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# PRESS RELEASE

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FUORISALONE 2017

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# MILANO DESIGN WEEK

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4 - 9 April 2017

## **MODOM Microarch - Nomadic and Modular Architecture - Lifestyle Space Revolution**

MODOM disrupts spaces, also ones that are intended to a new, dynamic and contemporary lifestyle. The Company designs and produces MICROARCH – an innovative housing model which is modular, transportable and technological, as a response to the needs of urban nomads, who wish to live in a different way.

During Fuorisalone MODOM exposes its innovation: a brand new building system, patented and made in Italy. The house can change over time according to the needs of the user. Microarch is a dynamic and evolutive architecture. It is possible to expand or reduce the space by adding or removing panels to the building.

The key element is to prefab a “sandwich” panel and use it both for the floor, the wall and the ceiling; the load-bearing structure is made of wood and the interspace is filled with sustainable insulating materials, in order to ensure high thermal and acoustic performance with integrated; it also has shafts, to ensure the pipes and cables lining, and the possibility to customize the interior and exterior finishes. Each panel is characterized by three factors:

- **modularity**, each panel can be easily fixed or disassembled;
- **transportability**, dimensions are optimized for a container, so that no exceptional convoy is required;
- **technology**, easy installation of the piping, cables and domotics, also the ability to integrate furnishings.

The building system is particularly suitable for the construction of dwellings or social housing projects; furthermore panels can be used as infill for existing structures, in order to renovate abandoned or unfinished estates.

Not only homes: in response to new social dynamics it is also possible to build temporary modules, like info points, coworking space, mobile offices, pop-up store or exhibition stands and so on.

## **SHORT BIOGRAPHY:**

MODOM Srl is an innovative startup, founded in August 2014 and based in Montepandone, in the province of Ascoli Piceno. The company deal with architecture and design.

MODOM promotes a new lifestyle and a new notion of space, by designing and building functional and modular architectures. In order to meet the current (and future) generation needs, these architecture has to be so flexible to exceed the concept of real estate. They has to become; and to adapt to the sudden changes of final users.

The project received several awards, from business plan competitions like **eCapital**, **StartCup Marche** or the Premio Nazionale per l'Innovazione (**PNI**) in 2104 and was recently selected by **Klimahouse** among the top 10 startups in Italy in the green building industry.

## **EVENT | PERFORMANCE:**

The event, scheduled on Friday the 7th April at 18:00, consists of an aperitif with a live performance: the artist “Vittorio Amadio” ([www.vittorioamadio.com](http://www.vittorioamadio.com)) is going to paint the external finish (in fiber cement equitone) of the module MICROARCH.

The object of the performance is linked to the concept of “DIVENIRE”

“Nothing remains steady and still, everything is changing and evolving. The creativity is generated now, by the impulse and the artwork is conceived... what remains is already passed instantly.” – cit. V. Amadio

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## Technical Partners:

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Fibre cement facade materials

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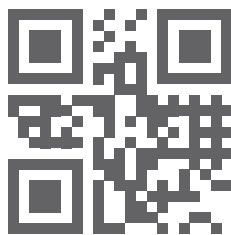
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