



MARCH 13-16, 2019
MILAN FAIRGROUNDS, RHO

MADE EXPO 2019: STRENGTHENING SYSTEM CONNECTIONS TO RELAUNCH THE CONSTRUCTION INDUSTRY

Italy's most important trade event for the world of construction and architecture will be held at the Milan-Rho Fiera from March 13th to 16th 2019.

As a platform for bringing together all the key players in the sector, MADE expo is designed as an opportunity to foster a shared approach towards markets and institutions.

Milan, February 6th 2019. The ninth edition of MADE expo was presented today in Milan, confirming it as **Italy's most important event** for creating dialogues and business interaction between the various members and components of the building sector; over 900 exhibitors, with a broad representation of the **excellence currently available in the world of construction, architecture and interior design**, and more than one hundred thousand professional visitors expected from Italy and abroad.

"Building connections. The quality of living between design, production and markets " is the title of the presentation event and it expresses the intention of MADE expo to strengthen the links between companies, **industry associations, professions, Universities** and the **national territory** in order to contribute to the relaunching of the construction industry at a complex moment in time and with particular attention paid to the **international promotion** of the "Made in Italy" concept in collaboration with the ICE Agency.

In particular, MADE expo aims to promote a common and **shared industrial front** able to bring materials and solutions to the attention of prescribers and buyers but also positions and shared proposals to the attention of **institutions and public administrations** in order to put a strategic sector for the national economy into motion.

The event is guaranteed to be highly significant for professional operators and the entire sector thanks to the multi-specialized conformation that offers 4 specially themed and designed Halls (**MADE Construction and Materials, MADE Building Envelope and Windows, MADE Interior and Finishes, MADE Software, Technologies and Services**), allowing those present to be able to choose what to see according to their own particular interests but also to have an integrated view of all the new products that can be tested and physically handled.

The themes at the heart of MADE expo are highly relevant and right up to date. The main topic, **"Quality of Living"** is expressed through focusing on **urban and infrastructural regeneration** and looking at **comfort, safety, sustainability and innovation**. The impact of the **digital evolution** on the sector will have a dedicated focus but it will also be a great cross-sectional component of the whole event. **Materials, solutions and systems** for design, construction and buildings, the

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complete **doors, window frames and casing systems sector**, along with **outdoor solutions and light screens** and the world of **finishes and interiors** will all be ready to welcome visitors with their latest news and features.

For this specialized audience MADE expo is also a meeting place representing common ground between **design and production** and **innovative and high quality training** thanks to the contribution of an **extensive programme** found at **BuildSMART**, an “event in the event” that welcomes many of the **leading sector players** and which will host the inaugural conference with top-level political and institutional representatives. There will also be features dedicated to interior design such as the exclusive **Elle Decor Design Box** exhibition and the world of doors and windows with the **Fixtures and Fittings Forum** while the **Archmarathon Selections** design competition is aimed at the world of architecture.

"We are particularly pleased to have at MADE expo 2019, both among the companies and among the Federations, a broad representation from the Italian construction sector and a full representation of all types of materials. This year we will also have Associations from the worlds of cement and concrete with us and leading companies from this sector. In this way we will really be able to play a role as an accelerator of ideas and a driving force for relationships that will allow us to enhance the importance of our industry for the national economy", said **Massimo Buccilli**, President of **MADE expo**.

The reasoning behind MADE expo was also underlined by **Marco Dettori**, Vice President of the National Association of Building Companies (**ANCE**): *"MADE expo represents an important opportunity in which to promote and consolidate the synergies of the valuable and long established building sector: its skills and competences are the jewel in the Made in Italy crown. Ours is a unique and major entrepreneurial system that is decisive for the growth and social and economic well-being of the country "*.

"As in previous years MADE expo is presented as a place for doing business and a privileged observatory of the architecture and construction landscape. It is a focal point designed for all companies, where people can get to know and discover the best and take advantage of the acceleration towards world markets. The construction sector is experiencing a worrying phase, and we look forward to the next edition of MADE expo, aware of how much the event can act as a platform to relaunch a sector that needs energy and a shock to make up lost ground. The building industry is the country's driving force and MADE expo will act as a stimulus to encourage the Government to restart construction sites by rapidly unblocking resources that have already been allocated" commented **FederlegnoArredo President Emanuele Orsini**.

The ninth edition of MADE expo also strengthens relations with the area, staying in a city that is an example of what **virtuous development in the sector** can look like.

"Milan is experiencing a favourable period from the construction point of view. We have seen the birth of new neighbourhoods such as Porta Nuova and City Life, the renaissance of projects that have long been shelved like Santa Giulia or Porta Vittoria, and the starting up of important investments outside the centre. For the development of our city, the synergy between public and private is fundamental: while on the one hand the City Council is investing €1.6 bn, especially in the suburbs, on the other hand through its Regional Government Plan (which is still under discussion), it is providing incentives for those who are aiming to regenerate accessible but still barely identified areas, those who renovate abandoned buildings and those who are offering environmental and innovative building solutions. Public and private work together to make the quality of the interventions increasingly closer to the needs of a growing city, which needs greenery, rentable houses, quality of public space and widespread services: in this sense MADE expo represents an important opportunity for the different sectors involved in this challenge to compare and work together" said **Pierfrancesco Maran, Milan City Councillor for Urban Planning, Greenery and Agriculture.**

But connections also come from inspiration and for this reason the event also intends to present suggestions from the world of interior design with the Elle Decor Design Box designed by the architects **Calvi Brambilla**. *"In our work it is important to understand a company's know-how, to grasp its culture and its qualities. This most dynamic motivation has to happen between the designer and the world of construction. The added value of a designer is not just defined in creative terms but also in terms of management, that is, the capacity for dialogue and coordination that he or she is able to establish within the team"* said **Fabio Calvi**.

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 100,000 professional visitors. The event is organized by MADE eventi s.r.l., and is promoted by FederlegnoArredo and Unicmi. www.madeexpo.it