

MADE EXPO 2019

BUILDING CONNECTIONS

MADE expo, whose ninth edition will be held at **Milan's Rho Fiera** from **13th to 16th March 2019**, is the **biggest event in Italy for the world of construction and architecture**.

The event is a **one-stop platform for dialogue** between all those involved in the construction world in order for them to contribute to the **relaunching of the sector** in a complex market situation. Visitors will have the opportunity to see a complete range of products and concepts and watch them interact against a **backdrop of new ideas and solutions** and at the same time enjoy an experience in which they can discover, learn and physically touch - thanks to the Live Demo areas - the **excellent quality of construction products and techniques, architecture and finishes**. The result is an all round experience that allows **designers, companies, buyers and specialized operators to bring their ideas to life**.

The event will also be a focus for a complete range of solutions and materials in an integrated logic process which has been developed thanks to the close collaboration with ANCE, all the major industry associations and professional organisations as well as **FederlegnoArredo and Unicmi** (event promoters). In addition there are the partnerships with **top Italian universities** and this year sees the inauguration of the partnership with the **Milan Triennale**.

MADE expo is the only Trade Show able to offer a specialized offer in four halls (**MADE Construction and Materials, MADE Building Envelope and Windows, MADE Interiors and Finishes and MADE Software, Technologies and Services**) complemented by a concentrated programme of **technical and cultural training** that for this edition will be based around **BuildSMART**, the **Elle Decor Design Box**, the **Archmarathon Selections** and the **Involucro Serramenti Forum**.

MADE EXPO IN NUMBERS

Over 900 scheduled exhibitors

4 halls and **8** pavilions

More than **100** events and conferences

Over 130 international delegates, contractors and designers/planners from more than **20** countries

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The ninth edition

The 2019 edition of MADE expo will focus on **Quality of living**, developing aspects related to **urban and infrastructural regeneration** and the essential ingredients of contemporary living: **comfort, safety, sustainability and innovation**. In this context, **innovation and safety** are now inextricably linked and particular importance will be attached to the most advanced components related to the construction and renovation of safe and sustainable buildings and building work.

Innovation is now taking on an increasingly systemic use of digital technology and therefore the impact of **digital evolution** on the building sector will have an important place in the event along with the new models that integrate the various construction phases.

In the field of **architecture and interior design**, MADE expo will offer inspiration and suggestions hosting among other things, an **exclusive exhibition** organized in collaboration with **Elle Décor** and the architects **Calvi Brambilla** while the International **Archmarathon Selections** Architecture Competition will contribute to bringing out the best projects by putting 30 national and international studios in competition in 14 categories.

The spotlights are also on the "**Construction & Design 4.0**" project, winner of the "Smart Living 5.0" competition sponsored by the Lombardy Region with the aim of promoting the development of the entire construction supply chain. The project will be combined together with the presentation of the "Manifesto for Building 4.0" as part of **BuildSMART**, a platform of proposals for urban regeneration and property redevelopment on a national scale.

Also in this edition there will also be a "**FOCUS on Hospitality**" through a series of **meetings dedicated to the hotel sector**, highlighting the essentially central nature of the connections between **design, architecture, engineering** and the redevelopment of the hospitality sector at a **national level**.



The 4 Halls

MADE Construction and Materials

Pavilions 6 and 10

Aimed at: engineers, architects, surveyors and design professionals, construction companies and retailers.

The Construction and Materials Exhibition is a cornerstone of MADE expo presenting **products, construction solutions, equipment and systems** for **sustainable and safe** construction, energy saving and **living comfort** in both renovated and new buildings.

The Exhibition represents a unique opportunity **for professional, technical and regulatory updating** on issues directly linked to the sector, allowing interaction with solutions developed by leading companies. The Live Demo Areas offer tangible opportunities to demonstrate **solutions, application techniques, assembly and product performances** to visitors.

As always, MADE expo 2019 will be able to depend on and guarantee **an extensive representative presence of the whole Italian construction sector** from both companies and Institutions.

The Hall will present a wide range of proposals, in line with current market needs, with new requirements that impact on construction systems, requiring them to become better performing and more flexible through **reversible processes, speed of execution, recovery at end of life and cost reduction**. This is why MADE Construction and Materials is dedicating considerable exhibition space to **design and technical solutions** including wet, dry, mixed and hybrid construction systems and prefabrication. These aspects are combined with a focus on all types of materials and their life cycles through circular construction such as **steel, wood, concrete, bricks, aluminium and other materials**.

The exhibition is also a meeting point for the **colour sector**, decorative and non-decorative paints and wall treatments, offering solutions for comfort and design that represent the best on the market.



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MADE Building Envelope and Windows

Pavilions 1-2-3-4

Aimed at: fitters, installers, architects, designers, construction companies, distributors and dealers.

The Building Envelope and Windows Hall is **the only event in Italy** that represents the entire cladding, door and window frame sector. The event occupies four of the eight MADE expo pavilions, presenting a **wide and representative range of the industry's latest news and features**. One of this year's important developments is the **OUTDOOR SUN-SATION AREA**, with all the **latest in terms of awnings, sun screens, protection against insects, and pergolas**. Leading companies are moving towards products with an increasingly rich mix of **design and upgraded performance**, thereby making an important contribution to their development which aims to make outdoor spaces more liveable.

The window and door frame sector is fully represented, going from leaders in the window and door machinery sector to components and national and international companies that will present **aluminium and steel** profiles offering solutions for **minimal frames, winter gardens/conservatories and bow windows**. The **outer cladding of buildings** is constantly changing and is thus of particular importance to MADE expo which is hosting the most advanced solutions in terms of **roofing, opaque coating systems, cladding, ventilated facades and accessories**. The presence of companies in the area dedicated to the use of Glass in architecture is also significant.

The Show also offers a preview of customers' expectations in terms of **finished windows and doors**, with a particular emphasis on materials such as wood, aluminium and PVC and mixed solutions.

The presence of specific product lines dedicated to **passive security** such as **gates, shutters and anti-burglary blinds** is increasingly important as is that of companies representing the **industrial and residential technical closure sector**, an area which is also increasing in importance, due to the role such products play in completing the design of the building envelope.

Finally **home automation** has a part to play in the management of the building's outer skin, depending on the climatic conditions and the owners' demands for comfort and security.



MADE Interiors and Finishes

Pavilions 5 and 7

Aimed at: designers, interior designers, contractors and national and international distributors, dealers and showrooms

MADE expo also stands out as being a showcase for the best in **architecture and interior design** at national and international level.

Within MADE expo's multi-specialized layout, the Interiors and Finishes Hall represents the place to discover **new fashions** and **products** for interior architecture by looking at **trends, materials and aesthetic and technological solutions** presented by companies with track records in market excellence.

This is a rapidly evolving area, bearing in mind the fact that **the development of lifestyles** entails considerable changes in what is expected of new materials in terms of **aesthetics, performance and sustainability**.

To highlight the relevance of the finishes in architecture and interior design and create a centre of attention that suggests new uses of interior finishes, MADE expo 2019 is hosting an exclusive **exhibition event** in collaboration with **Elle Decor** and designed by **Calvi Brambilla**.

The resulting installation/itinerary brings out the excellence of the various finishes and coatings, creating **evocative and interactive settings**. The different interpretations of traditional and innovative materials and products turns the spotlight on finishes through an **enthralling journey into the world of decoration**.

This journey then continues via the exhibition pavilions that will present a wide range of interior finishes ranging **from entrance doors and interior doors to handles, partitions, floors, walls and a wide selection of finishing products for architecture** while at the same time confirming the logic of the event as a single location in which to find the widest and most integrated range of solutions.



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MADE Software, Technologies and Services

Pavilion 10

Aimed at: architects, engineers, surveyors, geologists and site technicians

This section of the exhibition allows visitors to meet industry leaders and to see and gain first-hand experience of how the **digitalization** of the construction world is **revolutionizing the building industry**.

At the dedicated Pavilion it will be possible to study the latest **software** developments, from planning and structural calculation to architectural and engineering design.

Featuring among the leading protagonists is **BIM**, the method for optimizing planning, construction and building management through software support, which is currently having and will have a major impact on the sector.

There are also **innovative printers for almost any material and in 3D, drones, virtual and augmented reality** and other innovative technologies and services created to design, build and manage buildings and environments.



EVENTS

ARCHMARATHON SELECTIONS

Pavilion 1

An **Architecture contest with an innovative and engaging format** resulting from the collaboration between MADE expo and the prestigious international Archmarathon competition, organized at the event for the second consecutive edition.

Now in its fifth edition and following previous versions in Milan, Beirut and Miami, the international architecture event sees **twenty-eight design studios from all over the world** come together to present competing projects to the event's professional public. The fourteen best projects (one per category of the **Archmarathon Selections**) will go directly to the Archmarathon finals that will be held in Milan in 2020.

During the four days of the event each studio, selected by a prestigious jury specially drawn up for the event and including **Luca Molinari** (Chairman), **Benedetta Tagliabue** (Miralles Tagliabue EMBT, Barcelona - Shanghai) and **Matteo Fantoni** (Matteo Fantoni Studio, Milan) will have the chance to present the project for which they have been invited to participate.

Keynote speeches by the three members of the jury are scheduled for Saturday 16th March along with the **award ceremony** for the fourteen winning projects that guarantees a place among the fifty finalists.

The fourteen competition categories are:

Arts & Culture | museums, cultural centres, libraries, galleries theatres; **Education Buildings** | Universities, kindergartens, school and educational buildings; **Landscape & Infrastructure** | parks, gardens, urban installations, squares, bridges, airports, gateways and arches, railway, bus and urban stations; **Mixed use & Residential Buildings** | multipurpose buildings, multi-unit residential buildings, residential spaces; **Private housing** | private residential architecture **Retrofitting** | retrofitting; **Sport & Wellness** | stadiums, swimming pools, sports buildings, Spas, Wellness centres; **Care & Hospital** | hospitals, care homes, Rehabilitation Spaces; **Workspaces** - offices, office buildings; **Commercial Retail** | shops, commercial spaces, showrooms; **Bars & Restaurants** | bars and restaurants; **Hotel & Leisure** | hotels, b & b, resorts, hospitality suites; **Private house Interior** | interior design of private spaces; **Religious Buildings**: churches, mosques, synagogues, temples, meditation centre

Training Credits Awarded

keywords: architecture | engineering | projects | materials | solutions and technology | town and country planning | infrastructures | interiors | design |





MARCH 13-16, 2019
MILAN FAIRGROUNDS, RHO

ELLE DECOR DESIGN BOX

Pavilions 5 and 7

Elle Decor Italia, a leading magazine for design and trends, furniture and lifestyles, architecture and art together with **Calvi Brambilla**, an interdisciplinary architecture, interior and product design studio have designed the **Elle Decor Design Box** exclusively for MADE expo.

Conceived as a large **container of experimental and surreal spaces**, with architectural *follies* within, the installation has been designed as an almost magical **light box**, hence the name Elle Decor Design Box. It is an authentic training ground for experimenting with the possibilities offered by products selected by MADE together with Elle Decor Italia.

In these architectural *follies* it is possible to appreciate **the relationships that are created between man and space**: crossing, opening, entering, turning. They are all simple movements that the visitor can do, experiencing these small examples of architecture and interacting with constantly changing materials.

The aim of the installation is to give **designers a new interpretation of finishes**: together with art direction by Elle Decor Italia, Calvi Brambilla have turned decorative elements into the leading features that give character to the architectural envelope, such as **wallpapers, carpets, parquet, ceramic coatings, paints, micro-cements, laminates, stone, doors and metal meshes**.

The key partner companies of the Elle Decor Design Box: AGOPROFIL, BESANA MOQUETTE, BTICINO, BAGATTINI, CADORIN GROUP, CEMENT DESIGN, CONVEX, EFFEITALIA, EMILCERAMICA, ETERNO IVICA, FANTONI, FARAONE, F.LLI GIOVANARDI DI GIOVANARDI CARLO & C., FIMET MANIGLIE, GAROFOLI, IND.I.A., IPERWOOD, IVAS INDUSTRIA VERNICI, LAMITEX, MAPEI, MOOSE DESIGN SNC DEI FRATELLI SOLDA', PIMAR, PORCELANOSA, MAPEI, PIMAR, SYNTARQUI, TESSITURA TELE METALLICHE ROSSI, THE ITALIAN DECKING COMPANY, WALL & DECO'.



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