

FAIRS

THE INTERNATIONAL VOCATION REWARDS MADE EXPO



The strong increase of visitors at the Milan show dedicated to design, especially from abroad, confirms the key role of globalization to relaunch the Italian construction industry and supply chain.

With 4.7 percent more attendance (plus 34 percent for foreign visitors only) and 1,950 exhibitors on 96 thousand square meter surface, **Made Expo 2011** – held in October at the Milan Rho expo center, organized by Made Eventi, FederlegnoArredo and Uncsaal in partnership with Federcostruzioni – closed another successful edition. Made confirmed its role of reference event for the entire construction industry, in competition with the Bologna-based show Saie, which was held concurrently with the exhibition in Milan. A situation of fierce competition that forced exhibitors to make a decision about their place in the Italian and international exhibition scenario. The number and origin of **visitors** follow the general trends of the construction market and made-in-Italy

products, with a stagnating domestic market against a lively international situation. Construction industry companies will focus on the international market in the coming years, waiting for tangible recovery also in Italy. Out of 253,533 visitors, **foreigners** were 31,05, with strong flows especially from extra-Eu countries: plus 58 percent from Americas, plus 14 percent from Asia, plus 19 percent from Africa; European attendance was substantially stable, while also Russian visitors increased. **Internationalization** was a distinctive feature of Made Expo 2011 from the very beginning, with the participation of several foreign delegations (including Albania, Algeria, Saudi Arabia, Azerbaijan, Brazil, Denmark, United Arab Emirates, Estonia, Jordan, Iraq, Israel, Kazakhstan, Kuwait, Latvia, Lebanon, Oman, Morocco, Balkan countries, Czech Republic, Slovakia, Russia, Syria, Spain, United States, Hungary, Ukraine).

The mission of Made Expo is more and more to be a huge container that offers different information and presentation routes, within a kaleidoscopic vision that turns around the Project with a capital P. Over 240 events animated the four exhibition days. The **States-General of constructions**, the annual meeting of the associations and federations of industry

The installation "Rinascimento" by Marco Piva at the exhibition "Social Home Design-Abitare il futuro".





(concept and installations dedicated to residential and non-residential houses with low costs and high-quality architecture), to the presentation of the results of the "Instanthouse" contest (open to students and fresh graduates from Italian and international universities of architecture, engineering, and industrial design, requested to design collective low-cost structures for Expo 2015 areas), from the exhibition of "Housing Contest" projects (a review of low-cost high-performance residential projects promoted by Assimpredil-Ance, FederlegnoArredo, In/Arch Lombardia, Milan Architects Association and City Council of Milan), staged at the Triennale in Milan concurrently with the exhibition, up to the exposition of projects and creations by Edoardo Gellner, one of the first architects in Italy to propose a housing contract philosophy and model.

The installation
"La Casa degli
sguardi"
(The house
of gazes)
by Luca Scacchetti
at the exhibition
"Social Home
Design-Abitare
il futuro".

The project
"Rural fencing"
by Fabio Fisaletti
(Bologna
University),
winner of the
"InstantHouse"
contest.

manufacturers and professionals, were followed by the presentation of two major economic reports dedicated to the construction industry: "Rapporto 2011" about the construction system in Italy, and the first "Report about innovation in the construction industry", edited by **Federcostruzioni** with the support of Made Expo (see detailed article in this issue on page 00).

SOCIAL HOUSING AND WOOD: WINNING COMBINATION

While the 2010 show revolved around wood constructions, whose performance and technical features had clearly emerged in the post-earthquake reconstruction at L'Aquila, this year Made Expo expanded its action range to more areas, from **constructions**, where wood still proved to be able to withstand the difficult period enduring in the construction market, to **forestry**. Besides the initiatives by Assolegno (increasingly aimed at establishing a direct link from forests to final wood applications in constructions, from wood species knowledge to sustainable management) and by EdilegnoArredo (dedicated to wooden windows and interior decorations), specific events like "Historical villages and town centers" and "AAA-Agricoltura, Alimentazione Architettura", and the cross-industry program of the Construction Techniques Forum, great attention was drawn by the emerging business of social housing. The social housing planet was illustrated with different levels of in-depth analysis, from the "Social Home Design-Abitare il futuro" special show, organized by My Exhibition in collaboration with FederlegnoArredo and Made Expo, sponsored by the City Council of Milan

THE BATTLE OF SEMIFINISHED MATERIALS

To sow the seeds for the future of the Milan show, a key role is played by the new focus on semifinished materials, with the new dedicated exhibition "**Components & Contract**" dedicated to components, materials, technology and machinery for design, contract and interior decorations; the intention (not casual) is to revive what Sasmit, the international exhibition of accessories and semifinished materials for the furniture industry, represented for industry operators in the past. It is simply obvious to think that the decision to schedule the 2012 show exactly in the same dates as Sicam is not casual; this suggests that the race of Made Expo to the leadership as the main showcase of and about Italy, also in direct competition with historical events, is not over, yet. We had anticipated this in September, half jokingly and half seriously; from 17 to 20 October 2012, the Milan show number five will be held concurrently with Sicam, the exhibition of components and semifinished materials for the furniture industry organized in Pordenone. We cannot say that this progressive **centralization** of different sectors, traditionally related to highly specialized districts and rooted in specific territories, now concentrated in one big container, is a winning strategy for the country-system. To be honest, we have a different idea. And recent facts – including Asoppanelli's official declaration that both exhibitions, Sicam and Made, are strategic for their respective industries, constructions and furniture – seem to prove us right. But for these considerations, we refer you to the article on page 30. (o.r.) ■