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INTRODUCING THE MADE SUSTAINABILITY PRIZE: A NEW AWARD CELEBRATING SUSTAINABLE ARCHITECTURE AT MADE EXPO 2025

Milan (Italy), 27 March 2025 – The 2025 edition of MADE Expo, taking place from 19 to 22 November at Fiera Milano (Italy), marks another significant step forward in promoting innovation and sustainability in the construction and architecture sectors. Among this year’s key highlights is the launch of the MADE Sustainability Prize, a prestigious award created in collaboration with the Politecnico di Milano, exclusively for MADE Expo. This award will recognise exhibiting companies that stand out for their innovative and sustainable solutions in design and construction.

AN AWARD INSPIRED BY THE NEW EUROPEAN BAUHAUS

The MADE Sustainability Prize aligns with the principles of the New European Bauhaus (NEB), the European Commission’s initiative promoting a new vision for the built environment based on Sustainability, Beauty, and Inclusivity.

Aimed at celebrating companies shaping the future of architecture, the award will honour products and services showcased at MADE Expo 2025 that best embody these three pillars. Winning entries will make a tangible contribution to ecological transition, technological innovation, and the overall quality of life in urban and architectural spaces.

“Creating an award like the MADE Sustainability Prize is not just about recognising excellence in sustainable architecture; it’s also about encouraging the entire sector to embrace meaningful change. Now more than ever, companies need high-profile visibility and opportunities to differentiate themselves in an increasingly competitive market,” says Paola Sarco, Head of Building&Industrial Exhibitions at Fiera Milano. “This award is a valuable opportunity for companies, as it recognizes innovation and commitment to sustainability while providing an exclusive networking platform with experts, designers, and international stakeholders. Being selected as a finalist—or even better, winning—means strengthening industry leadership and actively driving positive change in the built environment.”

THE SCIENTIFIC AND CULTURAL SIGNIFICANCE OF THE MADE SUSTAINABILITY PRIZE

The MADE Sustainability Prize is more than just an award for the best sustainable innovations—it is also a key scientific and cultural initiative. With the support of the Politecnico di Milano, the award will serve as a tool for evaluation and analysis, monitoring and driving transformation in the construction industry while giving tangible recognition to exhibitors' contributions to the ecological transition.

“To award is to recognise quality, to promote innovation, and to share excellence. This is the spirit of the MADE Sustainability Prize,” says Niccolò Aste, from the DABC department at the Politecnico di Milano. “MADE Expo is Italy’s leading showcase for the building sector, and its influence on industry professionals and the market is undeniable. The award, inspired by the New European Bauhaus, brings attention to a transition that is not only ecological but also inherently energy-efficient, functional, and aesthetic. The contribution of the Politecnico di Milano adds further value to this initiative, thanks to its multidisciplinary scientific expertise—an excellence that has earned it a place among the world’s top academic institutions.”

The initiative aims to foster a high-level debate on sustainable architecture while promoting best practices and setting new environmental and quality standards for the entire industry. As part of a broader cultural evolution, the MADE Sustainability Prize seeks to raise awareness among companies and professionals about the importance of responsible and conscious design.

THE CATEGORIES OF THE MADE SUSTAINABILITY PRIZE

The award is structured around three main categories, reflecting the core principles of the NEB:

- **SUSTAINABILITY** – Recognising products and services that enhance energy efficiency, reduce emissions, utilise recycled materials, and offer innovative solutions to combat climate change.
- **BEAUTY** – Rewarding projects that improve the aesthetic, structural, and functional quality of buildings, enhancing well-being and the usability of spaces.
- **INCLUSIVITY** – Highlighting products and services that promote accessibility, remove architectural barriers, and engage communities in the design process.

Additionally, a **Special Jury Prize** will be awarded to the company that best embodies the spirit of the MADE Sustainability Prize in today's context.

A PANEL OF EXPERTS TO IDENTIFY EXCELLENCE

Applications, which must be submitted by 12 September 2025, will be evaluated by a jury of experts coordinated by the Politecnico di Milano. The panel will include distinguished professionals in sustainable architecture with experience in internationally significant projects, research, and studies.

Following a rigorous selection process, the jury will shortlist three finalists per category, with the winners announced at MADE Expo in Fiera Milano on Friday, 21 November 2025.

To further highlight the innovations presented, the Politecnico di Milano will organise **guided tours** of the semifinalists' exhibition booths for a selected group of professionals. Led by experts in sustainable architecture and technological innovation, these tours will provide an in-depth exploration of cutting-edge solutions and insights into the design and technology behind them—directly from their creators. This initiative aims to foster dialogue between academia and industry, encouraging knowledge-sharing that benefits both professionals and the next generation of designers.

With the MADE Sustainability Prize, MADE Expo 2025 reaffirms its position as a key platform for innovation and sustainability in construction and architecture, providing a unique opportunity to celebrate excellence and anticipate future industry challenges.

For more information: www.madeexpo.it/en