

INTERNATIONAL

REALTÁ MAPEI



Gjelder hele
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EN 92



MADE expo

in... Mapei

Mapei was very much to the forefront of international building, right across the board, at the first edition of MADE (Milan Architecture Design Building)

What is the point of MADE for Mapei? The answer lies in the fact that anything innovative in the building industry is an integral part of Mapei's DNA.

The Company took part in the first edition of MADE Expo 2008, which was held at the new Milan Trade Fair (Fiera Milano) in Rho-Pero from 5th to 9th February.

The results of this first event exceeded expectations. 170,779 people attended this innovative five-day international exhibition devoted to building and architecture, including 154,754 Italians and 16,025 foreigners. The very best of the building industry attended MADE Expo, displaying everything this sector has to offer ranging from design to construction, from services to high-tech solutions, not forgetting materials and finishes. Carefully focusing on the distinctive features of each separate sector of the industry, the event was a great success with specialist operators and designers.

According to Giulio Cesare Alberghini, the Managing Director of MADE event (the company in charge of the organization of the exhibition and its side events): "The 1,914 exhibitors enthusiastically took up the challenge of this



first edition, which was totally different from previous events in the building industry and hosted in a brand-new setting featuring some incredible structures and closely tied to the European market. The 1,625 Italian companies in attendance also got the chance to confront the international market, presenting the very best the Italian building industry has to offer."

For Mapei the location of this event had a very special appeal, since the Company has Milanese roots and is closely tied to the local area. Milan was once again the stage for architectural renewal and a leading player on the world economy, underlining its vocation, even in this sector, as an international showcase and benchmark not just for the world of building, but also the entire realm of architectural design. The organisers' efforts were reward-

ed by an array of important visitors, including architects and designers as well as specialist operators of this field, who admired the range of products on display and the exhibition layout, but, above all, acknowledged Milan's (and the Rho Trade Fair's) role as a catalyst of the very highest order.

The "SKIN – Architectural Surfaces" exhibition, a side event sponsored by Mapei, attracted plenty of interest. Side events, such as conventions, meetings and opportunities for taking a deeper look at the industry, turned out to be extremely popular. "Beyond our wildest expectations - according to Roberto Snaidero, the President of Federlegno-Arredo (the Italian Federation of Wood, Cork, Furniture and Furnishing Manufacturers) - the test which this first exhibition event set was most certainly passed. This opens up some interesting



development prospects for getting even more deeply involved in forthcoming editions of MADE Expo, forcing us to immediately devise strategies for internationally strengthening and developing the 2009 event".

Mapei to the Fore: "One Company - One World"

Mapei's involvement in the first edition of MADE Expo held in Milan, the city where Mapei was founded in 1937 and where this Italian multinational company still has its headquarters, was highly significant. Mapei was certainly committed to the event and displayed its products in two different stands, taking part in two of the side events as a technical and official sponsor: "SKIN - Architectural Surfaces", an exhibition

outlining technological materials and solutions for architectural services encompassing all the world's different cultures, and "MADE in..... posa", the first wooden floor laying and installation championships.

Mapei also sponsored a technical conference on the topic of "Stone materials: selection, installation, care and maintenance", with a speech being given by the engineer, Ms. Stefania Boselli, from Mapei's Technical Service Department. At the meeting - organised by "Italy for Marble" (Italian Association promoting Italian Natural Stone) on behalf of Confindustria Marmo (Federation of Italian Marble Industries), Acimm (Associazione Costruttori Italiani Macchine per Marmo - Association of Italian Manufacturers of Marble Machines), Assofom (Associazione Nazionale Produttori Forniture per Marmisti - Italian Association of Marble Furnishing Producers) and the Associazione Marmisti Regione Lombardia (Lombardy Stone Association) - Ms. Boselli focused on the most common issues connected with installing stone coverings, like, for example, the incorrect preparation of surfaces, the lack of joints that are often not properly arranged

and, in relation to the materials used, phenomena like dimensional instability and staining of natural stones.

Mapei decided to present itself at the event under the slogan "Mapei: One Company - One World", a clear allusion to Mapei's international research operations and the expertise this gives the Company, which always has benefits locally in terms of efficient solutions and systems for designers, installers and contractors.

But that is not all: this slogan is also intended to highlight how the international and global nature of the Mapei Group (operating in 24 countries worldwide through 51 subsidiaries and 47 plants) is a driving force behind (and great stimulus to) its design and development (based on research operations) of appropriate cutting-edge solutions. Being international means, for example, developing systems and products capable of providing effective solutions to the different demands coming from contrasting climates (from Scandinavia to the Arab Emirates) and complying with even the most stringent regulations (from the GEV in Germany to the LEED in the USA and Canada), also dealing with 5,300 employees (compared to 4,500 in 2006).

Visitors to the Mapei exhibition stands were provided with all kinds of information about the Company's different products and systems, as they looked at what was on display, collected technical documentation, and posed questions to technical and commercial staff, who, throughout the entire exhibition, were always ready and available. The first stand, located in Hall 4, cover-

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ing an area of 400 m² and set over two levels, was Mapei's official stand, providing information about all the various product lines traditionally on display at the (no-longer existing) fair SaieDue in Bologna. While keeping to the corporate colours, the new layout of the exhibition space played heavily on the concept of transparency, using both wide glass surfaces and special Plexiglas effects.

The section at ground level was structured around exhibition islands, carefully confined areas designed to focus attention on all the various products the Company has to offer.



The Company's solutions for the following sectors were presented:

- **installing ceramics, mosaics and natural stone**, focusing on the top of the range adhesives: **Mapei Class S**, composed of deformable (class S1) and highly deformable (class S2) adhesives, ensuring highly durable coatings even in extreme conditions;
- **building line**, mainly focusing on repairing concrete and masonry, restoration, waterproofing of terraces and balconies, below-grade waterproofing and road maintenance;
- **wall coatings**, presenting the entire range of products, including the MAPETHERM system;
- **resin and cementitious floorings**, underlining the high quality of Mapei systems, guaranteeing high perfor-



mances to meet both creative and design requirements;

- **major projects;**
- **installing wood and resilient materials**, focusing on ECO systems and on products for laying synthetic grass and tracks for sports facilities.



All the products and systems were presented in the form of demonstration panels, film clips and other important reference projects and graphic materials.

