



26 YEARS OF SUSTAINABLE LIVING, INNOVATIVE MATERIALS AND DESIGN

**FROM 13 TO 17 MARCH 2007 THE BOLOGNA EXHIBITION CENTRE HOUSES
SAIEDUE LIVING, THE INTERNATIONAL EXHIBITION ON ARCHITECTURE,
INTERIOR FINISHING, BUILDING RENEWAL AND TECHNOLOGIES**

The exhibition space of SAIEDUE LIVING, the International Exhibition on Architecture, Interior Finishing, Building Renewal and Technologies running from 13 to 17 March 2007 at the Bologna Exhibition Centre is overbooked. A sign of the event's popularity among the companies of this sector, the commercial success of Saiedue Living will be continued by the 2007 edition, rich in events and design solutions. As a matter of fact, for TWENTY-SIX YEARS SAIEDUE LIVING has been the key TRADE FAIR FOR ARCHITECTURE, the driving force of creative ideas and innovative solutions of technological, ecologically sustainable living and design, the long-awaited updating opportunity for all those involved in the building industry (Architects, Interior designers, Designers, Building and Maintenance Contractors, Manufacturers, Door and Window Frame Makers – Craftsmen, Wholesalers and Retailers, Dealers – Public administrators, Apartment House Managers).

The size of an ever-growing fair

A many as **1.410 exhibitors** participated last year, occupying an area of **155.000 square metres** and the show was visited by **132.788** trade professionals – of whom **10.627** were foreigners. These figures confirm Saiedue Living as an exceptional showcase for architecture and its products, an efficient and well-organised event focused on the enhancement of business and trade.

The broad spectrum

Architecture in all its forms is the core of the Saiedue Living commodity range, comprising products, technological and design solutions that transform public and private houses into functional, safe and comfortable places. For five days the Bologna Exhibition Centre will feature **window and door frames, curtain walls, doors, windows, stairs, flooring, automatic devices, products for building renewal, safety & security and ecological building technologies**, hundreds of thousands different solutions with a special attention to stylistic research, user friendliness and safety in common.

The specialized theme shows

Specialized and highly technological, the Saiedue Living exhibition follows the latest developments in the fields of building and architecture offering solutions that meet the most recent living needs. To respond to the growing demand for highly specialized products, the exhibition has now extended its showcase with specific thematic areas. The Saiedue Living theme shows are now visited by thousands trade professionals each year. A longed-for event for window and door frame manufacturers and fitters, SATES, the Exhibition of Technologies and Systems for the Building Shell, will come back in 2007. Here the visitors can get a close-up view of the most modern profiles, curtain walls, ranges, technologies, accessories and machinery concerning the use of aluminium in the window and door production and, broadly, of whatever has to do with the building shell. The big news about the 2007 edition is SATES ALLUMINIO LEGNO, the theme show born of the collaboration between Saiedue and Uncsaal to stress the importance of aluminium-wood door and window frames, a technical solution that is gaining ground in the markets. Superior technical performance and design precision have indeed favoured the fast growth of aluminium-wood door and window frames and their share in the market of metal frames has risen sharply, going from 5,2% in 1999 to 12,1% in 2005. There is also the ecologically sustainable area of NATURPOLIS, the only Italian exhibition of ecological products for architecture (floors, coatings, varnishes, paints, special glass, low-temperature heating systems, mortar and plaster), there is the equipment for the usage of renewable energy in the building sector – SUNWEEK is the show featuring innovative solutions for the photovoltaic, thermal solar, wind, biomass technologies etc. – there are the marble and natural stone coverings of the LIVING STONES show and the flooring of FLOOR EXPO (from the most traditional wooden ones, to the most innovative laminate, pvc, metal and ceramics). Living safety and security is the main topic dealt with exhaustively by SECURBUILDING, the show that features the most sophisticated and efficient systems for the safety of public and private buildings (systems for the automation and remote control of security windows and doors, bullet and blast resistant windows, accident-prevention systems, switchboards for the control of electrical devices and sophisticated domotics). The manufacturing of wood doors and windows is the field dealt with by the theme show THE CARPENTRY OF SAIEDUE (LA FALEGNAMERIA DI SAIEDUE), a popular destination among craftsmen, building contractors and window and door frame manufacturers. Fully operational workshops show the high standards and the working speed of the new machinery in compliance with the most rigorous safety and anti-noise regulations. Scheduled for 2008 is DECOR AND COLOR SHOW, the two-yearly theme show dedicated to paints and interior decoration.

Special initiatives

A rich calendar of meetings completes the exhibition discussing the most up-to-date issues in the international panorama of architecture and involving the most important publishers and

organisations. The meeting and conference programme of Saiedue Living 2007, currently being scheduled, will be soon available on the exhibition Internet site www.saiedue.it.

The already approved events include “**L’intelligenza dei muri**” or “**Smart walls**”, a show organized by Uncsaal in a joint collaboration with Federlegno Arredo, Bolognafiere and O.N. Organizzazione Nike, taking place at the Centro Servizi of the Bologna Exhibition Centre which in the 2005 and 2005 editions housed the special events “Grandi Involucri” and “Trasparenze In Architettura”.

Curtain walls, windows and doors, glass, solar screens and accessories are the key elements of this event. Walking along two walls of technology and design - the walls of this area feature the best available technologies – the visitor is given a tour of the strategic role played by sun blinds, doors and front doors, sunshades, handles, automatic devices, glasses, parapets and banisters in contemporary architecture. The walls on view at Saiedue Living 2007, the fruit of the most up-to-date scientific research, are “smart” because they represent the added value of a building in terms of safety, design, comfort and energy saving. Here future-oriented architecture gains a deep insight into technology and design: the reception desk of this individual exhibition-pathway will provide information on the installation techniques, materials and product resistance. A pleasant and innovative show both as to the contents and the arrangement, “Smart walls” (“L’intelligenza dei muri”) is an opportunity for technical and scientific updating that is unrivalled in Europe.

Inspired by the success of the Saiedue Living event-shows organised within the former editions and recognized by the media and trade professionals as valuable insights into design (100% CALPESTABILE, VERTICALIA, 100% COLORS), the 2007 edition will bring another issue back in the spotlight, **EDEN - sustainable design**, that will be analysed in depth during a great, special event.

From 13 to 17 March 2007 at the Bologna Exhibition Centre the leading companies of Saiedue Living will redesign living spaces in line with the principles of environmental sustainability, energy efficiency and safety.

SAIEDUE LIVING

Organized by

Federlegno-Arredo and Federlegno-Arredo srl

In a joint collaboration with Edilegno, Uncsaal, BolognaFiere

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