



## Italcementi and the World of Architecture

With its materials and know-how, the Italcementi Group has always run alongside architecture, drafting innovative projects with high technological content. Today the Group takes and re-launches the challenge of innovation, offering the building community an integrated platform with services, products and solutions for architecture which becomes a tool for the sustainable change of the local region. This commitment has been translated into support to the main events for exchange and dialogue with the world of design in Italy and abroad. From the participation in the Venice Biennale to a partnership with the Triennale di Milano, from sponsoring the World Congress of Architects in Turin to a partnership with the MAXXI foundation on an exhibition project devoted to Pier Luigi Nervi. The partnership with American architect Richard Meier led to the construction of the Dives in Misericordia church in Rome and, more recently, of i.lab, Italcementi's Research and Innovation Centre. Transparent cement i.light, used for the Italian Pavillion at Shanghai Expo 2010, was also created in Italcementi laboratories.

Among the international projects supported by the Italcementi Group there is the architecture prize for women "arcVision Prize Women and Architecture", conceived to promote the best projects in the social sphere.

Italcementi's studies and experiments, in the lab and in the field, have faced the complex design issues suggested by great contemporary architects, from the development of increasingly sophisticated products to structurally and technologically advanced solutions; from the optimization of prefabrication construction techniques to green methods and models for sustainable buildings. Italcementi's commitment towards smart building is founded on the right balance between science and aesthetics, static survey and creative inspiration. Where architecture is the synthesis of design and calculation and finds its formal value in its structural features.

i.lab, Italcementi Research and Innovation Centre hosts three of the four lectures organized within the framework of FuoriSalone 2013 and is the solid answer to this commitment: research laboratories in charge of developing highly technological products – such as the photocatalytic principle for cement products **TX Active**, transparent cement **i.light**, draining cement **i.idro DRAIN** and cement for creative applications **Effix Design** – are hosted in a facility which represents a synthesis of the best solutions and of the most innovative materials available in the building industry.