



SAIEDUE LIVING CONFIRMS ITSELF AS EUROPE'S MAJOR TRADE-FAIR APPOINTMENT FOR ARCHITECTURE AND BUILDING FINISHES

GREAT SUCCESS IN TERMS OF VISITORS TO THE SHOW AND CONVENTIONS, IN THE FOREFRONT AS REGARDS TECHNOLOGY, DESIGN AND NEW MATERIALS

**EXCEPTIONAL CROWDS FOR THE SHOW'S 25TH BIRTHDAY:
SATURDAY 18 MARCH WAS THE DAY THAT SAW THE BIGGEST CROWDS EVER IN
THE HISTORY OF THE EVENT**

With an exceptional number of professional visitors – **132,788** recorded during the five show days of which: **10,627 from abroad** – and a **2.09% increase in number of visitors** compared to 2005, the 25th SAIEDUE LIVING, International Exhibitions on Architecture, Interior Finishing, Building Renewal and Technologies, closed on Saturday 18 March in the Bologna Exhibition Centre. The extraordinary result for 2006 is even more significant considering the almost 10,000 more visitors compared to 2004 similar in terms of inventory of products (with the DECOR AND COLOR show and the absence of SATES). Such a big success as regards the number of visitors can also be put down to the strong promotional campaign undertaken by Saiedue Living and the exhibitors, who promoted awareness among trade media and the daily press of major initiatives implemented during the course of the event.

1,410 companies, 155,000 square metres of show area and over **40 conventions** which addressed topics relating to contemporary living: the sum of all these factors confirmed Saiedue Living 2006 as EUROPE's most specialised appointment for the architecture sector and the only one able to provide building professionals with precise details on latest products and trends as regards finishing, refurbishment and building renewal.

The doors have closed and it is time to take stock: The opinions aired immediately after the event by firms, public and journalists are all positive. «This really was a top-level appointment with design and technological innovation playing a lead role - said Roberto Snaidero, Chairman of Federlegno Arredo. The exhibitors worked hard into both researching materials and as regards ecology. The Chairman of BolognaFiere and the Industrialists' Association, Luca Cordero di Montezemolo, who came to the opening ceremony on 14 March last, also thanked the 1,410 companies at Saiedue Living for their strong commitment in sustaining the Italian economy through regular investments in research and innovation for transforming homes, offices, shops and all public areas into safe, comfortable and environment-friendly places, sensitive to energy saving.» Also in agreement is Ugo Avanzini, vice-president of UNCSAAL, who recorded the satisfaction of members exhibiting at the show and the big expectations associated with the biennial SATES exhibition in 2007.

Both exhibitors and public agree that one of the prime features of the event is the close attention given to design and design research, evident both as regards the products on show and the refinement of the company stands, often the result of cooperation with leading names in the

international design world. Also convincing was the exhibition formula which saw traditional architectural products (**door and window frames, doors, windows, stairs, flooring, automatic devices, paints, products for building renewal, technologies for biocompatible building and accessories for safety & security**) side by side with a number of highly specialised areas, **the theme shows**

In crowded halls 19 and 20, Decor and Color Show, the colour and decoration show, presented a broad range of paints, varnishes, glazes, plastic wall claddings, colour-mixing systems, stuccoes, paint removers, brushes, fixatives, electric spray guns and lots of other solutions for renovating public and consumer areas with bright new colours.

SecurBuilding, an exhibition that crosses the entire event, presented safety and security and home automation solutions. As regards Home Safety and Security, at Saiedue Living 2006, a large show was set up centred on systems for the remote movement and control of door and window frames, security doors and windows, shatter and bullet-proof glass, modern accident-prevention systems, units for controlling sophisticated power appliances and domotic systems.

Sustainable building was in focus at SAIEDUE LIVING 2006 in exhibition hall 22 of the Bologna Exhibition Centre, where two theme shows were set up **Naturpolis** and **Sunweek**, dedicated respectively to ecological and ecologically upgrading products for the building trade and to solutions for exploiting renewable energies in architecture.

Hosted in the **JOINERY AT SAIEDUE** was wood-frame production machinery. The public was enthusiastic about the great speed of these technologies in making doors and windows – indispensable modern joinery tools for creating a silent and safe environment for door and window frame manufacturers.

The floorings of the **Floor Expo** show are widely used for public and private building: both traditional wood proposals and more innovative PVC, metal and ceramic products stood out in terms of their good looks, strength and high standards provided by modern technology: the floorings that premiered at Saiedue Living 2006 increase wellness in the home: designed to absorb walking noise and for energy saving, they are highly sound-dampening and heat insulating. re highly sound-dampening

The wall claddings in marble and natural stones of the theme show **Living Stones**, accommodated in exhibition halls 33, 34 and 35, are the result of careful design and design research studies: alongside a broad sample range of pebble stones and wall claddings, the show also presented extra-thin thicknesses, the result of modern cutting methods and innovative combinations of natural stones and other materials.

While the Saiedue Living 2006 event aroused interest and gave an insight into new design and manufacturing possibilities, of no less importance were the special events. Two large shows, of outstanding technological importance, focused the attention of the public and media on colour and transparency in architecture.

100% Colors, set up in exhibition hall 35 and organised by Saiedue Living in conjunction with MAPEI, shed light on the worlds of building project and contractors and showed how colour can change our perception of home interiors and affect our behaviour. The appealing set up proposals of ALDO BOTTOLI and GIULIO BERTAGNA, lecturers in perception and colour at Milan polytechnic, successfully managed to communicate recent neuro-scientific breakthroughs in the field of colour. By visiting the Show and attending the upgrade seminars of 100% Colors, the trade professionals and specialised press experimented the expressive and psychological force of «colours» architecture, capable of major enterprises: speeding up healing processes in hospitals and clinics, facilitating learning in schools and reducing delinquency in city outskirts. The products, materials and finishings – almost 100 the installations on show – demonstrated how public living

areas and consumers can change thanks to floorings, doors, windows, wall claddings and stairs, renovated by projects and colours.

The star of «**Transparencies in architecture**» shined for five days in the Services Centre of the Bologna Trade Fair Centre, showing planners and engineers and building professionals the endless possibilities offered by glass in terms of comfort, design, safety and security, environment and future. Over 100 linear metres of glass slabs delimited the exhibition's start circuit, designed by Uncsaa with the support of all the industry Associations of the Italian building trade production chain and organised in conjunction with Federlegno-Arredo, BolognaFiere and O.N. Organizzazione Nike. An appealing setting and layout with over 50 types of products and the participation in the show of the world's three major building glass manufacturers (Glaverbel, Pilkington and Saint Gobain) and major Italian producers. Together they presented the enormous potential offered by light envelope in terms of wellness, saving and sustainability. Thanks to Transparencies in architecture and to the technical-scientific route that made it up, the project and building worlds were able to admire the most innovative solutions associated with acoustic, heat, optical-light, low-emission, bullet-proof, etched, luminescent, photo-chromatic, glazed, liquid crystal, photovoltaic, X-ray shields and self-cleaning slabs.

The architecture of Saiedue Living 2006, which looks towards the future and wagers on renewable energy, innovative materials and cutting-edge technologies, requires adequate products and solutions but also ideas and planning qualities. That is why the event brings together a show without equal in EUROPE and a packed calendar of meetings – over 40 the appointments of the event that has just closed, organised in conjunction with major publishers, leading companies and international associations. Before packed audiences, discussions centred on the Application of European Directives to motorised access-barring devices; raw-earth buildings; window and door frames and acoustic performances; neuroscience and Colour Design; buildings in light materials; biomass-fuelled power plants; new sources of income for building resale: tintometers as profit centres; nanoparticles and relevant applications in building; high energy-efficiency buildings; the quality and functional efficiency of work environments; Energy Certification and CE marking; Basle 2; Ongoing research for Colour Project; the acoustic performance of buildings; environmentally friendly architectural planning; wood door and window frame coating and environmental problems: water and powder varnishes; UNI Mark and CE Mark on flat building glass; Energy certification for buildings; geothermal heat pumps and radiating low-consumption climate control; new regulations on the fire reaction of materials; construction of buildings in earthquake areas; insurability of qualification and renovation building work; application of UNI EN 13241-1 product standards to industrial and commercial access-barring devices, for garages and gates.

BIG EXPECTATIONS ALREADY SURROUND THE NEXT SAIEDUE LIVING SHOW AND THE BUILDING ENVELOPE TECHNOLOGIES AND SYSTEMS OF THE SATES EXHIBITION

**SEE YOU AT SAIEDUE LIVING 2007,
BOLOGNA TRADE FAIR CENTRE, 13th - 17th March**

SAIEDUE LIVING

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