

sector which is so strategic for Made in Italy. The organizing body and selection committee unanimously decided to give the AbitaMi 2011 Award to architect Alessandro Guerriero, lecturer at Milan Polytechnic and President of NABA, Fine Arts Academy in Milan.

Creazioni

Creazioni, one of Macef's most successful areas, reached 2000m², attracting the attention of those looking for products where forms and production processes are original and innovative. Creazioni aims to give visibility to those whose work straddles art and craft and produce one-offs or limited series.

In just a few years, Creazioni has doubled the exhibiting enterprises and introduced the presence of designers, who now number around 20, as well as other initiatives on the innovation theme. The four winners of the 2nd Creazioni Giovani Competition (which this year also included foreign entrants) were presented in the Creazioni area: young self-producers (artisans/artists/designers) under 35 years of age who work in contemporary artistic crafts.



Macef Sustainable

Over 80 products by Italian and foreign companies, including bags, toys, lamps, chairs, vases, necklaces, rings, pots and pans, photo frames, candles and other accessories for the home, were featured at Macef Sustainable, the first exhibition of environmentally sustainable objects for the home. Protection of the environment and health in the home are issues of increasingly fundamental importance for consumers and the market.

This is why Macef has engaged on a path of environmental and design sustainability, started with the January 2011 show, and aimed at highlighting the environmental friendliness of products for the home.

Macef in Town

Success once again for Macef in Town, an opportunity for the exhibition community and the city of Milan to meet, with the Rinascente's display windows devoted to the show, and the Temporary Store in Corso Garibaldi.

All four of Macef's traditional macro sectors (Home Decor; Table, Silver & Kitchen; Gifts, Trade & Big Volume and Bijoux, Gold, Fashion & Accessories) confirmed this positive trend, including the special initiatives. Among them Tradizione Italia, devoted to the excellence of some Italian regions' products and culture (in particular Sicily, Puglia and Calabria), and Creativity, reserved for creative hobbies and manual arts, which found its ideal location in the gifts sector. ■

NOVITÀ. TANTI CAMINI A BIOETANOLO E IL TAVOLO KUCINA-E-MANGIA

Il made in Italy Brandoni in mostra ad AbitaMi

Con l'intento di contribuire a definire nuovi percorsi creativi e di sperimentazione per l'architettura, il design e la decorazione, Brandoni dedica lo spazio espositivo all'interno di *AbitaMi decor&design lab* ai nuovi camini a bioetanolo e al tavolo Cucina-e-mangia.

Open è un caminetto a bioetanolo dal design semplice e versatile adatto alle

esigenze di calore di ambienti giovani e moderni. Maya, invece, è l'ideale per chi desidera un camino a terra, facilmente trasportabile da una stanza all'altra.

Brandoni presenta inoltre in anteprima assoluta un nuovo concept per il settore casa: il tavolo Cucina-e-mangia un modo diverso di fondere cibo e cucinare per reinventarlo totalmente. ■



Qui sopra: il tavolo Cucina-e-mangia. A sinistra in basso: Maya



NEW FEATURES. MANY BIO ETHANOL FIREPLACES AND KUCINA-E-MANGIA

Brandoni Shows its Made in Italy at AbitaMi

Brandoni dedicates its exhibit space at *AbitaMi decor&design lab* to the new models of bio ethanol fireplaces and to the Cucina-e-mangia table, with the aim of creating new creative paths.

Open is a bio ethanol fireplace characterized by a unique design, very easy and extremely versatile, suitable to meet the heating needs of modern spa-

ces. Maya fireplace, on the contrary, is the ideal solution for people who wishes a fireplace on the ground, easily moved from room to room

Brandoni also presents a new concept for the home field: the table Cucina-e-mangia, a new way to blend together food and cooking to totally reinvent it. ■