



Ministero dello Sviluppo Economico

DIPARTIMENTO PER L'IMPRESA E L'INTERNAZIONALIZZAZIONE
Direzione Generale per le Politiche di Internazionalizzazione
e la Promozione degli Scambi



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Press

THE MINISTRY OF ECONOMIC DEVELOPMENT AND FEDERLEGNOARREDO TOGETHER FOR MADE IN ITALY WITH THE "EMERGE ITALY " PROJECT

The awards ceremony at Saloni 2013 the for the young American architects who won the competition (11 am on Friday, 12th April in the sala Aries Centro Servizi)

In 2012, the United States was one of Italy's main export markets for wooden furnishing, with a significant increase in sales leading to a total exceeding 700 million euros. For the past two years, FederlegnoArredo has activated an important collaboration with leading architectural studios in the United States, enabling Italian companies in the sector to find new business in North America and in the many countries in which these studios themselves operate.

In order to strengthen the presence of the wooden furnishing businesses in this market, during the **year of Italian culture in the United States**, the **Italian ministry for Economic Development (MISE)** has launched a project to promote the wooden furnishings sector. With the collaboration of **FederlegnoArredo**, this foresees the involvement of American architecture studios in organising a competition entitled "**Emerge Italy**", aimed at the **young designers** employed by these studios who are working on international projects, in particular in the Persian Gulf, Russia, China, India, Singapore, South Africa and Mexico.

"The collaboration with the Ministry", explains **Roberto Snaidero**, president of FederlegnoArredo, "represents an important new milestone in the journey the Federation began two years ago, which aims to expand the export quota of our products in a market increasingly attracted by Italian style, especially among the younger generations".

At the **Saloni 2013 at 11 am on 12th April**, the mixed commission overseeing the competition, comprising the **MISE**, **FederlegnoArredo** and **IIDA** (International Interior Design Association) will meet in the Sala Aries at the Services Centre of

Ufficio stampa e comunicazione
FLAmedia
Foro Buonaparte, 65 • 20121 Milano
Italy • Tel +39.02.80604.1
Fax +39.02.80604.392
press@federlegnoarredo.it



Fiera Milano-Rho and assign the prizes to the **three winners of the contest**, selected over the past months by an **American jury** consisting of John Czarnecki (AIA Association - Contract magazine), Lewis Goetz (IIDA, FAIA - Leo A Daly) and Brian K. Graham (IIDA, IDSA - Graham Design Studio).

The theme tackled by the 30 young architects participating in the initiative was the creation of new products planned specifically for Italian companies in the lighting, office, kitchen, bathroom, living room, bedroom and interior accessories sectors.

The event at the Saloni represents the first in a series of steps for the 2013 competition. Over the next few months, the architecture studios and/or association that saw their architects awarded prizes, will offer work experience to a group of **young Italian designers (under 35)**, with the final aim of facilitating the reciprocal relations between American structures and Italian businesses.

“With this project”, stresses **Pietro Celi**, director of the office for Internationalisation Policies and Promotion of Exchanges at MISE, “we aim to build long-term, fruitful alliances between the decision makers of planning in the United States and Italian companies in the wood and furnishing sector, so that Italian-made products can have a facilitated entry into the American market and into the most promising other markets”.

In May, with FederlegnoArredo and in collaboration with ICE, the Ministry will have a stand at the ICFF stand in New York to promote the results of the competition and present the objects realised. In June, it will be at the Neocon fair in Chicago, where a series of targeted events for Italian companies will be organised. The next Italian step in the project will be in October 2013 at the **MADE expo**, the international fair dedicated to architecture and construction, which will see the joint participation of Italian and American partners.

Milan, 9th April 2013