
CONNECTIONS TAKE SHAPE AT MADE EXPO

The most important event in Italy for the world of construction and architecture is fast approaching and will be open to the public at the Milano Rho Fiera from Wednesday 13th March to Saturday 16th March.

The key features of the event are connections: on the one hand those between businesses, professions and the world of know-how; on the other those most capable of bringing the best new products to the attention of the markets.

Milan, March 11th 2019. The opening of the doors of MADE expo is now imminent, the **most important platform in Italy** for bringing together all the players in the construction supply chain.

The ninth edition of the event will offer the chance to discover all the latest products and information presented by approximately **900 exhibiting companies** with a wide range of excellences in the fields of **construction, architecture, doors and windows, interior design and software. 20% of the exhibitors are from abroad**, a statistic that confirms the international importance of the event. A significant number of professional visitors from Italy and several other countries is also expected thanks to the positive synergy created together with ICE since the last editions.

MADE 2019 will be a **place of experiences and connections** which on one side will develop the necessary links for bringing **materials and solutions** - the result of **innovation and research** - to the attention of the markets and which on the other will strengthen these same relationships in order to create a **common industrial front** that will be able to bring its own demands to the attention of institutions and public administrations.

These dynamics are encouraged by the multi-specialized approach of the event that consists of 8 pavilions and 4 exhibitions (**MADE Construction and Materials, MADE Building Envelope and Windows, MADE Interiors and Finishes and MADE Software, Technologies and Services**). Thanks to this approach operators will have access to an integrated overall view of **all the new products** and they will be able to handle and try them out, and learn more about **all the topics relating to the sector**.

Products and solutions presented by companies will also be demonstrated in the **Live Demo areas** created within the stands. The specific requirements and nature of some sectors will be expressed through an evocative title - as in the case of the world of sun screens in the **Outdoor Sun-Sation Area (Hall 1)** - while others will be represented in themed itineraries, such as the **Comfort and Construction Focus**

PRESS OFFICE

Serafino Ruperto
Tel.+39.347.2605137
serafino@ruperto.it

Luca Ricci Maccarini
Tel. +39.349.7668028
luca.maccarini@lifonti.it

Foro Buonaparte 65
20121 - Milano - Italia

Tel.+39.02.806041
Fax.+39.02.80604395
www.madeexpo.it

dedicated to innovative and high-performance construction solutions (Hall 6). As a **dialogue platform** for the entire supply chain, MADE expo is also synonymous with an opportunity **to discover more, receive training and get involved** thanks to a number of top-quality guests and presenters.

Innovation, Comfort, Sustainability and Safety represent the **shared soul of MADE expo 2019**: four of the potential variations on the theme of **quality of living** that together with urban and infrastructural regeneration constitute the fundamental core of the event and which can be seen in all the events that will take place during its course.

One of the key events not to be missed is the first **BIM SUPERUSERS OPEN SUMMIT**, a "general overview" in which the developments and potential of this highly significant technology will be discussed, along with the participation of representatives from leading Italian and foreign design studios such as **GAE Engineering, Sir Robert McAlpine, Adamson Associate Architects, ONE WORKS and Zaha Hadid Architects**.

MADE expo will also feature some of the big names in architecture engineering and design.

On March 15th the **Carlo Ratti & Associati studio** will present research dedicated to innovation in the construction sector and implemented within the Construction & Design 4.0 project, winner of the Smart Living 5.0 competition promoted by the Lombardy Region and organized by FederlegnoArredo, ANCE Lombardia and Federcostruzioni. The project is part of the presentation and distribution of the **Manifesto for Building 4.0 (13th March)**, a platform of shared values and proposals for urban regeneration and real estate redevelopment nationwide. There will also be presentations and talks **by Neri & Hu (13th March); Mario Cucinella (14th March), Renzo Piano BW, Andreas Kipar (15th March), Benedetta Tagliabue, Snøhetta (15th March), Matteo Fantoni and Luca Molinari (16th March)**, all within the context of the Archmarathon Selections.

In addition, two leading Italian universities will be bringing Innovation within the reach of MADE expo visitors. The **Milan Polytechnic** will present a journey through computational design and advanced manufacturing with **SenseKnit**, a sensorial experience that uses digital knitting technology in order to respond to new structural, acoustic and environmental stimuli via a performance-based approach with the production of technical fabrics with different densities. The **Turin Polytechnic** will allow visitors to immerse themselves in augmented reality dedicated to design via the **SAM4Care project**.

The programme includes other important events such as the exclusive **Elle Décor Design Box exhibition (Hall 5-7) curated by the Calvi Brambilla studio**, the **Archmarathon - Architecture Design Selection competition (Hall 1) and the**

Involucro e Serramenti Forum - Serramentour special (Hall 2) with its technical focus on the world of fixtures and fittings.

In addition, there are meetings dedicated to the world of Hospitality, intended to underline the essential nature of the links between design, architecture, engineering and the redevelopment of the hospitality sector at a national level where the guests include **Marco Piva and Lombardini 22**.

Links with the city of Milan, highlighted as a virtuous model in terms of building are renewed once more in this edition and in fact all visitors during the event will be able to visit the **XXII Milan Triennale** at reduced prices.

The partnership with this prestigious institution also involves foreign buyers who thanks to the collaboration with ICE are guests of the event and to a special event entitled MADENight will be presented.

MADE expo 2019. The real sin is not being there!