

## "INSTANTHOUSE SOCIAL CLUB": THIRD EDITION OF THE COMPETITION

*SPOTLIGHT ON THE CREATION OF NEW SPACES ALONG THE CITY'S WATERWAYS FOR EXPO 2015*

In view of the next edition of MADE expo scheduled from 5 to 8 October 2011 at Fiera Milano Rho, **FederlegnoArredo, in collaboration with Milan Polytechnic**, is promoting the competition "**InstantHouse Social Club**", for students and post-graduates from Italian and foreign faculties of Architecture, Engineering and Industrial Design.

The central theme of this competition is the creation of **Social Clubs, a network of services along Milan's waterways and part of the Expo 2015 project**, a path that unites Milan's main parks thanks to rediscovery of the city canals, connecting the historic part of Milan with areas selected for subsequent urban redevelopment and transformation. This initiative integrates with social housing work already started or scheduled for the near future.

**The Social Clubs are seen as a new piazza for the surrounding districts but also for the city itself, somewhere for its inhabitants to meet up and socialise.** Management of Social Club project activities could be entrusted to Cooperatives and No-Profit Associations with the objective of creating tangible opportunities for social cohesion, sustainable construction and experience of the natural territory.

The winning project will become a reality, built by FederlegnoArredo on a selected site along the waterways at Expo 2015.

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*"The aim of the InstantHouse Social Club competition", says **Rosario Messina, president of FederlegnoArredo**, "is to create a context for living and work that supports the entire population, above all the medium-low bracket. These are activities that will accompany inhabitants and workers with sporting, cultural and social initiatives coordinated by No-Profit Associations and Cooperatives. Furthermore, **these buildings also have an ecological aspect that must not be ignored, a feature dear to the Federation in every project it realises".***

Projects must use materials that take the temporary nature of the Social clubs into consideration and meet the needs for rapid assembly and eco-friendliness, like wood, for example. **All the material** for the structural parts, the padding panels, interior design and architecture and door and window frames will **respect ecology and building quality**, very important issues for MADE Expo.

The deadline for competition registration and receipt of the plans is **noon on 17 March 2011**. The projects must be received at the headquarters of FederlegnoArredo - Foro Buonaparte 65, 20121 Milan, marked with the words "Concorso INSTANTHOUSE". Entrants are automatically registered in the competition on receipt of their project. Full information and competition rules and regulations can be found at [www.federlegnoarredo.it/made](http://www.federlegnoarredo.it/made) and it will also be widely publicised as part of promotion of the October 2011 edition of MADE expo.

MADE<sub>expo</sub>

Milano Architettura Design Edilizia

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