



THE UNIQUE FORMAT OF THE EXHIBITION DESIGN COMBINED WITH A BOOMING CONSTRUCTION MARKET HAS INCREASED INTEREST IN MADE EXPO.

THE LEADING CONSTRUCTION AND ARCHITECTURE TRADE SHOW REPORTS THAT MORE THAN 40% OF ITS SPACES HAVE BEEN BOOKED 8 MONTHS PRIOR TO THE START OF THE EVENT (MARCH 2019)

Milan, 10 July 2018. The **construction market** in 2018 is showing distinct **signs of life** with progress in both new residential and commercial buildings. This recovery is a slow process from a highly complex situation.

According to estimates from **MADE expo** based on ANCE data, the construction market will reach **€122.6 billion in 2018** with the confirmation of an important boost from the **renovation** sector (38.1% of the market).

Milan in particular stands out, currently enjoying strong real estate and construction activity with 6 million square metres of new developments expected in the next 15 years.

This is the ideal setting for MADE expo, the largest Italian international event for the world of architectural construction which is unique in offering four specialist halls (**MADE Construction and Materials**, **MADE Building Envelope and Windows**, **MADE Interiors and Finishes** and **MADE Software, Technologies and Services**) plus an intense programme of **technical and cultural training**.

The unique nature of the proposal which gives visitors the chance to find the **world of construction and design** in all its shapes and forms **in one place** combined with a recovery in the market, have pushed companies to be part of the action: more than 300 businesses have already confirmed their presence by taking up over 40% of the exhibition space more than 8 months prior to the event.

"Thanks to the feedback we are getting, we are looking forward to the next edition of MADE expo which will take place from March 13th to 16th 2019 and to its role in giving a further boost to its related market" said **Massimo Buccilli, President of MADE expo**. "We are putting a series of solid initiatives in place in order to strengthen the event in terms of **participation from international visitors, enhancement of the various sectors represented** and proposals for **training experiences** to be carried out during the exhibition which will be both **inspirational** and useful for establishing **new relationships**."

The 2019 edition of MADE expo will be enhanced by a series of specific initiatives, with particular attention dedicated to the various sectors represented.

On the building site and construction side, the focus will be on how **traditional** and **innovative solutions** can contribute to **new buildings** and **redevelopment** while guaranteeing **safety, comfort and sustainability**. At the centre of the dedicated hall there will be an overview of new construction models and regulatory and technological updates.

Designers will therefore be able to find **sustainable high performance materials** and innovative solutions for the construction and redevelopment of buildings. In terms of more specific aspects of design for example, architects will have the opportunity to examine top quality **solutions and materials** from the world of **finishes and outdoor surfaces**.

The watchwords for the **claddings** and **windows and doors sectors** will be **innovation, comfort, safety** and **sustainability**. This hall will also focus specifically on installation techniques.

In-depth investigation into the various aspects of **technological** and **digital evolution** will be a transversal element that will benefit all sector professionals, ranging from software to BIM for design and from tools for the construction site to the evolution of home automation.

Another of the outstanding features of MADE expo is a wide-ranging schedule of displays, events and conferences that go alongside and complement the exhibition element.

As part of **Build Smart**, issues related to design will be put under the spotlight while the **Elle Decor Design Box** will provide inspiration on aspects of design and **Architecture competitions** will focus on the best projects in the field.

To complete the picture there will be initiatives with a more technical focus on the **Windows and Doors sector** where in-depth insights into home automation, safety and comfort will be at the centre of attention.

In terms of attracting international visitors, the important synergy with the ICE Agency recently allowed MADE expo to take a selection of top quality finishes to New York during the American Conference of Architecture in June.

This partnership will extend to include a **promotional campaign** aimed at raising awareness of the event across European borders into Middle Eastern countries, the Emirates and the Mediterranean basin. The campaign will be reinforced by the involvement of around 200 professional buyer delegates from the leading countries of interest.

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. MADE eventi also organizes space&interiors, an exhibition-event whose third edition was held in April 2018 in Milan during the April Design Week under the curatorship of Stefano Boeri Architetti.

www.madeexpo.it