

ITALIAN MOODBOARDS IN NEW YORK: ITALIAN EXCELLENCE IN INTERIOR FINISHES PRESENTS ITS AMERICAN DESIGNERS

The Italian Trade Agency and MADE expo will be participating for the first time at the AIA Conference on Architecture 2018 EXPO held at the Jacob K. Javits Center in New York during June 21 to June 22, 2018 with an exhibition of 11 leading Italian companies in the interiors and finishes sector curated and developed by Studio Marco Piva.

Milan / Rome, 18 June 2018 –For the first time, Italian Excellence will be showcased during the American Architects Association conference. This is the most important event of 2018 for architecture and design in the United States, with more than 800 companies on display and with the presence of 20,000 visitors.

The Italian Trade Agency and MADE expo collaborated with 11 Italian leading companies to organize an exhibition to enhance possible opportunities directly with the American architect community in order to offer new solutions and materials developed by the Italian companies participating.

This initiative is the first step towards the collaboration between The Italian Trade Agency and MADE Expo to support internationalization of Italian companies and promote Made Expo 2019, Italy's most important event for Architecture and construction sector.

Italian companies will present their products through an exhibition named Italian Moodboards created and curated by Studio Marco Piva. The exhibition offers an innovative approach to Italian companies to promote and showcase their products to the American market. Italian Moodboards exhibition made their debut during the last edition of Made Expo in 2017 which resulted in a great success.

The Exhibition Italian Moodboards - Architectural Materials, illustrates the "mood" of major cities through the selection of material surfaces, color palettes and textures that identify each city its own unique colors and characteristics. Each material has been selected by Studio Marco Piva using 9 large vertical Moodboards referring and illustrating important American cities such as Los Angeles, Chicago, Miami, New York and other important world cities such as London, Milan, Rome, Dubai, Mumbai and Shanghai.

Visitors will have the opportunity to be in direct contact with the materials arranged on the 9 material tables with the goal to give the feeling of being in an architectural or design studio choosing the materials needed for any specific project in any city around the world.

Italian Moodboards gives the opportunity to participating Italian companies to present their materials and products to American architects in a gallery of scenography that introduces the Made in Italy style through work tables with the samples found directly on the Moodboards giving the visitors a direct interaction with the materials shown.

The participating companies of Italian Moodboards:



MADE expo, whose ninth edition will be held in March 2019 at Fiera Milano Rho, is the leading exhibition in the architecture and construction sector in Southern Europe with more than 1000 exhibitors and 100,000 visitors. The exhibition is organized by MADE eventi SRL, a company controlled by FederlegnoArredo Eventi, owned by FederlegnoArredo. MADE eventi also organizes **space & interiors**, an exhibition whose third edition was held on April 2018 in Milan during the April Design Week, with the supervision of Stefano Boeri Architetti.

www.madeexpo.it

MEDIA

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