



MADE EXPO STARTS ITS ENGINES

The main themes at Italy's most important exhibition in the field of construction and architecture are taking shape.

The event, which is also an active element in relaunching the sector, will focus on *Quality of living*. This essential theme will be expressed on one hand through developing aspects concerning urban and infrastructural regeneration, while on the other the focus will be on the *essentials* of contemporary living: comfort, safety, sustainability, innovation and design.

Milan, October 25th 2018. MADE expo, **the biggest international event in Italy for the world of construction and architecture** with its specialized offer of **four halls**, more than 1,000 exhibitors and 100,000 visitors in 2017, has consolidated the central themes of the next edition to be held at Milano-Rho Fiera from 13th to 16th March 2019.

MADE expo is intended to be a platform for dialogue between all the players in the supply chain in order to contribute to the **relaunching of the construction sector** in a market context that remains complicated.

For this reason the theme at the heart of the ninth edition of MADE expo will be "**Quality of living**", a topic that will be presented according to two synergistic guidelines. On the one hand aspects concerning **urban and infrastructural regeneration** will be addressed, two key elements that are also the basis of greater social cohesion. On the other hand are the key words linked to the evolution of contemporary lifestyles that see particular attention paid to **Comfort, Safety, Sustainability and Innovation**, crucial development elements today for example in the worlds of cladding and windows and doors.

MADE expo is working towards dedicating **an important conference on the theme of infrastructure regeneration**, involving top institutional representatives and leaders from the main construction and materials associations. Particular attention will be devoted to the topic of **seismic activity**, closely related to the safety of a region which still sees ongoing efforts aimed at the reconstruction of the earthquake-affected areas of Abruzzo and the Marche.

March 2019 will also be the right time to **examine the effects of the envisaged extension of the Fiscal Bonus** until the end of next year **in order to incentivize cladding restructuring and energy efficiency** as contained in the 2019 Budget Planning Document, while also looking in depth at the constantly evolving regulatory aspects that will affect the sector.

*"We are receiving highly positive feedback from companies that support our expectations of creating an attractive and shared trade show. We also intend to act as an **ideas accelerator**" by consolidating our role as a common point for all sectors connected to our supply chain, with a view to relaunching the construction sector. For this reason we are involving all those in the construction world, from ANCE to all the associations that represent specific sectors", said **Massimo Buccilli, President of MADE expo.***



The conferences and workshops at MADE expo under the aegis of Build Smart will be dedicated to **Comfort, Safety, Sustainability and Innovation** in which space will be given to all the solutions and materials in a logical and integrated context. The **impact of the digital revolution on the construction chain sector** in terms of rhythms, methods and processes will also be addressed and the **Off-site & Digital Engineering** concept will be presented as a new business model intended to integrate the different construction phases into a collaborative logic format.

Innovation will also be represented at MADE expo in the form of solid initiatives: in collaboration with FederlegnoArredo, ANCE Lombardia and Federcostruzioni, winners of the Lombardy 5.0 "SMART LIVING" tender will bring a programme of conferences to the exhibition on the theme **"CONSTRUCTION & DESIGN 4.0"**, which will include among other things, research commissioned by ANCE to Carlo Ratti Associati.

In terms of design and technological excellence, MADE expo also stands out for being a **showcase of the best of Made in Italy in architecture and interior design**. In order to provide inspiration and suggestions linked to this particular world, the 2019 edition will exclusively host an exhibition event organized in collaboration with **Elle Décor** and the architects Calvi & Brambilla. The international Archmarathon Selections architecture competition will also make a contribution, presenting 30 national and international studios and highlighting the best projects in 13 categories.

In order to promote awareness of MADE expo and its range of excellence abroad, as part of a consolidated synergistic partnership with **the ICE Agency**, this collaboration will extend to the creation of a **promotional campaign** in Europe and other key countries and the welcoming of more than 150 legislators and buyers selected from all over the world.

One of the prominent themes of the next edition of the event will also be **hospitality** with particular reference to the high-end sector, a segment that is enjoying a particularly positive moment. In actual fact, the value of investments in hospitality properties at the end of 2018 will exceed the remarkable threshold of **€3 billion** to reach €3.2 billion next year (source: Scenari immobiliari). MADE expo is tackling this topic with a series of events that will embrace the market perspective along with the themes of trends/architecture and management in collaboration with Confindustria Alberghi, Hotel Rewind, Elle Decor and other sector associations and businesses.

As confirmation of the desire to be an "ideas accelerator" as well as a display and exhibition of excellence, MADE will be a **premium partner at Fidec**, the Italian construction forum scheduled for November 21st in Milan. Organized by ANCE at a national level, Fidec aims to be a platform for dialogue with all those who interface with the construction sector.

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

MADE expo, whose ninth edition will be held in March 2019 at Milano Rho Fiera, is the leading trade show in the Italian architecture and construction sector with more than 1,000 exhibitors and 100,000 professional visitors. The event is organized by MADE eventi s.r.l., and is promoted by FederlegnoArredo and Unicmi.

www.madeexpo.it