

green  
home  
design EXPO SHOW 2012  
architettura | design | edilizia | materiali

17 > 20  
ottobre 2012  
**MADE expo**  
Fiera Milano Rho  
hsdesign.it

evento ideato  
e organizzato da:  
**myexhibition**  
Matthey Manifestazioni Fieristiche

in collaborazione con:  
**MADE expo**  
Milano Architettura Design Edilizia

patrocinato da:



## GREEN HOME DESIGN 2012: LIVING LIKE THE PRESENT TO PRESERVE THE FUTURE

From October 17 to 20 show in Milan the contemporary building that combines aesthetics and eco sustainability

### 3 INSTALLATION PROJECT BY: 3 GREEN HOUSE

#### CULTIVATE A HOUSE

a house made of hemp and a house with the dry system with mechanical loom)

**Cibicworkshop**  
**Aldo Cibic**

**SPACE FOR LIFE**  
**Studio Marco Piva**  
**Marco Piva**

### 1 KINDER HOUSE

**GREEN KINDER HOUSE**  
**Marchingenio**  
**Massimiliano Mandalini**

#### COMMON SPACES:

1 GREEN LOUNGE  
1 BIO BAR  
1 CONFERENCE HALL

My Exhibition is back with a new autumn event "Green Home Design, living the present" in the context of MADEexpo, the exhibition dedicated to the entire world of building and of design, international point of reference for the construction sector in the program from 17 to 20 October in Rho Pero.

After the success of last year with Social Home Design, My Exhibition, in partnership with MADEexpo, faces this year the theme of environmental sustainability with a particular interpretation inspired by design: from green building to energy efficiency, here is the new real design challenge for architects and designers who want to build and renovate in an environmentally friendly way without sacrificing the design concept. The objective is to present to an audience transverse issues for debate on issues that look at the mode of construction and contemporary living, environmental protection and sustainability.

Green Home Design, sponsored by the Green Building Council, is an architecture exhibition and conference on sustainable building and energy efficiency to provide, to over 253.000 professional operators expected at the show concrete examples of sustainable green building.

In an area of 1600 square meters will be built three exhibition installations, real prefabricated structures divided into three houses and a kindergarten, plus a conference room and lounge area with Bio bar. Will be carried on a 1:1 scale from the best names in architecture and design including Aldo Cibic, Marco Piva, Massimiliano Mandalini, with the participation of companies in the sector more dynamic.

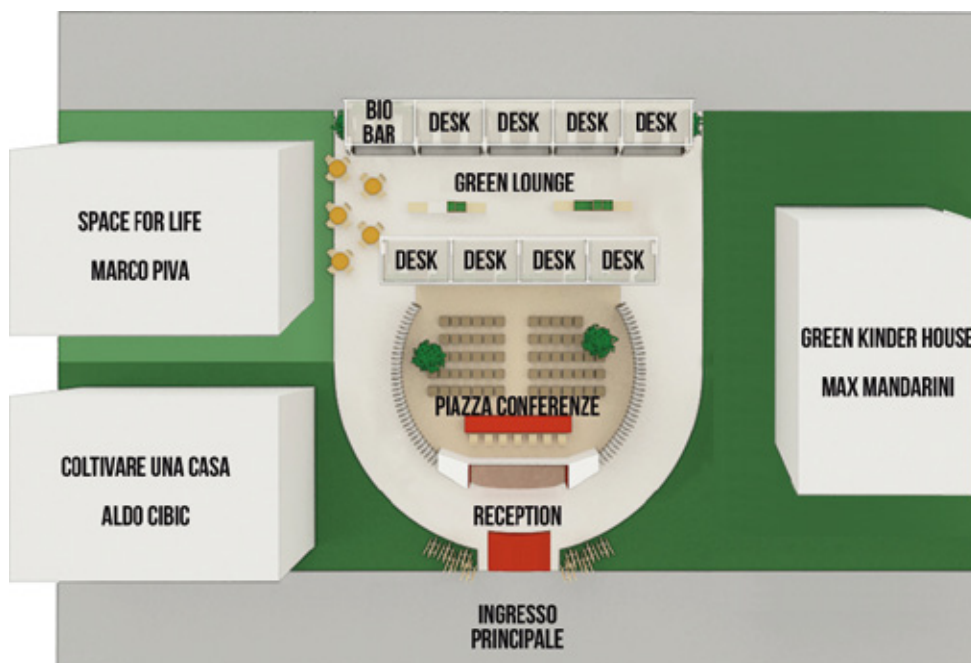
The architecture and sustainable building today represent a significant segment of the market, the result of a widespread and gained environmental awareness and the need to spare on energy costs. The new renovations and new buildings are all designed to reduce the cost of management and construction without compromising the aesthetic and functional result.

## NOTES TO EDITORS

**GREEN BUILDING COUNCIL** is a non-profit organization committed to encouraging and accelerating the diffusion of a culture of sustainable building, to raise public awareness and the institutions of the impact that the design and construction of buildings have on quality of life and provide parameters clear reference to sector operators as well as to encourage the comparison of the industry by creating a community of sustainable construction.

**MADEexpo** is the exhibition for construction and architecture most visited in Italy: the numbers of MADEexpo 2011: 96.580 square meters of exhibition attendance record with 253.533, of which 31.905 foreign (designers, distributors, representatives, agents, managers, facilities, property managers and public), over 1.950 exhibitors, 240 seminars and 401 outputs an advertising campaign (TV, radio, newspapers, press, direct mail, web).

**MY EXHIBITION** company run by Carlo Matthey, is the organizer of the last nine exhibitions HS Design, the latest of which is the Home Spa Design "Living the design" on the occasion of Fuorisalone di Milano 2012. The data recorded by the exhibition: 1,250 square meters, 53 sponsors, 19.548 professional visitors, 16 media partners, 6 and 3 installations company space.



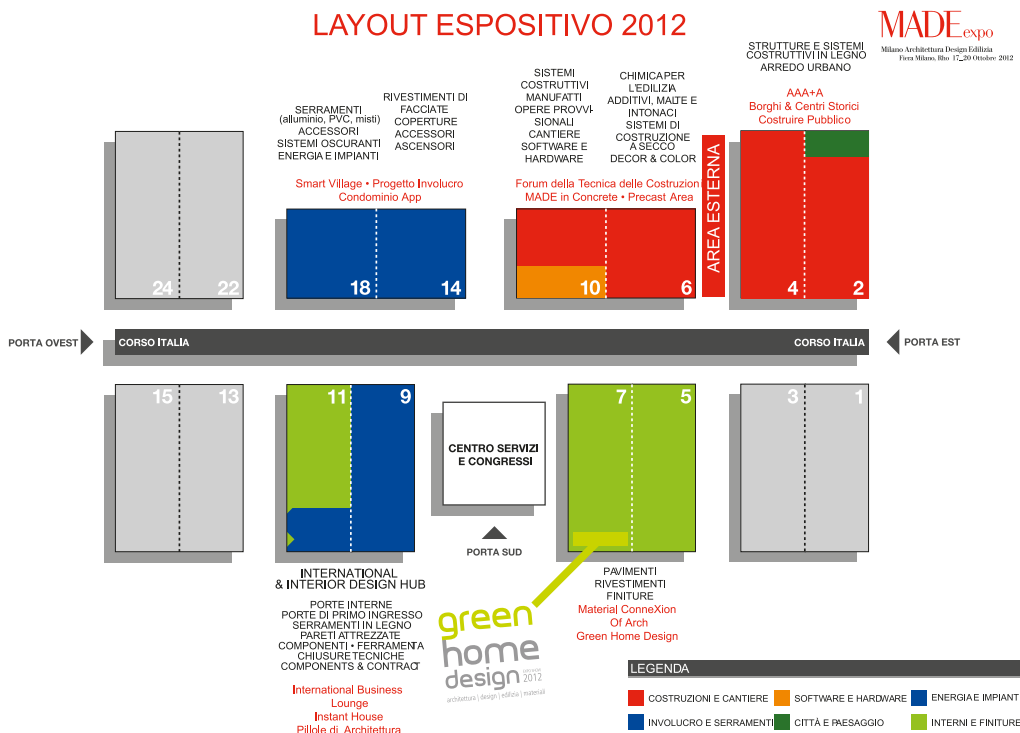
The exhibition Green Home Design aims to be the voice of this great emerging market in order to allow exhibiting companies to intercept a growing consensus of architects and designers into a very topical issue with great opportunity for business growth.

Thanks to its innovative format, Green Home Design offers the opportunity to partner companies to exhibit their products inserted in the exhibition installations: materials, technology, furniture, green products and innovative solutions to perceive in what way the projects of the highest design can also hide an ecological soul.

A dedicated area will host, in support of the exhibition, a full program of workshops on the subject of architecture and building sustainable: addition to the first-person account of the experiences of designers and sponsors, are planned numerous scientific workshops organized in collaboration with major magazines. The themes of living green will be analyzed by leading experts in the field coming from academia, institutions and businesses as well as some big names in architecture and design.

My Exhibition has decided to donate the Green Kinder House (a public space in architecture education for kindergartens and nursery schools) in one of the districts in Emilia-Romagna region affected by the earthquake. In this regard, the authorities who have been contacted are testing the feasibility of the project and its implementation.

## LAYOUT ESPOSITIVO 2012



## CULTIVATE A HOUSE

Architectures  
of natural materials

CIBICWORKSHOP  
Aldo Cibic e Tommaso Corà



## SPACE FOR LIFE

MARCO PIVA STUDIO  
Marco Piva



## GKH: GREEN KINDER HOUSE

MARCHINGENIO  
Massimiliano Mandalini





# INSTALLATIONS

## CULTIVATE A HOUSE

Architectures  
of natural materials

CIBICWORKSHOP  
Aldo Cibic e Tommaso Corà

The reflection on the method of construction of materials with a low carbon footprint has been the guiding experimental research on construction techniques conducted by Cibicworkshop in recent years.

For Green Home Design the Cibicworkshop has designed an installation in scale which consists of two houses built with two innovative solutions: the technology of hemp and a dry system with metal frame.

The house in hemp is a way of building contemporary with natural materials. Although today has almost disappeared in Italy, hemp was an essential element of the Italian agricultural production history. Building today with this material means build new economies of the region with the latest environmental and energy performance requirements. The house will be built with the dry system with metal frame, however, is an innovative technical that combines high performance building and energy with a radical reduction of construction time. This structural system enables the use of traditional materials in new ways resulting in a completely recyclable, anti-seismic and solid construction time very low and controllable.

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## SPACE FOR LIFE

MARCO PIVA STUDIO  
Marco Piva

Green, green, green ... This term is now increasingly used and abused, with the intention of to connote the projects with a plus-value of sustainability and efficiency.

The man has been developing the area built at the expense of the natural environment and of the agriculture in an urban fabric often chaotic and unbalanced and it will not be due to some trees and a beautiful lawn that you can restore the lost harmony.

It's important to redefine a new balance between the natural and built environment, basing everything on the creative process of building new concepts and goals.

The real need of this "Green-oriented" approach is to develop new ways of conceiving the residential structures and service to meet the needs of different lifestyles that are becoming increasingly complex and varied and, at the same time, to make the best use of natural resources by implementing measures to reduce energy consumption needed the realization of the structure and its subsequent operation over time and, ultimately reducing all forms of pollution that might arise.

Hence the concept of the exhibition "Space for Life" project by Marco Piva for "Green Home Design" Made in 2012.

Referring to the environmental conditions and climate rapidly changing, and even to the catastrophic effects that natural events can have on the built environment (see the recent earthquake in Emilia) the exhibition will address the issues of small-scale residential structures and of possibility to combine the same into more articulated structures and able to meet the needs of habitable of high-level, with equally high levels of quality of materials, construction technology, resistance to catastrophic events and the ability to reduce consumption and harmful emissions.

The manufacturing technology of reference is that of wood, a renewable natural material, thinking also at the construction time of housing units, their cost of construction and management. The project involves the definition of modular elements and aggregatable. A modular solution that costs less, which has a fixed price, and providing for an average installation time of 8/10 days. These design solutions are also made in relation to more high standards of energy and can be modified over time, further develops in relation to the needs of those who live there. Objective of the project is to evaluate, for works of small and medium scale designed to solve problems of temporary habitability, the transition from a concept of stable and permanent architecture to a configuration more dynamic, changeable, expandable. Each habitative module will be designed with residential energy performance of "Class A", will use renewable energy and will be extremely antisimica and fire resistant.

Green Kinder House wants to be a micro modular environment off-grid zero-impact-oriented understood as an architecture product according to the green building LEED\* approach. The project, made suitable for children, address a topic of great relevance that is design antisimica. Will be tested green technologies and innovative materials zero-impact-oriented such as modular construction technologies, materials and products for water efficiency and energy efficiency, design for all suitable for children, sustainable lighting and building automation.

The realization comes in two prototype "design for nature" included in a project of landscape that includes on the ground floor, a public space suitable for children (eco-schools) and, on the first floor, a green house, with access design for all and ramp over-view. The installation covers an area of 300 square meters and is designed as a new model to rethink, redevelop and renovate the city through green building and smart city approach.

The idea is told in 3 priority areas:

- The sustainability of the project life cycle (design innovation, architecture zero impact, short chain component of the product architecture, integration of the "natural component" of the case, different uses, the conversion of recycling envelope components).
- building systems Green Building through modularity and flexibility of the structure and space of the casing offgrid, designed as a producer of energy, mobile (accommodate various climatic conditions) and intelligent (in terms of speed of construction and assembly different types of uses). But even through the use of open plan spaces with a view of "renewable architecture."
- The quality of the indoor environment: the strong focus on the themes and aseismic areas suitable for children and all sensitive loads, in a optical of design for all.

The process of the whole concept of sustainability also depends on the choice of companies that are able to provide materials, furnishings, finishes and technology solutions in order to complete the supply chain eco-friendly green project, the concept of architectures capable of promoting culture of smart and sustainable cities.

GKH is an innovative earthquake-proof plate on two levels. Downstairs you develop a "educational architecture" in which space educates to sustainability, a source of emotional stories through creative and innovative use of space and design, promoting safety and welfare of children through the interaction of technology , materials and solutions that may accompany the idea of active child, explorer and researcher, learner interaction with the physical and social environment.

At the upper floor is accessed via a ramp that tells the visitor the theme of sustainability with an inclination to ecology and sustainable consumption of resources.

The second floor is a Green House: a module in which the nature occupies the spaces to tell itself through a green approach to the future. Symbol of this story is the Tree technological which meant to represent development towards clean energy future, sustainable and environmentally friendly and enhancement of distribution channels to zero kilometer.

The GKH also wants to be a space that directs his gaze to 2015 and to the issues of nutrition education and of the products and of the weaving factories zero kilometer thanks to installation on the roof of a garden.

\*Approccio LEED: \* Green Building Council Italy promotes a process of transformation of the Italian construction market: the certification system tied to the brand LEED establishes, in fact, a market value for the "green building" stimulates competition between companies on the environmental performance of buildings and encourages the consumer behavior also between end users.

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