### **MADE EXPO 2025: THE BENCHMARK EVENT**

**Press office**

**Fiera Milano**

Elena Brambilla

+39 335 7925472

Elena.brambilla@fieramilano.it

**Fiera Milano S.p.A.**

+39 02.4997.1

info@fieramilano.it

fieramilano.it

**FOR THE WORLD OF CONSTRUCTION**

**AND ARCHITECTURE**

*A visionary project. A unique ecosystem. The most ambitious and influential edition ever.*

*Milan, October 15, 2025* – **MADE expo 2025**, Italy’s leading event dedicated to the world of construction and architecture, will take place at Fiera Milano from **November 19 to 22, 2025**. An event ready to redefine the boundaries of the sector, this edition is packed with innovations, international players, strategic partnerships, and high-value content.

In a context that rewards vision and project-based thinking, MADE expo 2025 is poised to capture and support the most dynamic signals in the market. While the building renovation sector shows signs of slowing, the construction market continues to grow, driven by investments in public works which - according to exclusive data provided by **CRESME** for MADE Expo - are expected to reach **nearly €78 billion in 2025 at current prices**. This represents a further **7.5% increase in real terms**, following +13.8% in 2024 and +23% in 2023.

Organized by MADE Eventi Srl, a company jointly owned by Fiera Milano Spa and Federlegno Arredo Eventi SpA, MADE expo was created to meet a concrete need: to provide an **advanced platform where innovation, sustainability, and the culture of building** converge into a single vision. The exhibition confirms its layout, divided into two main areas: the **Building Envelope Hall** and the **Construction Hall**.

**A SHARED PROJECT THAT ATTRACTS EXCELLENCE AND CREATES REAL OPPORTUNITIES**

Four halls and over **650 companies** will animate the event, **26% of which are international exhibitors** representing **29 countries**. Among the most represented markets are **Germany, Spain, Romania, Poland, and China**.

Alongside major returns from the aluminum supply chain, **MADE expo 2025** will host the debut of new leading players in windows and doors, outdoor design, innovative building systems, and high-performance construction materials. A clear and powerful signal: the market recognizes the exhibition as an **essential reference point** **for its vision, content, and impact**. MADE expo attracts those who want to make a difference and unites those who truly want to design and build the future of the industry.

Supporting the exhibition is a collaboration with **ITA – Italian Trade Agency**, which promotes an extensive **Buyer Program** aimed at bringing top international operators to Milan. Through this initiative, more than **150 buyers from 50 countries** will be hosted, with a particular focus on **Europe**, as well as the **United States, the United Arab Emirates, Canada, and Tunisia**.

**AN ECOSYSTEM OF KNOWLEDGE AND INNOVATION**

More than a trade fair, **MADE expo** is a **collective intelligence** that fuels design culture and industrial strategy. With the support of major **knowledge partners**, including the **Politecnico di Milano** and **Cresme**, the exhibition confirms its role as a **platform for thought**, capable of generating insights, future scenarios, and practical tools for the entire supply chain. At MADE expo, **technical expertise** meets **systemic vision**, and **research** meets **industry**, thanks also to partnerships with leading trade associations such as **UNICMI, Federparquet, Confartigianato, Conpaviper, ANIT, and Assorestauro**. The network of collaborations also includes the **Eucentre Foundation**, the **College of Engineers and Architects of Milan**, the **Foundation of the Order of Architects, Planners, Landscape Architects and Conservators of the Province of Milan**, **ANCI – National Association of Italian Municipalities**, and **ANCE Lombardia**.

Thanks to these synergies, MADE expo 2025 will dedicate a specific focus to “building safety” — a crucial theme for the future of cities — through meetings, round tables, and case studies exploring seismic prevention, structural resilience, and smart maintenance of the built environment. This represents a concrete commitment to spreading technical culture and social responsibility in designing and building safely.

**FEL – FESTIVAL DELL’EDILIZIA LEGGERA RETURNS TO MADE EXPO**

Within this framework, the renewed presence of **FEL – Festival dell’Edilizia Leggera** adds significant value, bringing to the exhibition the only national event entirely dedicated to color in construction, professional hardware, and building materials. The coexistence of MADE expo and FEL creates a synergistic ecosystem: on one side, the major international platform for architecture, construction, and innovation; on the other, a vertical, specialized event that directly addresses the practical needs of professionals working daily on construction sites.

**AN INTERNATIONAL PLATFORM WITH AN EUROPEAN VOICE**

MADE expo speaks to the world with authority. In line with the principles of the **New European Bauhaus (NEB)** - the movement promoted by the European Commission for sustainable architecture, inviting architects, engineers, and builders to rethink spaces through sustainability, beauty, and inclusiveness - the 2025 edition will be deeply connected to major international themes.

All MADE expo events will reflect the **values of the NEB**:

* **Sustainability:** sessions dedicated to innovative materials, building life cycles, and new circular economy practices.
* **Beauty:** focus on design, living comfort, and architectural quality, emphasizing the aesthetic and cultural value of architecture.
* **Inclusiveness:** reflections on accessibility, diversity, and social cohesion, with the goal of envisioning urban and residential spaces that respond to everyone’s needs.

Within this context — and inspired by the same principles of the NEB — comes the **first edition of the MADE Sustainability Prize**, a prestigious recognition and an important scientific and cultural initiative, developed in collaboration with the **Politecnico di Milano**. The award will honor exhibiting companies that distinguish themselves through innovative and sustainable design and construction solutions.

Also enriching the program is the **Restoration Agora**, curated by Assorestauro, with a focus on facilitated financing for historic assets, energy efficiency in heritage buildings, restoration sites in Milan, and the presentation of the Innovacultura project.

The agenda will also include a **special event dedicated to the transformation of Fiera Milano’s halls into Olympic venues**, offering a unique opportunity to discuss the **evolution of exhibition spaces** toward new functions linked to the Milano-Cortina 2026 Winter Olympics. Architects, designers, and institutions will explore how **exhibition architecture can become sports infrastructure and a symbol of urban regeneration**.

The MADE expo program thus becomes a platform for dialogue that unites technology and values, innovation and tradition, market and vision. For professionals, it will not only be an opportunity for updates, but also a cultural experience that restores to construction its role as a **driver of social progress**.

**SPECIAL FOCUS: “AI ARCHITECTURAL INTELLIGENCE”**

A special chapter is dedicated to the role of artificial intelligence. The **Inspirational Talk “AI Architectural Intelligence,”** scheduled for **November 20 at Fiera Milano**, will feature innovation leaders and the international community of architects and engineers.

From drones to generative design, from predictive maintenance to supply chain implementation, and sustainability models, AI is revolutionizing the construction world. The global AI-in-construction market is ready to take off, opening new perspectives, but also raising questions about the role of human creativity in an increasingly digital context.

The event will provide an overview of completed projects and cutting-edge digital experiments, addressing crucial questions: How is AI rewriting the rules of design? What opportunities does it offer for improving the spaces of the future? What role remains for the creative genius of designers, artists, and architects?

An unmissable event exploring the fascinating intersection between technology and creativity, marking one of the most anticipated moments of **MADE expo 2025**.

**MIBA: AN INTEGRATED VISION FOR THE FUTURE OF CONSTRUCTION**

A further distinctive element of the 2025 edition is **MIBA – Milan International Building Alliance**, the international platform bringing together four leading events within a single ecosystem: GEE – Global Elevator Exhibition, MADE Expo, SMART BUILDING EXPO, and SICUREZZA. Thanks to this synergy, MIBA offers a unique opportunity for professionals and companies to access a comprehensive offering of technologies, materials, and solutions capable of driving the ecological and digital transition of buildings and cities. MIBA amplifies the reach of MADE expo, making it part of a broader, more innovative, and international project — one that combines a holistic vision with real market substance.