive overview of trends in interior architecture. It does this through a visually stunning materials gallery that inspires visitors to make new interpretations of the "**design materials**" available today, opening up innovative, functional and aesthetic design pathways. Visitors to the "material tables" can seek assistance and find out additional information about the products and materials on display, thus creating a more intense and better documented interaction between designer and supplier.

Italian designer and architect Marco Piva says, *"The issue of what I call the 'skin of a design', that is to say, everything to do with the external finish of materials, runs through every stage of the design process, from architecture to interior design, and all the way on into product design."* He continues, *"It is not just a matter of making an envelope but of defining relations with the surrounding*

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space in a targeted way, breathing new life into and opening up different possibilities of expression for materials. Talking about texture, materials and finishes as part of the design process means focusing our attention from a macro-vision to a more detailed vision. This shift is a procedure vital to the overall, final conception of the design."

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The Importance of Design: ArchMarathon

MADE Expo is Italy's best-attended building and architecture fair because its approach to the many and varied aspects of the industry is to bring together all of the different stakeholders: designers, builders and the people who use the final product. To help achieve this, MADE expo is staging ARCHMARATHON, the first international Architectural event that unites design studios from all around the world. *"The value-added is to draw on an extraordinary heritage by mixing together major practices with top-tier emerging young talent, opening windows that go beyond the mainstream and anticipate the scenarios of the future. A cultural approach of this type is vital: it means having the right tools to interpret what we can see. There can be no research without culture; there can be no advanced industry without research; and we cannot count on a long-term economy if there is no industry. At MADE expo, fairgoers have an opportunity to listen to a never-before-told story packed with different dimensions and inspirations, all within a conversational context,"* says **architect Luca Molinari, Chairman of the Archmarathon Jury.**

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