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MADE expo 2021 presenta Anteprima The Place to Build

June 18, 2021

18/06/2021 – The tenth edition of the **MADE expo**, the appointment with the world of construction, **will be held from 22 to 25 November 2021 at Fiera Milano** (Rho).

#BUILD THE FUTURE is the key topic of this year, born from a growing awareness of the need to reduce the environmental impact.

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MADE expo 2021 e lo spazio THE PLACE TO BUILD

Within the MADE expo 2021 there will be **THE PLACE TO BUILD – the future is now**: an area entirely dedicated to the four main themes of this edition, around which to relaunch an industrial sector that is strategic for the development of the country and for its growth.

THE PLACE TO BUILD **it is a cultural journey, design and industrial** based on the values of savings, efficiency, ethics, quality, transparency and safety.

An area that will host conferences, seminars, technical workshops, thematic spaces, projects, etc., with communication and information activities able to actively and safely involve the exhibiting companies of MADE expo 2021 and the designers and professionals involved.



Photo: Location Casa Platform @Venezia 2021, Scuola Grande di Santa Maria della Misericordia in Venice

MADE expo 2021 broadens its gaze to the future of the built environment and places a strong focus on sustainability. **Sustainability** which guides the design choices in the field of new constructions and redevelopments, which in turn reshape the residential and tertiary living spaces on the needs of a society that is changing its habits of life and mobility.

I **main topics** of this edition are:

- **Technology & Digital** to make plants, processes and services more efficient;
- **Climate effect**, which will address the theme of sustainability both in terms of materials and processes;
- **Resources & Recycling** that will experiment with new working methods, procedures and obligations for professionals, companies and materials to achieve good circularity in numerous construction processes;
- **Next Living** to investigate the 'homes of tomorrow' in terms of quality of space, comfort and well-being.

Teaser | The place to build | MADE expo | fieramilano 22-25 novembre 2021



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MADE expo 2021 e ANTEPRIMA THE PLACE TO BUILD

"The future is now" really becomes.

The **June 24, 2021**, from 11 to 13, as an event outside the 2021 Architecture Biennale, will be held **ANTEPRIMA THE PLACE TO BUILD** entitled "Construction and the transition to sustainability", at Casa Platform @Venezia.

An appointment, **reserved by invitation**, aimed at companies and designers, called to trigger a dialogue on the following question:

"Ecological transition, sustainable development, digital transformation: everyone is talking about them, but are we sure we know the meaning of these concepts well?"

They were involved for the occasion **exceptional speakers**:

- **Alfonso Femia**, Creative Director of the School Social Impact project | University of Genoa;
- **Norbert Lantschner**, Founder and President of the ClimAbita Foundation | Earth Ambassador to the UN;
- **Federico Della Puppa**, Head of Analysis & Smart Land Strategies | University of Trento.

Three **key-note-speakers to start a technical table** of in-depth analysis and reflection on a new urban liveability, to rethink cities in a sustainable key – from mobility, to digitization, to the efficiency of housing structures – and on the importance of doing business in a more sustainable way.

The technical table will be divided into **three sessions**:

- Paradigm shift: ecological transition in solidarity with Norbert Lantschner;
- The laboratory of the imagination of future constructions with Alfonso Femia;
- The numbers, trends and scenarios of the construction sector with Federico Della Puppa.

ANTEPRIMA THE PLACE TO BUILD **is the manifesto of the challenge that MADE expo has decided to embrace in this 2021**: planning the restart together through dialogue, discussion, the connection between builders, technicians, designers and companies, between public and private, between center and periphery, putting together ideas and energies to become the protagonists of innovation and recovery .

PREVIEW THE PLACE TO BUILD is a **event reserved by invitation and will take place in presence**, therefore, it is necessary to register by filling out the **dedicated form**.
Casa Platform @Venezia 2021 takes place at the Scuola Grande di Santa Maria della Misericordia in Venice.

Source: [Le ultime news dal mondo dell'edilizia](#) by [www.edilportale.com](#).

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