



Italcementi award for female architects

ANNOUNCING arcVision PRIZE – WOMEN AND ARCHITECTURE
An international jury will select the best social projects

Vision, culture, passion: the fundamental values to drive sustainable industrial development and simultaneously enhance the formation and growth of new figures in the building community

Milan, February 8, 2013 – The Italcementi Group is presenting **arcVision Prize – Women and Architecture**, an international award for women in architecture, to be given to the designers who best interpret the role of the architect through significant civil, residential and services construction projects, particularly in the social, cultural and educational spheres. *"Architects have the potential to play a significant role in addressing society's challenges,"* observes Martha Thorne, a member of the arcVision Prize Jury and executive director of the Pritzker Prize. *"They are not just makers of form or iconic buildings. Improving the quality of our cities, working on issues of sustainability, contributing to education or suggesting approaches to disaster relief are just some of the areas where architects are useful and valuable. We cannot overlook the talents of women and their many contributions in the past, present, and the ones to come in the future. The arcVision Prize is a very positive program which recognizes and supports the capacity, creativity and many contributions of women architects."*

Women have been important players in contemporary architecture for many years, creating projects particularly sensitive to the needs of the individual, to human relationships, to the design of environments molded to their occupants. The Italcementi Group wants to support this trend, making it an essential element of the world of building design. *"In recent years,"* says Italcementi CEO Carlo Pesenti, *"the Group has paid growing attention to the empowerment of women in the corporate and social environment, a focus matching its long-standing commitment to the building community. The Italcementi Group intends to generate 'positive discrimination' toward women in the architectural profession."* The Group aims to be a proactive interpreter of this new positive "excellence" through initiatives highlighting the figure of female designers who bring authentic new qualities in theoretical and practical design to the economic, social and cultural context of architecture.

The results of the arcVision Prize will be officially announced by the Jury on the evening of March 7 during a press conference at i.lab, the Italcementi Group's new Research & Innovation Center, and published on March 8, 2013, International Women's Day.

The Prize is part of Italcementi's wider cultural program centered around *arcVision*, the magazine published by the Group since 1997 to create closer ties between corporate culture and architectural culture. Over the years, the program has produced books, a special portal, international exhibitions and conferences dealing with architectural materials, structures, technologies and systems. The Italcementi Group's aim is to flank its industrial operations with a commitment to research and education, promoting the building construction culture as an essential tool to reach levels of operating excellence. In the construction materials sector, this commitment has led to the development of new products with a high environmental value, overcoming the conceptual limit generally placed on cement, regarded as a non-differentiated material lacking added value.

Italcementi's relationship with the building community began years ago with its experimental work on cement-based composite construction materials with Gio Ponti and Pier Luigi Nervi for the Pirelli tower in Milan and the Papal Audience Hall in Rome, and continued with the Guggenheim Museum

by Frank O. Gehry in Bilbao, the Bibliothèque Nationale de France by Dominique Perrault in Paris, the OAKA by Santiago Calatrava in Athens, the MAXXI by Zaha Hadid in Rome, through to its recent collaboration with Richard Meier on i.lab, the new Italcementi Research Center in Bergamo, one of the first buildings in Europe to obtain LEED Platinum certification, the most prestigious international recognition for sustainable construction.

Italcementi laboratory research and experimental field work have provided a foundation for the complex design ideas of today's leading architects: development of sophisticated products and advanced structural and technological solutions; optimization of construction techniques and green methodologies and materials for sustainable buildings.

For Italcementi, Research, Innovation and Sustainability represent the future in construction materials.

After **TX Active**, the photocatalytic cement that eliminates atmospheric pollutants to preserve the aesthetic quality of construction surfaces, Italcementi has developed a series of formulations, including **i.light**, a transparent cement used for the first time on the Italian Pavilion at Expo 2010 in Shanghai, which combines special plastic resins with a new concept in mortars to allow the passage of light, **i.idro DRAIN**, an innovative concrete formulation that drains water, **Effix Design**, a mortar with high-performance mechanical and aesthetic features developed for the construction of ornamental urban elements and artistic and decorative elements.

To mark the institution of the arcVision Prize, Italcementi is presenting a new book covering more than ten years of dialogue with the international design world. The volume entitled **MILLENNIUM MEETINGS WITH ARCHITECTURE**, edited by Stefano Casciani and published by the *arcVision* publishing house, recounts the "Millennium Meetings" organized since 1997 as a platform for discussion and an exchange of views between Italcementi, the Italian academic community and the leading international names in contemporary architecture.

250 pages, 15 profiles of 15 great exponents of international architecture and 15 Millennium meetings, accompanied by exclusive photographs, with a foreword by Italcementi CEO Carlo Pesenti, and contributions from Livio Sacchi, Aldo Colonetti and Gillo Dorfles.

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