



Salone Internazionale  
dell'Industrializzazione Edilizia  
International  
Building Exhibition

## INTEGRATE TO BUILD

### New at SAIE 2010

2010 is a turning point for SAIE, with a new format, new contents, and new ideas that the 46<sup>th</sup> edition of the International Building Exhibition (held in Bologna from 27 to 30 October 2010) offers to professionals in the building industry. There are many new features for the 170,000 visitors and 1,700 exhibitors that regularly fill the 235,000 m<sup>2</sup> of the exhibition, united this year under the slogan "Integrate to build." SAIE 2010's mission is to help achieve full and effective integration of knowledge, skills, and technologies in order to drive the building industry toward the qualitative leap that professionals are so eagerly awaiting.

## THE THREE PILLARS OF SAIE 2010

The 2010 edition is based on three main areas: sustainability, production, and services. Three complementary and integrated aspects of a single activity, three areas containing the traditional LATERSAIE, SAIEBIT, SAIELEGNO, SAIE NEW STONE AGE DESIGN, SAIENERGIA, SAIECANTIERE, SAIEPRECAST and SAIECONCRETE events. A detailed programme of events offers visitors and exhibitors a 360° look at current trends in each area.

### Integrate with energy: SAIENERGIA & SUSTAINABILITY

After the successful 2008 and 2009 editions, SAIENERGIA expands to become SAIENERGIA & SUSTAINABILITY, uniting spaces devoted to renewable energies with those devoted to materials, systems, and components for safe and sustainable building. As always, Hall 14 will host Piazza dell'Energia, the site of conferences, workshops, exhibits, debates, and meetings coordinated by Mario Cucinella. This year, in addition to Piazza dell'Energia, other theme areas will be devoted to the infinite aspects of energy-efficient building.

### The advanced yard: SAIECANTIERE & PRODUCTION

The traditional attention that SAIE offers to yard equipment producers evolves into SAIECANTIERE, a theme area devoted to in-site and off-site production, enhanced with a series of events, projects, and demonstration spaces specifically designed to present domestic and foreign products in the best way.

### Intangible building: SAIESERVIZI

With 20,000 m<sup>2</sup> devoted to technical services for building and architecture, SAIESERVIZI is Europe's largest theme exhibit of technical software and hardware and of design, building, and maintenance tools. In addition, a series of forums and spaces will give professionals a chance to network and exchange the latest information.



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## **THE WORLD OF SAIE**

### **Architecture&Innovation**

Cuore Mostra, interpreting current trends and anticipating future developments, has always been one of the year's top events for the building industry. The 2010 edition is devoted to great architects whose works integrate new technologies, new materials, and new energy systems. Examples of innovative architecture which, thanks to integration, are milestones for the entire building industry.

### **Saieselection: the competition for students and young architects**

The theme of the first edition of SAIESELECTION, the competition reserved to students and young architects, was "Low cost & low energy sustainable housing." The competition, which in 2009 generated over 160 works from 18 countries, returns this year with the theme of integration in architecture.

### **Green & Stone: a green idea for urban design**

SAIE New Stone Age Design, the theme area devoted to natural stone and to its many applications for design objects, was created in 2008 thanks to a partnership among SAIE, Confindustria Marmomacchine, and Consorzio Pietra Autenticamente Naturale. In 2010, the theme of the third edition is integration of stone and greenery to create new forms of urban design.

### **Guide to new products**

The litmus paper for innovation in building has reached its 7<sup>th</sup> edition: the Guide to New Products, edited by Artec (Archivio delle Tecniche e dei Materiali per l'Architettura e il Disegno Industriale) of University IUAV of Venice, which has collected new products presented at SAIE since 2004. In addition, every year the New Product Selection awards and displays the most innovative products at an exhibit in the Services Centre.

### **SAIECET**

New at SAIE 2010: the first edition of SAIECET, the only international exhibit devoted to Security Doors and Gates (garage doors, industrial doors and gates, fire doors, security doors, automatic doors and gates, drives, accessories, etc.). Sponsored by UCCT (Unione Costruttori Chiusure Tecniche), SAIECET will host a variety of events and meetings of interest to the entire sector.

## **NEW SERVICES FOR GLOBAL BUSINESS**

SAIE 2010 also offers a wide range of services to promote and improve the business of exhibitors and visitors:

- new web services, with a preview service for companies, presenting information up to 3 months before the exhibition;
- on-line seminars in cooperation with engineers and architects;
- a space where professionals and companies can network;
- on-line ticketing to speed access to the exhibition;
- newsletters targeted to industry initiatives, reaching the enormous database of professionals compiled by SAIE in over 40 years of activity;
- industrial events aimed at actively involving professionals and visitors;
- web community, in cooperation with the Edilio portal, active all year long.