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**MADE** expo  
Milano Architettura Design Edilizia



# social home design

Mostra espositiva architettura, design, edilizia, materiali

**"Living the Future"**

**MADEexpo 2011**

Nuovo Quartiere Fiera Milano, Rho, 5 - 8 Ottobre

Le 4 **INSTALLAZIONI**  
Project by:

**Social House 1:**  
**LA CASA DEGLI**  
**SGUARDI**  
**Studio Scacchetti**  
Luca Scacchetti

**Social House 2:**  
**RINASCIMENTO**  
**Studio Marco Piva**  
Marco Piva

**Collective Wellness:**  
**MY LANE**  
**Pierandrei Associati**  
Stefano Anfossi,  
Alessandro M.  
Pierandrei,  
Fabrizio M. Pierandrei

**Natural Lounge /**  
**Conference Hall:**  
**Ilaria Marelli Studio**  
Ilaria Marelli

**to say, to do...social!**

**To the MADEexpo, Social Home Design lives the cities of the Future**

***Social Home Design, "Living the Future": show exhibition of architecture, contract, design, housebuilding.***

The name is not casual chosen by Charles Matthey, titular of My Exhibition, for the new project thought of collaboration with Federlegnoarredo and MADEexpo.

The **Social Housing** is a theme of great actuality and in strong development; a lot of regions, common, banks, public and private corporate body are running over for the realization of million of new lodgings in Italy in the next present and future. In this new segment of market he esteems that you/they will be invested 10 million of Euro in the next 5 years from subject public and private Housing (Source: Federlegnoarredo).

My Exhibition, that work from over 11 years in the organization of fairs and shows and from four care the project HS DESIGN, after a careful investigation of market, you/he/she has individualized in the social theme a new entrepreneurial opportunity for everybody and enterprises and planners that plan and they realize houses and building structures.

Further testimony of the great ferment that there is around the Social Housing it is that is the **MADEexpo** that the fair **EIRE Real Summer**, fairs of reference of the sector, they devote a particular focus to this theme.

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The show exhibition **Social Home Design "Living the Future"**, it develops him on an area of 1000 mqs and it will welcome 4 installations espositive realized by prestigious signatures of the architecture and the design:

- **Studio Luca Scacchetti** project "Social Housing" of 200 gross mqs realized in the prefabricated house, edged by green area with urban garden.
- **Studio Marco Piva** project "Social Housing" of 200 gross mqs realized in house prefabricated, edged by green area with urban garden.
- **Pierandrei Associati** - *My Lane* a center collective fitness.
- **Ilaria Marelli Studio** - *Nature Lounge e Conference Hall*.

The houses will be projected from **Luca Scacchetti** and **Marco Piva**, signatures among the most prestigious of the architecture and of the design, that you/they will trace the road to follow: to transfer to the visitors the concept that design, styles, materials and Italian products can be of reference for projects of beautiful **Social Housing** to low cost.

The project **My Lane** represents an ideal solution for the metropolises of the future, in how much it reenters in a logic of sharing and sharing of services contemplated to the physical activity to make easier in the urban parks through the simplification offered by the service.

The **Natures Lounge** wants to be a stimulus for the ecological sensitization toward the use of natural materials for the architecture, but also the employment of a healthy feeding and a return to the nature for an use more aware of the resources of the planet. A collective format that allows the present firms of produced ambientare and material in a precise context, increasing the attraction of it of fact thanks to the innumerable possibilities of employment.

To serve as didactic frame to the show there will be a conference on the theme of the social residential housebuilding organized in collaboration with specialized headings among which A+D+M NETWORK, that the share of some will see further among the greatest actors of the sector to institutions and professional studies major.

The purpose of such conference is that to furnish the novelties and the state of the art of the sector for architects, planners, enterprises and institutions in legislative subject and of the project.

The concept is highly innovative and he proposes as **laboratory of ideas, analysis and solutions of the cities of the future**. This is the scenery where **My Exhibition** will propose in the next edition of **MADEexpo**, for the first time in Italy, a show espositiva entirely devoted to the world of the social housebuilding.

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## THE 4 INSTALLATIONS OF SOCIAL HOME DESIGN:

### **LA CASA DEGLI SGUARDI**

STUDIO DI ARCHITETTURA SCACCHETTI - LUCA SCACCHETTI

A house that is where indeed a place to look out and in this to push the look over his/her own boundaries wants to define him as sheltered place of not interruption of an external space, of a place, he/she wants to guarantee a sort of territorial continuity. A house that wants to be everything one with the environment and where inside space and I space external they become fluid visual continuity, but also continuity of use and way to live the space.

This way you furnish him, in their lightness, in theirs not to interrupt the sight, but rather in the being to this strategic and functional ones, they become underlines of this house / window of this possible new way to intend the to live for everybody. Some inside and some out.

A house of border, but of open border, type Europe (?).

### **RINASCIMENTO**

STUDIO MARCO PIVA - MARCO PIVA

***"The water that touches of rivers and the last of that that it went and her before that that comes. This way the present time"***

*(Leonardo Da Vinci)*

In Italy the emergency house is a reality. Our country discounts a delay in comparison to other European countries, where the creation of social buildings has gone together with the retraining of whole urban areas.

From here the birth of the concept developed by the Study: ***Renaissance, or to find again and to do proper the philosophy of the change, of a new way to conceive the world, if same and, consequently, the spaces of our life.***

The concept is born from the urgency to propose a new housing, formal and functional politics, that is born from the principles of the Social Housing: to create residences of quality, in degree to guarantee energetic efficiency and environmental sustainability containing the prices.

We have imagined with our installation **to reach the social sustainability through the sustainability of the housing structure in itself same**: spatial cuts and technological solutions that suit him for the most actual demands, characterized by a strong attention to the environment, to the constructive materials and the green what irreplaceable element for the realization of housing spaces of quality..

**A new housing model, that does technologies reference of industrial production to favor the containment of the costs** of construction, of the times of transport and installation, guaranteeing an elevated level of sustainability: solutions technical able to reduce the environmental impact and the energetic consumptions, the rational

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use of the renewable natural energies and the recovery of the non renewable resources.

An unpublished work meeting among beauty, technology, safety and relax, characterized by conceptual simplicity, essentiality of the forms and operational ability to low cost, conceived for lasting in the time to the maximum levels of **efficiency and social sustainability**.

### **MYLANE**

#### **re-using green areas for a better lifestyle**

PIERANDREI ASSOCIATI - STEFANO ANFOSSI, ALESSANDRO M. PIERANDREI, FABRIZIO M. PIERANDREI

My Lane is a service to live in more intense way the city and to promote the comfort. Devoted to whom alive or he/she works in the city, MyLane allows to whom doesn't succeed to benefit of the urban parks to do sporting activity: people that want to draw near to the world of the *running* or athletes that love to make outside sport. The system is composed from three elements: the community online (website), the "pad" (the structure locker room inserted in the park) and the external equipments.

To the Pad it is entered making the recording as consumers in the devoted site (on the model of the bike-sharing) and booking the proper locker to a pre-arranged schedule.

Inside the "pad" the consumer has available you space for being able him to change, to get indications on the type of training to follow, of benefit of showers and hygienic services.

During the exercise, the consumer is able monitor his/her physical activity with the aid of the external equipments.

### **NATURAL LOUNGE**

ILARIA MARELLI STUDIO - ILARIA MARELLI

The reality with which we daily compare there, with the problems that still derive from the economic crisis in progress and from the environmental and social emergency, but also crossed by positive elements of innovation, what the new virtual/real sociability, the new forms of organization bottom-ups for the resolution of concrete problems of the everyday, make us glimpse a new scenery.

**A based scenery on shared experiences, on a local economy that practices competences and global nets, an echo-more aware scenery, and meaningfully more social.**

"In the project of the common areas, heart of this installation, has wanted to put in scene a central area as *arena of discussion*, because it is the comparison and the **sharing of the knowledges** what they do yes that intelligent experiences can spread" *Ilaria Marelli affirms.*

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An arena of discussion symbolically contained by walls of fillets in wood, with a game of visual and sonorous permeability, because the knowledge must not remain "dam in a room", but it must go out and to give its fruits in the real world.

And for the zone lounge **a garden to "meters zero"** where they find place two great tavolate, to communicate, **to share experiences**, in a situation of relax and comfort among the perfumes of the basil, of the sage, and of the thyme and the cultivations of tomatoes, salad, strawberries.in the typical Italian tradition, where the socialità is expressed better often to his to the open one in front of a good dish and to a glass of wine.

The all realized with natural materials of quality, pleasant to the sight but also to the touch and with one perfume of theirs, in degree to recall from the depth the memory of pleasant emotions.

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