April 8 al 14
2019
Superstudio Più
Via Tortona, 27
Milan

A project by:
Material ConneXion® Italia
Material ConneXion is a global materials and innovation consultancy that helps clients create the products and services of tomorrow through smart materials and design thinking. With locations in Bangkok, Bilbao, Daegu, Milan, New York, Skövde, and Tokyo, Material ConneXion's international network of specialists provides a global, cross-industry perspective on materials, design, new product development, sustainability, and innovation.

www.materialconnexion.it
Materials Village is a platform of events and initiatives aimed at promoting materials, sustainability, new technologies, and their manufacturers through an international route during outstanding international events, such as the Milan and Paris Design Week, London Design Festival.

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The Milan Design Week is an annual event built around the International Furniture Fair, which takes place at Rho Fiera.

During the Milan Design Week, the city hosts shows, parties, performances, and all exhibition events that can’t be hosted inside the fair grounds. This set of events is called FuoriSalone. Fuorisalone is the ideal location for companies to organize events, promote products without the restrictions of the trade fair where materials manufacturers are not allowed to rent spaces.
During the Milan Design Week, 500,000 professionals, architects, managers, and journalists come to Milan from all over the world.

Exhibiting at the MDW is the best chance to show a company’s products to an international clientele; this works particularly for manufacturers of materials for architecture and interiors, who hardly have other chances to get in contact with such a wide audience.
The location
Milano Design Week
Fuorisalone has its pulsating center in Zona Tortona, and particularly at Superstudio Più. With its “SuperDesign Show”, covering 10,000 sqm, Superstudio Più is the most important and visited location of the Milan’s Design Week. Materials Village is hosted in the Art Garden, right at the entrance: a lawn patch surrounded by trees, with a distinctive and unique atmosphere.

In 2018 more than 100,000 people visited the Materials Village.
Materials Village at Superstudio

Milan 2018
Materials Village is a unique opportunity to reach visitors coming to Milan for the International Furniture Fair and the Milan Design Week.

With the Materials Village, you can be part of a collective project that offers a complete package, including exhibiting space, visibility, and communication with the best value for money.
Materials Village
The format

The format is based on **houses and viewboxes of various shapes and dimensions** each dedicated to a theme: innovation of materials and processes of a single company; an architecture studio that interprets materials through its creative and design experience; a collective of synergetic companies in regards to a theme of innovation.
Exhibition spaces

Exhibition spaces include:

10 smq Houses

20 smq Houses

40 smq Houses

14 sqm Modular Viewboxes

The structures allow both internal and external fitting, to best highlight the products on display.
Materials Village and Superstudio Più main entrance, having most of the visitors’ traffic flow, is the most requested area to showcase one’s brand and products.

Materials Village offers companies the opportunity to position an art installation right in this area, according to the company’s own design, or in collaboration with internationally renowned architects, thanks to Material ConneXion networking and support. It is a top level exhibition format that fully exploits the huge visibility offered by the event, promoting the brand through journalists coming from all over the world, and promoting products to designers, architects and companies visiting the Milan’s FuoriSalone.
Materials Village Green is the area dedicated to eco-friendly products and environmental sustainability. It is a fully green area set up as a garden, with lawns, plants, trees and natural elements, allowing exhibitors to highlight their products' environmental qualities, and strengthen the sustainability feel of their display designs.
At Material Village, Material ConneXion Italia organizes great events for architects, professionals and buyers. During the various editions, great architects and international stars have chosen to present their latest projects and design creations to Materials Village, as well as attending the rich calendar of conferences: Karim Rashid, Stefano Boeri, Michael Young, Patricia Urquiola, Yona Friedman, Eric Quint, Humberto Campana, Marco Piva, Francesco Librizzi, Alessandro Borghese and many more.
Communication & Business

Materials Village is a showcase of qualified business that enables companies to develop important contacts with professionals and operators from around the world.

The format is studied to attract visitors and allows companies to organize their own private events.

- Promotion and launch of new products within an exclusive location
- Leads of architects and visiting companies
- The highest visibility for your brand
Communication & Business

The Media Partnership with Archiportale Group - archiportale.com, archiproducts.com, edilportale.com - , the largest Italian portal for all operators in the architecture and interiors businesses, as well as the media partnership with LifeGate, sustainable development landmark, provides Materials Village an outstanding visibility in the architecture and design community.
Paris Design Week’s most important event is Maison&Objet, International Fair dedicated to design, decoration and interior design. The fair invites more than 80,000 visitors every year, internationally.

In this context, Materials Village is hosted in the Pavilion dedicated to design inspiration in innovative materials and technologies, with a focus on materials, to the Contract sector, luxury hotels and restaurants.

The opportunity offered by Materials Village enables material manufacturers to test the event for eventual developments in the reference market, or to participate in a well-established and targeted trade show, leveraging the economic and image benefits offered by Materials Village and Material ConneXion.
Smart City: What’s next?
Designed and organized by Material ConneXion Italia, and ideal follow-up of exhibition Smart City: Materials, Technologies & People, the exhibition proposes a reflection over the intelligent city starting from its inhabitant, as “smart citizens” of tomorrow, able to face the challenges coming from the global changes we are undergoing.

The exhibition introduces material solutions and technologies in the different fields pertaining the smart city and into which the most significant changes take place:

Advanced Building + Infrastructures
Sustainable + Circular City
Smart Living + Inclusion
Connected City + Net Citizenship
Integrated Mobility + Accessibility
Food Policies + Urban Agriculture

The event - exhibition
Smart City: What’s next?

Redefining citizenship for the 21st century

From March 13° to April 14° 2019
Alcuni degli espositori delle diverse edizioni

PUMA and MIT Design Lab
3M
Abet Laminati
Beko
Grundig
Italcementi Group
IBM Italia
Coalesse
Toshiba Materials
Du Pont Corian
Turkishceramics
Italamp
Okite
Siemens
Design 528
Oikos
Oltremateria
Florim
Christian Fishbacher
Elitis
Gardesa
Akzonobel
Ferro
MIA
Granorte

IPM Italia
Basque Design Industries
Merck
Radici Group
Pozzi Electa
Trevira
Wind Tex
Naturtex
XL EXTRALIGHT
TaLi
Sofa Soft
Gemanco Design
Backlight
Sailmaker
Concreo
EB Marmi
Faos
B&F
Lignum Venetia
MBA
Preamfono
Linea Verde
EL - Essenze di Luce
Easy Green
A2A Smart City

Tile of Spain
Almeco Group
Archiproducts
TileSkin
Friul Mosaic
Buzzi&Buzzi
Roofingreen
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Tura
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