

FAIRS



THE FUTURE OF CONSTRUCTIONS: RENDEZVOUS IN MILAN

Everything is ready for the fifth edition of "Made Expo", the international exhibition dedicated to constructions, architecture and interior decorations. As of 2013, there will be great news: biennial frequency, specialization, internationality.



The starting conditions are excellent for the fifth edition of "Made Expo", from 17 to 20 October at the exhibition center Fieramilano-Rho, a review of the best of global production in the areas of constructions, architecture and interior decorations. Based on the experience of previous editions (celebrating the success of a show that has renewed the exhibition landscape with an innovative concept), "Made Expo" 2012 is coming back once again as the best platform to generate real business opportunities and contacts with the international actors of the construction industry. Industry companies will have the tangible opportunity to expand their contact network and present their solutions for the building industry, innovative production processes for safe, eco-sustainable and energy-efficient buildings and urban environments, to operators from all over the world.

The exhibition will also provide the audience with a wide and comprehensive range of solutions and products for constructions, renovation, anti-seismic upgrades, hydro-geological protection of urban areas, construction technology for the renovation of historical heritage and monuments. Strong focus will be placed on **renovation** and **restoration** – the only construction industry branches that recorded growth in 2011 thanks to the excellent performance of wood: plus 0.8 percent – reaffirming the role of “Made Expo” as the most important preview of industry trends. This element – combined with the fact that the exhibition gathers the entire construction industry under one roof, while preserving the specific features of each sector – supported the success of the event as Italy’s most visited construction industry exhibition (in 2011 over **253 thousand visitors**, including almost 32 thousand international operators).

Besides **wood** – with leading Italian and international actors located in **hall 2** – much space will be dedicated to concrete, with the participation of all key industry leaders: meetings, conferences, workshops and other scientific and cultural events, addressed to industry professionals, construction companies, public and private contractors, will animate hall 6 throughout the four days of the exhibition.

PROGETTO SERRAMENTO: DOORS AND WINDOWS TAKE THE SCENE

A key strength of “Made Expo” since the first edition, the “doors and windows” section will be strongly represented also this year; with an extensive line-up of events, it will be presented as “**Progetto Serramento**”, an innovative showcase organized by **FederlegnoArredo**, **Uncsaal** and **Pvc Forum Italia** (representing the Italian industry of building envelopes) two introduce two significant and mutually related initiatives: “Smart Village” and “Serramenti in posa 2012”.

At “**Smart Village**” (by Edilportale), the three associations will deliver qualified technical consulting services to door and window manufacturers, companies and designers by transferring their technical knowledge; and also, this will be a physical place to provide sales and marketing opportunities to build new market relationships with all industry operators. “Smart Village” will feature a long list of initiatives and activities, including: permanent technical consulting for door-window manufacturers, companies and designers; state-of-the-art top-

EVENTS AT “MADE EXPO” 2012

“Smart Village”	(hall 18)
“Forum della tecnica delle costruzioni”	(hall 10)
“Green Home Design”	(hall 7)
“AAA+A”	(hall 4)
“Condominio App”	(hall 14)
“Costruire pubblico”	(hall 2)
“Borghi & centri storici”	(hall 4)
“Instant House - Temporary Housing”	(hall 9)
“Made in Concrete”	(hall 6)
“Serramenti in posa”	(hall 18)
“WoodLab”	(hall 4)
“Premio Medaglia d'Oro all'Architettura italiana”, 4 th edition	(Centro servizi, room Taurus)
“Pillole di Architettura “à la Carte”	(hall 9)
“Edifici a energia quasi zero”	



ics and products for energy efficiency and environmental sustainability; “55% point” with all information on tax deductions for the improvement of energy efficiency in buildings; “Biblio point” with guides and manuals for the installation of facades, doors and windows.

“**Serramenti in posa 2012**” will be dedicated to a more and more critical issue for companies, designers and customers: the installation of doors and windows. This area (featuring a welcome desk and an open space for lessons and demos about different installation-related topics) will be operated by FederlegnoArredo, Uncsaal and Pvc Forum Italia, offering an exhaustive review of doors and windows made of wood, aluminum and Pvc.

FAIRS

MADE IS 100% OWNED BY FEDERLEGNO AND GOES BIENNIAL AS OF 2013

*Federlegno has taken over Made Eventi srl – owned by Giulio Cesare Alberghini – with a 100% share and looks into the future betting on a biennial, specializing and international event. "This is an important operation that takes on very significant value in terms of development of the Made expo trade fair project, considering the current economic scenario", explains **Roberto Snaidero**, president of FederlegnoArredo. "This step commits us to even greater concentration of our forces in the exhibition landscape. Alongside the member representation in the different sectors, FederlegnoArredo in fact intends to exploit the experience of these five years to strengthen its support*

for growth of tangible business opportunities for companies. Our fairs today need to rethink their role, from mere showcase to tool for industrial policy and a venue for networking".

With this process in mind, FederlegnoArredo has immediately presented the company's Board of Directors with an industrial investment plan that calls for a total review of the project for Made Expo, in order to introduce – as expressed in the press release – "... the stage of permanent positioning of this event as an Italian benchmark for companies for the national and international market". The press release continues: "The new project is shared

and supported by UncoSaal (National Union of Constructors of Frames in Aluminium, Steel and Alloys) and has met with the general consensus of operators and the most qualified member companies, as it looks set to add great value to the various sectors, the premise for this event's success. The project follows three fundamental lines of strategy: biennial frequency, specialization, internationality.

Biennial frequency: starting from 2013, Made Expo will be held every two years, in odd-numbered years in October, at the Fiera Milano Rho trade fair center.

Specialization: Made Expo will be a "federation of exhibitions" and, as

At "Serramenti in posa 2012", visitors can find a detailed presentation of all installation aspects, illustrated within an articulated and comprehensive program. Initiatives include: demos of technical application issues; technical design elements for correct installation with different operating modes; preview and promotion of training courses for door/window installation; insights of product qualification and sales approach topics.

It's a one-thousand-square-meter area to promote contacts between companies and foreign dele-

gations. It's called "**Made International Business Lounge**", a B2B platform that will put official delegations and industry operators from all over the world in touch with "Made Expo" exhibitors, facilitating direct meetings with international professional bureaus, associations and operators, and focus groups on specific countries. "Made International Business Lounge" will be dedicated to the promotion of international business relations within the exhibition, where exhibitors have the opportunity to interact proactively with foreign delegations. By registering at www.madeexpo.it, companies will be able



such, from 2013 it will be organized into 6 vertical events, showcasing homogeneous product categories, each with its strong individuality and benefiting from dedicated communication. Constructions and building sites; building envelope, facades, doors and windows; interior design and architecture; city and landscape; energy and installations, software and hardware.

Internationalization: Made Expo, representing the excellence of made in Italy, will act as a magnet for operators from all over the world and, at the same time, it will create an innovative format to accompany companies in emerging countries and on priority foreign markets. "We have worked on this trade fair pro-

posal", explained **Giovanni De Ponti**, general manager of FederlegnoArredo, "responding to the many requests from companies and the markets and putting ourselves in a leadership position on the international trade fair calendar. We have done this at a moment of great expansion and success of this fair, in view of positive results from the first four editions, in terms of both visitors and exhibitors. Our efforts aim at making this event one of the best opportunities for representing innovation. This is why we have chosen biennial frequency, allowing companies to work on their products and research and offering complementary services in the period between one edi-

tion and the next". This new project", stressed the president of Made Eventi srl, **Andrea Negri**, "puts Made Expo at the hub of a trade fair system oriented towards international promotion of Italian building excellence. The enhancement of this supply chain is the primary mission of our fair, which we can pursue thanks to the support of Associations, Federcostruzioni, professional boards, universities and the scientific and technical community". A key partner for the new direction taken by the event is **Fiera Milano**, which will continue to provide Made Expo with an excellent exhibition venue, on a par with the development process already started. ■

to attend presentations and meet delegates in the B2B lounge, in order to develop useful contacts to introduce and consolidate their business in interesting international markets.

This large area (one thousand square meters inside **halls 9-11**) is hosting an intensive program of events "tailored" to companies and delegations. The latter, together with international architecture studios, will present and illustrate current initiatives in the countries addressed by industry actors to develop their business abroad. Reaffirming the role of "Made Expo" as preferential platform for real busi-

ness opportunities, a dedicated area will be created for B2B relations, with individual workplaces where the delegations involved in the program can meet exhibitors one-to-one in scheduled meetings.

How should we live in the present to preserve the future? Again this year, "Made Expo" is presenting **"Green Home Design, abitare il presente"**, an expo and conference on architecture, sustainable constructions and efficiency, covering a 1,400 square meter area including five installations, namely four houses and a kindergarten, plus a conference room and a lounge with a "bio bar". All installations will be built in full scale (1:1) by renowned architects such as Aldo Cibic, Luca Scacchetti, Marco Piva, Massimo Mandarini and two emerging architects, in collaboration with the industry's most dynamic companies.

In four days, the area will host workshops on the topics of architecture and sustainable constructions, combined with a number of initiatives: conferences; stories straight from the designer's voice; experiences of sponsor companies; scientific workshops in collaboration with leading industry publications about the key topics of green living, presented by major industry experts from the academic, institutional and business world.

by **Andrea Brega** ■

Fla Media

