

MILAN. WAITING FOR THE DESIGN AND BUILDING TRADE FAIR

MADE expo: the Building World at 360°

by Caterina Bertone



Great expectations for the 2nd edition of MADE expo (Milano Architettura Design Edilizia), the brainchild of MADE eventi Srl and Federlegno-Arredo Srl, due to open at the Milan-Rho trade fair district from 4 to 7 February 2009. "The subject of this second edition – says Andrea Negri, president of Made Events – is the 'city of tomorrow', which involves the whole world of architecture and construction in the challenge to anticipate the new housing needs and provide answers to the great problems of our cities."

Considering the sector's moment of uncertainty at home in Italy, the objective of MADE expo is to open up to international markets, offering the entire design and building production chain an interesting development opportunity.

Areas and events

MADE expo is where the world of design and that of construction meet up, promoting synergy between all the sectors right along the chain for development of innovation and research. For this reason "the exhibition formula used last time has been confirmed – as Giulio

Cesare Alberghini, Managing Director of MADE eventi points out – guaranteeing a global view of the sector while maintaining the specific features of individual manufacturers."

Among the many appointments on the agenda, we will see the return of Europolis, the show for swimming pools, sports facilities, fitness and urban furnishing and a renewed interest in topics linked to the environment and energy saving. Great attention therefore for design and project culture, the starting point and backbone of all the building chain, but also for materials and the best technological solutions.

At MADE expo there will be a special exhibition area reserved for the structural wood sector to promote its development and visibility. The presence of major companies in this sector has already been confirmed, mainly from the Alto Adige area. New exhibitors are also expected, representing the sector and linked areas, an integral part of the wood chain with technological innovation and research as their strong point.

It is also to be mentioned the great inaugural convention dedicated to innovation: Cityfutures: visions and projects for the city

of tomorrow. Researchers and scientists from around the world will discuss the projects, tools and the know-how to confront the evolution of urban areas.

Finally, The InstantHouse competition will reward the best environmentally and territorially friendly designs for individual residential units to be used as temporary living quarters for young people during Expo 2015.

Milan: a strategic location

Milan is not only a major player in world economics, but also covers a role of primary importance for architecture scenario. The Lombardy capital city will shortly be able to count on cutting-edge infrastructures like the high-speed TAV line, meaning faster links with major Italian and European cities. New infrastructures also for the Milan-Rho trade fair district: the fair's railway station is soon to be inaugurated and will give even faster and easier access to the pavilions.

Moreover, Milan proves to be a strategic choice in view of Expo 2015. MADE expo is a partner for Milano Expo 2015 in the challenge to redesign the city's urban fabric through large-scale works, involving prestigious international architects and other institutions and private group.

Rubner Haus: soluzioni architettoniche in armonia con la natura

La passione per la natura e l'attenzione alla tradizione sono i punti di partenza dei processi produttivi di Rubner Haus, l'azienda di Chienes (BZ) che da oltre quarant'anni progetta, produce e vende in tutto il mondo case in legno in una vasta gamma di proposte, articolate nelle tre tipologie Blockhaus, Residenz o Lignopan.

Ed è proprio l'incessante ricerca progettuale ad aver portato l'azienda a individuare un nuovo e rivoluzionario sistema costruttivo per case ecologiche a basso consumo energetico: la parete Soligno, che sarà presentata in anteprima a MADE expo 2009. Alla base vi è un nuovo sistema di costruzione in legno massiccio, in cui si prescinde dall'uso di collanti e parti in ferro come i chiodi. Grazie alla nuova tecnica di stratificazione utilizzata, gli elementi presentano ottime proprietà statiche ed eccellenti proprietà insonorizzanti e termoequilibranti.



Soligno