



MADE EXPO

MILANO ARCHITETTURA DESIGN EDILIZIA

08|11 MARZO 2017
FIERA MILANO RHO

PRESS

MADE EXPO BRINGS TOGETHER DESIGN, CONSTRUCTION SYSTEMS, BUILDING PERFORMANCE AND LIVING COMFORT, ALL ON ONE BIG SITE

To support growth on the construction market, MADE expo 2017 is focusing on materials, products and systems that help produce safe, high-performance and comfortable buildings. The Fair organizers are in talks with companies capable of presenting leading-edge materials and top-performing systems on the market. With a little less than five months to go until the Show opens its doors, 520 exhibitors have already booked up 60% of the exhibition area.

ANCE's outlook for construction investment growth over the current year is for a 0.3% increase in real terms (1.3% on current terms). Data on extraordinary maintenance are also positive, with promising 1.9% growth expected by the end of the year (up 21.3% since 2008); by year-end, an increase of €1.3 billion is expected in property refurbishment investments, corresponding to a 1.9% increase on 2015. This performance is the result of stronger tax incentives for building refurbishment and energy efficiency, which are due to remain in place until December 2016. In addition to this, the government's decision to extend its 65% ecobonus through to the end of 2017 will help the industry regain competitiveness and return to impressive growth rates.

After such encouraging data, this is the perfect time for activities and initiatives.

MADE expo is set to play a pro-active role in to stimulate the recovery in the building market Construction and Materials Hall (Pavilion 6/10), where it is showcasing systems, products and solutions for a new way of building: a circular system that creates essential connections between all materials, panelling, wood, concrete, steel and the most advanced building technologies and techniques. For the first time, at a single location MADE expo is presenting a 16,000 m²+ exhibition area, a one-stop site for sustainable architecture, building energy efficiency and the presentation of all structural systems, materials, articles and high-performance products from the sectors of waterproofing, insulation, protection and recovery, colour, painting and surface treatments. Drawing on contributions from leading scientific enterprises and institutional entities, the show features a special focus on anti-seismic safety to promote and encourage awareness among industry professionals who work in structural engineering, geotechnics, geology, town planning, architecture, restoration, civil protection and environmental protection.

UFFICIO STAMPA e
COMUNICAZIONE

Milano
Foro Buonaparte 65
20121 Milano
tel. +39 02 80 60 41
fax +39 02 80 60 43 95
press@madeexpo.it

www.madeexpo.it





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More in-depth technical exploration of these and other topics is the order of the day at the second edition of BuildSMART!, organized in partnership with Agorà and a number of top industry players for the purpose of disseminating knowledge and promoting technological innovation in the construction industry. The event focuses on pressing topics in the construction sector, drawing on product innovation from exhibiting companies while developing inputs from industrial and scientific research to ensure that pavilion visits are a unique opportunity for new insight.

The BuildSMART! Programme

Through conferences, meetings, workshops, entertainment, prototypes and interactive workshops, BuildSMART! tackles the industry's hot-button topics.

Security: Local security, emergency management, post-earthquake and hydrogeological instability, construction safety, anti-seismic improvements, engineering and site safety, anti-seismic planning, monitoring, mapping, and technologies for engineering and security.

Retrofit: Close-to-zero energy buildings, passivhouse and activehouse, envelopes, prefab, wood, panelling, steel, glass, re-building, efficient public buildings, improving tourist offerings.

Living Comfort & Wellbeing: Energy upgrades, building envelope, natural and mechanical ventilation, acoustics, colour, air quality, installations and home automation, radiation, sun shading, roofs and green walls.

Resilience: Urban regeneration, city system energy balance, minimising ground use, local security and smart-cities.

Material life-cycle: Circular Construction – Materials and component life-cycle – Building recycling – Demolition & Reconstruction – Selective demolition – Recyclable materials – Energy.

Innovation: New materials, new technologies, new building systems, prefabrication, computer design and modelling, light additive architecture, 3D printing, home automation, drones, augmented reality and software.

Digitization of the building industry and BIM: Product and process innovation, digital agenda, interoperability, integrated design, BIM, DIM, maintenance and installations.

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New ways of living: Sharing-cities, co-housing, shared community spaces, user conduct and new services.

Building complexes: Intelligent complexes, energy and seismic upgrades, building envelope, building managers, installations and home automation, and comfort.

Professions: Training, the labour market, prospects, the New Procurement Code, regulations, and an update to the construction technique regulations.

Milan, 3 October 2016

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