



**FOR 25 YEARS, SAIDUE LIVING HAS BEEN “THE” INTERNATIONAL ARCHITECTURE SHOW FOR DESIGNERS AND BUILDING CONTRACTORS, THE HIGHLY QUALIFIED UPDATE ON PRODUCTS AND TECHNOLOGIES, THE MOST DYNAMIC WORKSHOP OF IDEAS AND INNOVATION FOR CONTEMPORARY LIVING**

*The twenty-fifth edition of the International Exhibitions on Architecture, Interior Finishing, Building Renewal and Technologies will take place in Bologna Exhibition Centre from Tuesday 14 to Saturday 18 March 2006.*

*Transparency and colour in architecture, the main themes of the special events at the 2006 edition.*

Tuesday 14 March marks the opening of Saiedue Living in the Bologna Exhibition Centre. This internationally accredited show, the most important of its kind dedicated to the building trade, attracted 130,071 professional operators in 2005, 12,084 of whom were foreigners.

**SAIEDUE LIVING** - International Exhibitions on Architecture, Interior Finishing, Building Renewal and Technologies from Tuesday 14 to Saturday 18 March 2006 brings to Bologna Exhibition Centre **1,410 leading manufacturers of door and window frames, doors, windows, stairs, flooring, automatic devices, paints, products for building renewal, technologies for biocompatible building and accessories for safety & security.** The exceptional spectrum covering a **display area of 155,000 square meters** will be further enhanced by the contribution of the biennial DECOR AND COLOR SHOW, a unique platform for paints, varnishes, products and machinery destined for the interior decorating and building renewal world that this year focuses on the new regulations that will considerably reduce the use of solvents and thinners in paints for the building trade. Over the years, the packed calendar of meetings that accompanies the Exhibition and the organisation of special events and shows that are popular with both the media and the public have confirmed Saiedue Living as a qualified and authoritative driving force of innovation and trends and the privileged meeting place for designers and building contractors. The four key events of the twenty-fifth edition are dedicated to the use of **COLOUR and GLASS IN ARCHITECTURE.**

**100% COLORS - Color in Architecture - Show-catalogue of materials, products and design procedures**

**100% Colors**, devised by Saiedue Living in conjunction with Studio Associato B&B Color Design Giulio Bertagna and Aldo Bottoli, lecturers at the Faculty of Design of Milan Polytechnic and staged in exhibition hall 35 like the special events of the 2004 and 2005 editions (100% Calpestable and Verticalia), is a show composed of materials and products, intended as colours, surfaces and lights. An innovative scientific interpretation of colour and its perception exalts the chromatic properties of products and materials, which take on a new added value: this is the aim of 100% Colors, an exhibition where the emphasis lies more on its content than visual impact. This new scientific approach to the world of colour (*...no longer the mere choice of colour, but rather the colour project*) gives the initiative an exclusive cultural value with regard to the innovation and uniqueness of the event.



The exhibition layout does not include scenery as an end to itself, but rather an installation obtained by the representation obtained from specific scientific contents, experienced by the visitor through perceptive phenomena: each section of the exhibition-pathway is backed by a scientific justification and is intended to be considered as an example of potential planning and production applications. A fully comprehensive investigation on the use of colour in architecture, **100% Colors** is composed of specialist seminars and a vast and suggestive showcase that highlights the emotional and technical components of the products. Surfaces, lighting sources, sounds and chromatic sensations strike visitors with multi-sensorial stimuli, by proposing colour no longer as a cosmetic value added to shape, but rather a psycho-physiological factor of primary importance and a vehicle of well-being. Materials, products, systems for architecture and interior finishing, experienced through the project, are the absolute lead parts in the Exhibition and suggest a kaleidoscope of chromatic applications and new interpretations of living space.

#### **TRANSPARENCY FOR ARCHITECTURE – Exhibition Pathway 2006** **Using glass to invent novel ways of planning and building**

A great star between wood and metal encloses the very best that glass offers in the world of architecture. With an exhibition pathway set up in the Services Centre of Bologna Exhibition Centre, Saiedue Living 2006 informs the worlds of design and building regarding the functions of glass, from comfort, safety and security, design, the future and ecological standpoints. The technical and scientific update on the proposals of world glass markets is assured by the presence of description totems throughout the Exhibition that provide additional information regarding the glass on show. At the 2006 edition, five points form the star of transparency and the exhibition is broken down into five theme sections divided into soundproof, *thermal, optic-luminous, semireflective, layered, selective and low emission glass; Bullet-proof, burglar-proof, simple safety, tempered and armoured glass; screen printed, etched, ground, machined, printed, painted and curved glass; iridescent, luminescent, photochromatic, electrodynamic, and liquid crystal glass; photovoltaic, semi-reflective, x-ray-proof and self-cleaning glass*. Transparency for architecture offers the planning sector unlimited potential for living well-being, safety and security, design, futuristic atmospheres and respect for the environment. The project is promoted by Uncsaal, Federlegno Arredo and Bolognafiere and the organisation is managed by O.N. Organizzazione Nike.

#### **MADEINCOLOR – A pilot arena for building materials retailers**

The building materials retail industry adds colour and value to its activities to promote customer satisfaction. The idea of staging madeincolor at Saiedue Living 2006, in exhibition hall 20, grew out of a perception of change in the building products and services distribution sector, which has led retailers to offer painting and decorating products alongside building supplies and materials in general. To provide an innovative pilot demonstration of how these sectors can be represented inside a retail outlet, SAIEDUE LIVING has joined together with the “made” Group in planning the set-up of a pilot area. Innovative retail outlets can present themselves as the cradle of a new culture a new way of doing, operating, proposing and satisfying in the realm of building. For this reason Madeincolor suggests that retailers should offer not only building materials, but also services and care within the realm of construction.



### **IAM EXPO - Innovative materials for architecture**

Organized by Saiedue Living in association with Material Connexion Milano, the first research and information centre specialised in innovative materials, IAM EXPO exhibition provides its visitors and exhibitors with a comprehensive overview of new materials for architecture, interior finishings and building renewal.

### **SAIEDUE LIVING: 25 years of exhibition and events at the service of the building industry.**

For the 2006 edition, Saiedue Living, the most complete and best qualified international review of **door and window frames, doors, windows, stairs, flooring, automatic devices, paints, products for building renewal, technologies for biocompatible building and accessories for safety and security**, extends the range of the products and services showcased with eight highly specialised theme areas: DECOR & COLOR SHOW – colour and decoration show; NATURPOLIS – the exhibition of ecological and ecologically upgrading products for the building trade, FLOOR EXPO – the flooring exhibition, SECURBUILDING - the exhibition of safety and security, domotics and smart systems for the home and office, SUNWEEK – the renewable energy exhibition, LIVING STONES – the exhibition of marble and natural stones, LA FALEGNAMERIA DI SAIEDUE – exhibition of machinery for the production of frames and UTENSILIA – exhibition of professional tools and fastening systems. Sates, the biennial exhibition of systems and technologies for the building envelope, will make its return to Saiedue Living at the 2007 edition.

**SAIEDUE LIVING, a thinking exhibition.** Internationally acknowledged as the most important building industry trade fair, over the last twenty-five years SAIEDUE LIVING has accompanied the evolution in lifestyles, by promoting innovative ideas and solutions. The multitude of events, special shows, seminars and workshops organised within the exhibition– more than 92 at the 2005 edition – for five days transform Bologna Exhibition Centre into a workshop of creativity, technology and design and an exceptional instrument for professional updating and verification on the architecture, interior finishing, building renewal and conservation sectors. This is why, in 2005, Saiedue Living was visited by 130,071 trade professionals, of whom 12,084 were foreigners.

**New quality living solutions will be showcased from 14 to 18 March at the Bologna Exhibition Centre.**

### **SAIEDUE LIVING**

*Organised by:* **Federlegno-Arredo and Federlegno-Arredo srl**

*In conjunction with:* **Edilegno, Uncsaal, BolognaFiere**

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