

URBAN SOLUTIONS: LIGHT & ENERGY FOR THE PUBLIC ADMINISTRATION

A PLAZA-PARK FOCUSING ON SOLUTIONS FOR URBAN REGENERATION AND DEVELOPMENT WILL BRING TOGETHER KEY SECTOR PLAYERS

Milan, 28th January 2009 – The city is the privileged domain for architectural expression, but also the place where citizens can benefit from the solutions and facilities provided by the public administration to carry out social and private activities. We evaluate a city's progress in terms of the authorities' capability to organise a comfortable environment able to improve the lifestyles of the individuals.

Light, energy, environmental protection and the regeneration of urban areas are the crucial issues that contemporary society has to face at the beginning of the third millennium.

URBAN SOLUTIONS, in the wider framework of LivinLuce and EnerMotive, is the place for meeting and comparison for the public administration, the designers and the companies, becoming key players, exchanging information and exhibiting projects of excellence.

The best lighting design innovations and most advanced energy efficiency solutions will be central to Urban Solutions, planned for **26th to 30th May** as part of the important appointment of LivinLuce and EnerMotive 2009 at Fieramilano.

With its origins lying in the wider context of a strategic repositioning of the exhibitions, Fiera Milano Tech conceived Urban Solutions as an innovative idea to respond to the requirements of a sector that could benefit from a meeting point, where real solutions can be grasped immediately and both offer and demand can be directly measured up against one another.

At the very heart of the exhibition, the Urban Solutions project will represent **a huge laboratory of urban regeneration** which focuses on the specific needs of local authorities. Issues such as energy containment and saving, lighting, safety, environmental protection, regeneration and the development of large outdoor areas will be interpreted in specific ways, with the aim of offering solutions to all those working in the public arena and who have to face the present-day challenge of combining aesthetic requirements and environmental friendliness to an area that is constantly coming up with new technologies and solutions.

Urban Solutions will stage a plaza-park directly in the halls where LivinLuce will take place. The idea for this project, developed by architect Sabina Antonini (EN Space, Milan), comes from the idea of the plaza, the square, the best place where social and cultural relations can be established, where to exchange ideas, to socialize, a place rich in architectural and artistic significance and where the green areas are assuming more and more importance. The plaza, therefore, as a great laboratory for urban regeneration, which provides local authorities with an arena of constant interaction between social needs and possible solutions, in the place that reflects the ambitions of contemporary living.

Solutions, applications and selected projects for urban regeneration, especially focused on efficient energy use in lighting design, will be presented in the large area given over the project. These best practices will serve as a reference point for local authorities, and will be put forward by young architects and planners who will be able to exhibit the latest solutions devoted to this sector thanks to their collaboration with ANGIA, Associazione Nazionale Giovani Architetti, Pianificatori, Paesaggisti e Conservatori ("National association of young architects, designers, landscape architects and curators"). In parallel, a convention and seminar area will be used to

provide more in-depth analysis into the projects and solutions on show, in addition to serving as a meeting place for the key sector players.

The exhibition area will not be made up of traditional stands, but will highlight the greater range of solutions nowadays available to public authorities through illuminated corner areas and composite spaces. Products and solutions will be integrated into potential areas of application - e.g. from public parks to street furniture, from public buildings to cultural assets - in order to give the visitor a direct impact. This is therefore a new proposal for companies who can avail of sponsorship packages and a "custom-made" fair presence with respect to their visibility, position and product requirements for the target audience.

In fact Urban Solutions will be at the centre of a wide-ranging advertising campaign, also reaching, thanks to the support of numerous associations and orders, lighting designers, urban planners, local public authority officials, managers and people in charge of lighting design for public buildings, energy managers, officials and executives who work in the area of cultural assets, real estate companies, public transport companies and all the parties who collaborate at various levels with local authorities in regeneration and urban maintenance projects. These people will discover that Urban Solutions is an excellent opportunity to keep abreast of the latest trends and to network with other professionals.

Urban Solutions is already supported by:

the Ministry of national heritage and culture

the Municipality of Milan, Councillor's Office for street furniture, urban decorations and green areas

the Province of Milan

the Chamber of Commerce, Industry, Crafts and Agriculture of Milan

AIDI - ("Italian lighting association")

ANCI - ("National association of Italian municipalities")

A.N.Gi.A - ("National association of young architects, planners, landscape architects and curators")

("National council of architects, planners, landscape architects and curators")

("Regional council of Lombardy of the Order of architects, planners, landscape architects and curators")

("Order of architects, planners, landscape architects and curators of the Province of Brescia")

("Order of architects, planners, landscape architects and curators of the Province of Lecco")

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