

# ArcVision Prize Women and Architecture

## International press review

P.Art.	Testata	Data	Titolo	Pag.
<b>Il Gruppo</b>				
	ARCHILOVERS.COM (WEB)	12/02/2013	ARCVISION PRIZE - WOMEN AND ARCHITECTURE	1
	INTEREMPRESAS.NET	19/02/2013	ITALCEMENTI GROUP PRESENTS THE PRIZE ARCVISION WOMEN AND ARCHITECTURE	2
	ARCHIMEDIA	25/02/2013	ITALCEMENTI VALORISE L'ARCHITECTURE AU FEMININ	4
12	LE SOIR	25/02/2013	ITALCEMENTI GROUP ORGANIZE ARCVISION PRIZE	6
10	AUJOURD'HUI LE MAROC	26/02/2013	LE TALENT FEMININ CONSACRE' PAR ITALCEMENTI	7
9	LE SOIR	28/02/2013	ARCVISION: UN NOUVEAU PRIX DECERNE' AUX FEMMES ARCHITECTES	8
7	L'ECONOMISTE	28/02/2013	ITALCEMENTI RECOMPENSE LES FEMMES ARCHITECTES	9
6	AL MASSAE	28/02/2013	ITALCEMENTI ORGANISE LE PRIX ARCVISION	10
21	ECOPLUS	01/03/2013	UN PRIX D'ARCHITECTURE INTERNATIONAL SIGNE ITALCEMENTI	11
	LE SOIR (WEB)	01/03/2013	UN NOUVEAU PRIX DECERNE' AUX FEMMES ARCHITECTES	12
	MAROC PRESS	01/03/2013	ITALCEMENTI RECOMPENSE LE FEMMES ARCHITECTES	13
	WWW.INFOCEMENTO.COM	01/03/2013	LA ARQUITECTA BRASILENA CARLA JUACABA GANA EL PREMIO ARCVISION - MUJER Y ARQUITECTURA	14
	L'ECONOMISTE	04/03/2013	ITALCEMENTI RECOMPENSE LES FEMMES ARCHITECTES	15
	FACEBOOK	07/03/2013	ITALCEMENTI AWARD FOR ARCHITECTURE BY WOMEN	16
	MIDDLE EAST NEWS AGENCY	07/03/2013	THE ITALCEMENTI GROUP WILL HOLD A BIG CEREMONY ON THURSDAY TO HAND OVER THE ARCVISION PRIZE	18
	MENA	07/03/2013	BRAZILIAN ARCHITECT WINS AN AWARD FROM AN ITALIAN MAGAZINE FOR FEMALE ARCHITECTS	19
	WWW.OBSERVATORIOINMOBILIARIO.ES	07/03/2013	LA ARQUITECTA CARLA JUACABA GANA EL PREMIO ARCVISION - MUJERES Y ARQUITECTURA	20
	NOODLS.COM (WEB)	07/03/2013	LA ARQUITECTA BRASILENA CARLA JUACABA GANA EL PREMIO ARCVISION - MUJER Y ARQUITECTURA	22
	WWW.LEMONITEUR.FR	08/03/2013	L'ARCHITECTE CARLA JUACABA LAUREATE DU PRIX INTERNATIONAL D'ARCHITECTURE FEMININ ARCVISION	24
	WWW.SOLOARQUITECTURA.COM	08/03/2013	LA ARQUITECTA CARLA JUACABA GANA EL PREMIO ARCVISION - MUJERES Y ARQUITECTURA	25
	WWW.EDGARGONZALEZ.COM	08/03/2013	ARCVISION PRIZE: PREMIO DE ARQUITECTURA FEMININA	27
4	LE MATIN	09/03/2013	LE GROUPE ITALCEMENTI RECOMPENSE LA CREATIVITE FEMININE	28
	LE MATIN (WEB)	09/03/2013	LE GROUPE ITALCEMENTI RECOMPENSE LA CREATIVITE FEMININ	29
	ESPACEFASHION (WEB)	09/03/2013	LE GROUPE ITALCEMENTI RECOMPENSE LA CREATIVITE FEMININE	31
	LE MONITEUR	09/03/2013	L'ARCHITECTE CARLA JUACABA LAUREATE DU PRIX INTERNATIONAL D'ARCHITECTURE FEMININ ARCVISION	32
	WWW.METALOCUS.ES	11/03/2013	CARLA JUACABA GANA EL PREMIO ARCVISION PRIZE WOMEN AND ARCHITECTURE	33
	CMASCULIN	12/03/2013	LE GROUPE ITALCEMENTI RECOMPENSE LA CREATIVITE' FEMININE	42
	ARCHILOVERS.COM (WEB)	12/03/2013	CARLA JUACABA WINS THE ARCVISION PRIZE	43
30	MAISONS DU MAROC	12/03/2013	WOMEN & ARCHITECTURE	44
7	AL MASSAE	12/03/2013	LE PRIX ARCVISION ITALCEMENTI ATTRIBUE' A UNE FEMME ARCHITECTE BRESILIENNE	45
	AROUND THE PANHANDLE	13/03/2013	INTERNATIONAL WOMEN IN ARCHITECTURE AWARD ANNOUNCED	46
	EXOTICECHO.COM	13/03/2013	ITALCEMENTI WARD FOR ARCHITECTURE BY WOMEN	51
	HEADLINESINDIA.MAPSOFindia.COM	13/03/2013	ITALCEMENTI WARD FOR ARCHITECTURE BY WOMEN	54
	INDIAEDUCATIONDIARY.IN	13/03/2013	ITALCEMENTI WARD FOR ARCHITECTURE BY WOMEN	56
	INDIATODAY.INTODAY.IN	13/03/2013	ITALCEMENTI WARD FOR ARCHITECTURE BY WOMEN	58

# ArcVision Prize Women and Architecture

## International press review

P.Art.	Testata	Data	Titolo	Pag.
	MONEYLIFE.IN	13/03/2013	<i>ITALCEMENTI WARD FOR ARCHITECTURE BY WOMEN</i>	60
	NEWS.WEBINDIA123.COM	13/03/2013	<i>ARCHITECT CARLA JUCABA WINS THE ARCVISION PRIZE - WOMEN AND ARCHITECTURE</i>	63
	NEWSR.IN	13/03/2013	<i>ITALCEMENTI WARD FOR ARCHITECTURE BY WOMEN</i>	66
	WWW.GREENBUILDINGSREVIEW.COM	13/03/2013	<i>ITALCEMENTI WARD FOR ARCHITECTURE BY WOMEN</i>	69
	WWW.IBTIMES.COM	13/03/2013	<i>ITALCEMENTI WARD FOR ARCHITECTURE BY WOMEN</i>	71
	WWW.MEDIAWEBSITE.NET	13/03/2013	<i>ITALCEMENTI WARD FOR ARCHITECTURE BY WOMEN</i>	76
	WWW.PINKOOO.COM	13/03/2013	<i>ITALCEMENTI WARD FOR ARCHITECTURE BY WOMEN</i>	80
	WWW.THEPROPERTYTIMES.IN	13/03/2013	<i>ITALCEMENTI WARD FOR ARCHITECTURE BY WOMEN</i>	82
	WWW.VALUENOTES.COM	13/03/2013	<i>ITALCEMENTI WARD FOR ARCHITECTURE BY WOMEN</i>	85
	ZEENEWS.INDIA.COM	13/03/2013	<i>ITALCEMENTI WARD FOR ARCHITECTURE BY WOMEN</i>	87
2	LE SOIR	14/03/2013	<i>ARCVISION PRIZE - WOMEN AND ARCHITECTURE. LE PRIX 2013 REMPORTEE PAR UNE BRESILIENNE</i>	89
	BATIWEB	14/03/2013	<i>LE ARCVISION PRIZE 2013 RECOMPENSE L'ARCHITECTURE BRESILIENNE CARLA JUACABA</i>	90
	LE COURRIER DE L'ARCHITECTE	14/03/2013	<i>PRIX INTERNATIONAL FEMININ D'ARCHITECTURE ARCVISION</i>	91
	LE PROGRES EGYPTIEN NEWSPAPER	15/03/2013	<i>VALEURS FONDAMENTALES DU PRIX ARC VISION LA FEMME ET L'ARCHITECTURE</i>	95
18	ECOPLUS	15/03/2013	<i>LE PRIX INTERNATIONAL D'ARCHITECTURE SOCIALE D'ITALCEMENTI VA AU BRESIL</i>	96
	STROITELSTVO.INFO	18/03/2013	<i>ARCH. CARLA JUACABA FROM BRAZIL IS THE FIRST WINNER OF ARCVISION PRIZE</i>	97
	STROITELSTVO.INFO	18/03/2013	<i>I.LAB - THE INNOVATION CENTER OF ITALCEMENTI IN BERGAMO</i>	103
	ACPRESSE	19/03/2013	<i>ITALCEMENTI: CARLA JUACABA REMPORTE L'ARCVISION</i>	108
8	ONTUSTYK RABAT	20/03/2013	<i>PRESERVING THE NATURE TO CREATE COMFORT</i>	109
8	RABAT	20/03/2013	<i>PRESERVING THE NATURE TO CREATE COMFORT</i>	111
10/11	EL PAIS	29/03/2013	<i>BABELIA - FRESCURA LATINOAMERICANA</i>	113
	EL PAIS.COM	30/03/2013	<i>FRESCURA LATINOAMERICANA</i>	116
70	ECONOMIE ENTERPRISES	04/04/2013	<i>FEMMES ARCHITECTES</i>	121
	WWW.YOUM7.COM	14/04/2013	<i>"ARCVISION EGYPT-WOMEN AND ARCHITECTURE"</i>	122
	ANSAMED	15/04/2013	<i>EGYPT: SUEX CEMENT'S ARCVISION PRIZE FOR WOMEN ARCHITECTS</i>	123
	AL BORSA NEWS	15/04/2013	<i>SUEZ CEMENT AWARDS TWO EGYPTIAN FEMALE ARCHITECTS THE INTERNATIONAL PRIZE ARCVISION-WOMEN AND ARCHITECTURE</i>	124
	ELBASHAYERONLINE	15/04/2013	<i>NEW PARTNERSHIP BETWEEN SUEZ CEMENT AND SOCIETY OF EGYPTIAN ARCHITECTS</i>	126
	WWW.ALMALENEWSPAPER.COM	15/04/2013	<i>SOCIETY OF EGYPTIAN ARCHITECTS AND SCGC SIGN A PROTOCOL TO LAUNCH ARCVISION AWARD IN EGYPT</i>	128
	DIGITAL.AHRAM.ORG.EG	15/04/2013	<i>"ARCVISION EGYPT-WOMEN AND ARCHITECTURE"</i>	129
	english.forbesmiddleeast.com	16/04/2013	<i>ITALCEMENTI AWARDS WOMAN ARCHITECT IN FIRST ARCVISION PRIZE</i>	130
	AL AHRAM	16/04/2013	<i>SUEZ CEMENT HOLDS PARTNERSHIP WITH SOCIETY OF EGYPTIAN ARCHITECTS, AWARDS TWO EGYPTIAN FEMALE ARCHITECTS WHO COMPETED FOR THE INTERNATIONAL PRIZE ARCVISION-WOMEN AND ARCHITECTURE</i>	132
	AL AKHBAR	16/04/2013	<i>B. CARRÉ, SCGC MANAGING DERECTOR AWARDS TWO EGYPTIAN FEMALE ARCHITECTS WHO COMPETED FOR THE INTERNATIONAL PRIZE ARCVISION-WOMEN AND ARCHITECTURE</i>	134
	AL GOMHURIA	16/04/2013	<i>B. CARRÉ, SCGC MANAGING DERECTOR AWARDS TWO EGYPTIAN FEMALE ARCHITECTS WHO COMPETED FOR THE INTERNATIONAL PRIZE ARCVISION-WOMEN AND ARCHITECTURE</i>	136

# ArcVision Prize Women and Architecture

## International press review

P.Art.	Testata	Data	Titolo	Pag.
	AL WAFD	16/04/2013	<i>SUEZ CEMENT AND SOCIETY OF EGYPTIAN ARCHITECTS HOLD NEW PARTNERSHIP. LAUNCH THE FIRST NATIONAL CONTEST "ARCVISION EGYPT-WOMEN AND ARCHITECTURE"</i>	138
	YOUM7	16/04/2013	<i>SUEZ CEMENT AND SOCIETY OF EGYPTIAN ARCHITECTS HOLD NEW PARTNERSHIP LAUNCH ARCVISION ARCHITECTURE</i>	140
	AL-MESSA	16/04/2013	<i>BRUNO CARRÉ AWARDS TWO EGYPTIAN FEMALE ARCHITECTS WHO COMPETED FOR THE INTERNATIONAL PRIZE ARCVISION</i>	141
	SHBABALNIL.COM	16/04/2013	<i>B. CARRE' AWARDS TWO EGYPTIAN FEMALE ARCHITECTS WHO COMPETED FOR THE INTERNATIONAL PRIZE ARCVISION</i>	143
	HITECH4ALL.COM	17/04/2013	<i>ARCVISION CONTEST LAUNCHED TO SUPPORT CREATIVITY IN ARCHITECTURE</i>	145
	AL AQARIA	20/04/2013	<i>SUEZ CEMENT AWARDS TWO EGYPTIAN FEMALE ARCHITECTS THE INTERNATIONAL PRIZE WOMEN AND ARCHITECTURE</i>	146
	ROSE EL YOUSSEF	21/04/2013	<i>ARCHITECTURE HONORING EGYPTIAN WOMEN IN WORLD</i>	148
	AL MAL	23/04/2013	<i>B. CARRE' AWARDS TWO EGYPTIAN FEMALE ARCHITECTS WHO COMPETED FOR THE INTERNATIONAL PRIZE ARCVISION</i>	150
	BUSINESS AL YOUM	30/04/2013	<i>A PARTNERSHIP BETWEEN "SUEZ CEMENT" AND THE "EGYPTIAN ARCHITECTS ASSOCIATION"</i>	152

## ARCVISION PRIZE - WOMEN AND ARCHITECTURE

The Italcementi Group presented last week the first edition of 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. "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."

The results of the arcVision Prize will be published on March 8, 2013, International Women's Day.

The Prize looks in particular for candidates working under particularly complex conditions, both in terms of project type and scope and in relation to local conditions.

The prize will award a monetary prize of 50,000, part of which the winner may donate to social architecture projects of her choice, and a two-week workshop or period of research at Italcementi i.lab, Research & Innovation Center in Bergamo.

The intentionally all-female Jury is composed of outstanding architects, specialists in other architecture-related fields and in the arts as Vera Baboun elected in October 2012 as the first female mayor of the city of Bethlem, Odile Decq, a leading exponent of the avant-garde architecture community, Victoire de Margerie, an internationally acknowledged expert in Corporate Governance, Yvonne Farrell the founder of Grafton Architects, Kazuyo Sejima, winner of the Pritzker Prize in 2010 and director of the Venice Architecture Biennale the same year, Benedetta Tagliabue founded the EMBT | Enric Miralles - Benedetta Tagliabue firm in 1993 and Martha Thorne, Executive Director of the Pritzker Prize.

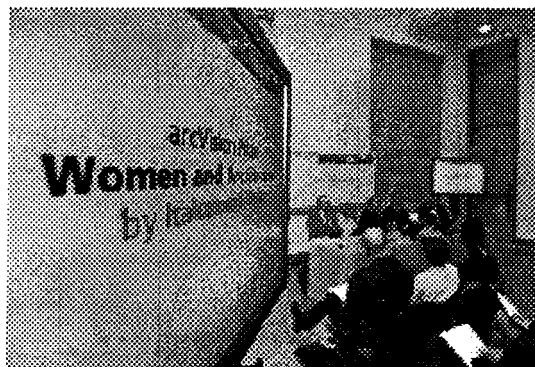


## Italcementi Group Presents the Prize arcVision Women and architecture

19 February 2013

Italcementi Group has presented arcVision Prize – Women and architecture, a galardón international for women architects, that will reward, from among a group of stood out professional, to the one who better interpret the mission of the architecture through some civil work, residential or project of construction, that have stood out, especially in the social sphere, cultural or educational. "The architects have the possibility to exert an important paper in this society directing challenges", self-evident Martha Thorne, member of the jury of the Prize arcVision and executive director of the Prize Pritzker.

"No only are ejecutores of forms or symbolic buildings. Improve the quality of our cities, work in subjects of sustainability, contribute to the education or suggest solutions of replacement in case of disasters, are some of the areas in which the architects realise an useful work and valued. We can not overlook the talent of the women and his contribution in the past, in the present, and what will come en el futuro. The Prize arcVision is a program that recognises and supports the capacity, creativity and the big contribution of the architects".



*Exhibition in the lobby of the Italcementi Group building*

The women have been important actors in the contemporary architecture during a lot of years, creating projects particularly sensitive to the needs of the individuals and to the human relations, or by means of the design of spaces adapted to his occupants. Italcementi Group Wants to support this tendency, standing out it as an essential element in the world of the edificación. "In the last years, the Group has loaned greater attention to the empoderamiento feminine in the social and corporate field", has manifested Carlo Pesenti, CEO of Italcementi, an aim that integrates in the strong commitment purchased with the sector of the edificación.

Italcementi Group Pretends to generate a "positive discrimination" to the women in the field of the architecture". The aim of the Group is to interpret of way proactiva this new "excellence" through initiatives that stand out the figure of women designers that contribute true and new qualities in theoretical and practical designs in the social context, economic and culture of the architecture.

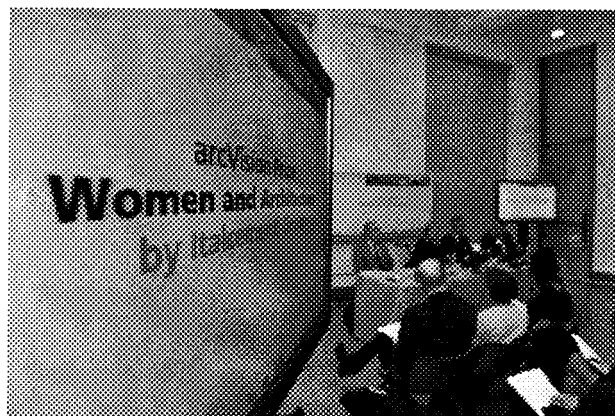
The result of the Prize arcVision will be announced officially by the Jury the afternoon of 7 March during a presses conference that will take place in the iLab, Centre of Investigation and Development of Italcementi Group and will be published on 8 March 2013, International Day of the Woman.

## Italcementi Group presenta el Premio arcVision Mujeres y Arquitectura

19 de febrero de 2013

**Italcementi Group** ha presentado **arcVision Prize – Mujeres y Arquitectura**, un galardón internacional para mujeres arquitectas, que premiará, de entre un grupo de destacadas profesionales, a quien mejor interprete la misión de la arquitectura a través de alguna obra civil, residencial o proyecto de construcción, que haya destacado, especialmente en la esfera social, cultural o educativa. “Los arquitectos tienen la posibilidad de desempeñar un papel importante en esta sociedad dirigiendo retos”, manifiesta Martha Thorne, miembro del jurado del Premio arcVision y directora ejecutiva del Premio Pritzker.

“No sólo son ejecutores de formas o edificios simbólicos. Mejorar la calidad de nuestras ciudades, trabajar en temas de sostenibilidad, contribuir a la educación o sugerir soluciones de reemplazo en caso de desastres, son algunas de las áreas en las que los arquitectos realizan un trabajo útil y valorado. No podemos pasar por alto el talento de las mujeres y su contribución en el pasado, en el presente, y lo que vendrá en el futuro. El Premio arcVision es un programa que reconoce y apoya la capacidad, creatividad y la gran contribución de las arquitectas”.



Presentación del Premio arcVision Mujeres y Arquitectura.

Las mujeres han sido actores importantes en la arquitectura contemporánea durante muchos años, creando proyectos particularmente sensibles a las necesidades de los individuos y a las relaciones humanas, o mediante el diseño de espacios amoldados a sus ocupantes. Italcementi Group quiere apoyar esta tendencia, destacándola como un elemento esencial en el mundo de la edificación. “En los últimos años, el Grupo ha prestado mayor atención al empoderamiento femenino en el ámbito social y corporativo”, ha manifestado Carlo Pesenti, CEO de Italcementi, un objetivo que se integra en el fuerte compromiso adquirido con el sector de la edificación.

Italcementi Group pretende generar una “discriminación positiva” hacia las mujeres en el ámbito de la arquitectura”. El objetivo del Grupo es interpretar de manera proactiva esta nueva “excelencia” a través de iniciativas que destaquen la figura de mujeres diseñadoras que aporten verdaderas y nuevas cualidades en diseños teóricos y prácticos en el contexto social, económico y cultura de la arquitectura.

El resultado del Premio arcVision será anunciado oficialmente por el Jurado la tarde del 7 de marzo durante una rueda de prensa que tendrá lugar en el iLab, Centro de Investigación y Desarrollo de Italcementi Group y será publicado el 8 de marzo de 2013, Día Internacional de la Mujer.

<https://www.interempresas.net/Construccion/Articulos/106034-Italcementi-Group-presenta-el-Premio-arcVision-Mujeres-y-Arquitectura.html>

## Italcementi valorise l'architecture au féminin

Communiqué de presse arcVision PRIZE – WOMEN AND ARCHITECTURE VOIT LE JOUR Un jury international évaluera les meilleurs projets consacrés au social Vision, culture, passion sont les valeurs fondamentales pour stimuler le développement industriel durable tout en valorisant la...

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### Communiqué de presse

**arcVision PRIZE – WOMEN AND ARCHITECTURE VOIT LE JOUR**  
**Un jury international évaluera les meilleurs projets consacrés au social**

**Vision, culture, passion sont les valeurs fondamentales pour stimuler le développement industriel durable tout en valorisant la formation et l'évolution de nouveaux profils au sein de la building community**

Milan, le 8 février 2013 – Italcementi Group présente arcVision Prize – Women and Architecture, le prix international d'architecture au féminin destiné à sélectionner les conceptrices qui ont interprété au mieux leur rôle d'architecte avec des œuvres significatives dans le domaine du bâtiment civil, résidentiel, de service, avec une attention toute particulière au social, à la culture et à l'éducation. « Les architectes – affirme Martha Thorne, membre du jury d'arcVision Prize et directeur du Pritzker Prize – peuvent potentiellement jouer un rôle significatif dans l'orientation des défis de la société, non seulement en tant que créateurs de formes ou d'immeubles iconiques. Améliorer la qualité de nos villes, travailler sur le thème de la durabilité, contribuer à l'éducation ou suggérer des solutions face aux catastrophes naturelles ne sont que certains des champs d'action où le travail des architectes s'avère utile et précieux. Dans ce cadre, le rôle des femmes ne peut pas être négligé ainsi que l'apport qu'elles ont donné dans le passé, dans le présent et que certainement elles donneront dans l'avenir à l'architecture. arcVision Prize est donc un projet fort intéressant justement parce qu'il reconnaît et soutient l'habileté, la créativité et les nombreux talents des femmes architectes ».

L'architecture contemporaine s'exprime désormais depuis longtemps à travers des figures féminines de premier plan, des auteurs de compositions qui portent une attention toute particulière aux besoins des citoyens, aux relations humaines, à la création d'un environnement sur mesure pour ceux qui y habitent. Italcementi Group souhaite promouvoir cette tendance et la faire devenir une réalité incontournable dans l'univers de la conception. « Ces dernières années – remarque Carlo Pesenti, Conseiller délégué d'Italcementi – la sensibilisation du Groupe pour la valorisation de la figure féminine dans l'entreprise et dans la société s'est progressivement renforcée, ce qui va de paire avec l'engagement et l'attention qui depuis toujours nous avons consacré au monde de la construction.

Italcementi Group souhaite donc introduire une « discrimination positive » en faveur des femmes dans le monde du métier d'architecte ». Italcementi Group veut devenir un interprète et un promoteur actif de cette « excellence » nouvelle et positive, par la mise en place d'initiatives visant à mettre en exergue la figure de conceptrices qui apportent au contexte économique, social et culturel de l'architecture des nouveautés authentiques en termes d'interprétation, théorique et pratique, des projets. Les résultats d'arcVision Prize seront rendus officiels le soir du 7 mars lors d'une conférence de presse du jury auprès d'i.lab, le nouveau Centre de Recherche et d'Innovation d'Italcementi Group, et ils seront diffusés le 8 mars 2013, lors de la Journée Internationale de la Femme.

Ce Prix rentre dans un programme culturel d'Italcementi bien plus vaste qui a été développé autour du magazine arcVision publié par le Groupe depuis 1997 ayant pour objectif de rapprocher la culture d'entreprise à la culture architecturale. Au fil des années, des livres ont été réalisés ainsi qu'un portail dédié, des expositions et des colloques à vocation internationale, axés sur les matériaux, les structures, les technologies et les systèmes utilisés pour faire de l'architecture. Italcementi Group souhaite en effet associer à son activité industrielle proprement dite un engagement au niveau de la recherche et de l'éducation et elle promeut la culture de la construction en tant qu'outil incontournable pour atteindre l'excellence au niveau opérationnel. Un engagement qui, dans le secteur des matériaux de construction, a permis de dépasser – grâce à la réalisation de nouveaux produits à forte valeur environnementale – la limite conceptuelle qui généralement pèse sur le ciment perçu comme un matériaux indifférencié et sans aucune valeur ajoutée.

Le dialogue d'Italcementi avec l'univers de la construction est enraciné dans le passé, dans les expériences sur les bétons faites avec Gio Ponti et Pier Luigi Nervi pour le gratte-ciel Pirelli à Milan et la Salle des Audiences Pontificales de Rome et il continue avec le Musée Guggenheim de Frank O. Gehry à Bilbao, la Bibliothèque Nationale de France de Dominique Perrault à Paris, l'OAKA de Santiago Calatrava à Athènes, le MAXXI de Zaha Hadid à Rome, jusqu'à la collaboration récente avec Richard Meier pour le nouveau Centre de Recherche i.lab Italcementi à Bergame, l'un des premiers immeubles en Europe à avoir reçu la certification LEED Platinum, soit la certification internationale la plus prestigieuse pour les constructions durables.

Les études et les expérimentations d'Italcementi, au laboratoire tout comme sur le terrain, ont permis de prendre en compte les thèmes complexes des projets proposés par les grands architectes contemporains : développement de produits sophistiqués, solutions structurales et technologies avancées, optimisation des techniques de construction et méthodologies et matériaux verts pour des immeubles durables.

Recherche, Innovation et Durabilité constitueront selon Italcementi l'avenir des matériaux de construction.

Après TX Active, le ciment à effet photocatalytique en mesure de réduire les agents polluants présents dans l'atmosphère tout en préservant la qualité esthétique des surfaces, d'autres produits ont été formulés comme le ciment transparent i.light, utilisé pour la première fois dans le Pavillon Italien à l'Expo 2010 de Shanghai, qui permet de transmettre la lumière grâce à l'association de résines plastiques particulières avec un mortier de nouvelle conception ; i.idro DRAIN, formule innovante de béton en mesure de drainer l'eau ; Effix Design, mortier ayant des prestations mécaniques et esthétiques élevées,

MILAN. Italcementi Group organise arcVision Prize – Women and Architecture, le prix international d'architecture au féminin. Les résultats du concours seront connus le 7 mars, puis diffusés le 8 mars 2013.

## Le talent féminin consacré par Italcementi

Les femmes designers seront à l'honneur le 7 mars en Italie. Le groupe Italcementi organisera le prix «Arcvision-Femme et architecture». Ce prix international d'architecture consacre le talent féminin, notamment les conceptrices qui ont présenté des œuvres significatives dans le domaine du bâtiment civil, résidentiel ou de services

avec une attention particulière au social, la culture et l'éducation. «La sensibilisation du Groupe pour la valorisation de

la figure féminine dans l'entreprise et dans la société s'est progressivement renforcée,

ce qui va de pair avec l'engagement et l'attention que nous avons depuis toujours consacrée au monde de la construction». Italcementi Group souhaite donc introduire une «discrimination positive» en

favor des femmes dans le monde du métier d'architecte» indique à cet égard Carlo Pesenti, conseiller délégué d'Italcementi.



**Italcementi**  
Italcementi Group

# Un nouveau prix décerné aux femmes architectes

**ARCVISION** Le prix arcVision récompensera chaque année les femmes architectes contribuant au développement durable. La première édition est prévue le 7 mars à Bergame en Italie.

RITA K. JADOT

Le prix "arcVision: Women and Architecture" récompense les femmes architectes dont les projets sont consacrés au social. La première édition est prévue le 7 mars, à l'occasion de la célébration de la journée internationale de la femme. ArcVision rend hommage aux femmes architectes valorisant le développement durable dans leurs projets. Le jury, entièrement composé de femmes sélectionnera les lauréates qui auront le mieux interprété "leur rôle d'architecte avec des œuvres significatives dans le domaine du bâtiment civil, du ré-



Deux prix seront décernés: un atelier de deux semaines et une somme permettant à la lauréate de développer un projet autant qu'un but social.

sidentiel, dans les activités de service avec une attention toute particulière au social, à la culture et à l'éducation", indique un communiqué.

La technologie, la durabilité, et les implications sociales et culturelles sont les principaux critères de sélection. Deux prix seront décernés: un atelier de deux semaines et une somme permettant à la lauréate de développer un projet autant qu'un but social.

## Hommage au talent féminin

Au-delà de l'hommage rendu aux architectes agissant pour le développement durable, c'est un hommage plus particulier aux femmes du métier. Selon Martha Thorne, membre du jury du prix arcVision, « les architectes perçoivent potentiellement jouer un rôle signifi-

cant dans l'orientation des défis de la société, non seulement en tant que créateurs de formes ou d'immeubles iconiques. Améliorer la qualité de nos villes, travailler sur le thème de la durabilité, contribuer à l'éducation ou suggérer des solutions face aux catastrophes naturelles ne sont que quelques uns des champs d'action où le travail des architectes a avéré utile et précieux. Dans ce cadre, le rôle des femmes ne peut pas être négligé comme l'apport qu'elles ont donné dans le passé, dans le présent et que certainement elles donneront dans l'avenir à l'architecture. ArcVision Prize est donc un projet fort intéressant justement parce qu'il reconnaît et soutient l'habileté, la créativité et les nombreux talents des femmes architectes ».

## **Italcementi récompense les femmes architectes**

Italcementi, la maison mère de Ciments du Maroc, décernera en mars prochain le prix «ArcVision-Femmes et architecture», à Bergame en Italie. Cette récompense lancée pour la première fois vise à rendre hommage aux femmes architectes qui se sont illustrées dans les domaines du bâtiment résidentiel, civil et de service. Et plus particulièrement dans des projets liés au social, à l'éducation et à la culture. Le nom de la lauréate du prix, qui devra remporter une enveloppe de 50.000 euros, sera dévoilé le soir du 7 mars. □



## إسمنت المغرب تشارك في جائزة «أرك فيجن»

المساء

تشارك إسمنت المغرب في جائزة «أرك فيجن» السنوية للمهندسات المعماريات، التي تنظمها شركة «إيتالشيمانتي» بمدينة ميلانو الإيطالية. وأوضح بلاغ للمنظمين، تلقت «المساء» نسخة منه، أن جائزة النساء ومن العمارة تعد جائزة دولية للسيدات تمنح للمصممات الأفضل في تجسيد دورهن في العمارة من خلال انعكاسها في صورة مشروعات معمارية مدنية.

وأوضح المصدر ذاته أن الجائزة تقدم بشكل سنوي للمهندسات المعماريات اللاتي تتسم أعمالهن السحرية والتصميمية بالجودة والتميز العاليين والاهتمام بالقضايا الأساسية في مجال البناء التي تتمثل في التقنية والاستدامة والنداءات الاجتماعية والثقافية. مضيفاً أن الجائزة تبحث بصفة خاصة عن المرشحات اللاتي يعملن في ظل ظروف معقدة من حيث نوع المشروع ونطاقه وما يتعلق به من ظروف عمل محلية.

ويتم اختيار الفائزة من بين مجموعة من المهندسات المرشحات من قبل مجموعة من الاستشاريين، حيث يتم تقييم المرشحات من قبل لجنة فنية ثقافية داخلية تتولى اختيار المقترحات النهائية وتقديمها إلى لجنة تحكيم دولية من المقرر أن تعقد انعقادها بمدينة بيرغامو الإيطالية أوائل شهر مارس المقبل.

## Un Prix d'architecture international signé Italcementi

**L**e cimentier italien Italcementi, également présent au Maroc via Ciment du Maroc, vient de lancer son arcVision Prize-Women and architecture, un prix international d'architecture au féminin destiné à sélectionner les conceptrices qui ont interprété au mieux leur rôle d'architecte avec des œuvres significatives dans le domaine du bâtiment civil, résidentiel, de service, avec une attention toute particulière au social, à la culture et à l'éducation. Notons que les résultats d'arcVision Prize devraient être dévoilés le 7 mars lors d'une conférence de presse du jury auprès d'Ilab, le nouveau Centre de Recherche et d'Innovation d'Italcementi Group. Et ils devraient être diffusés le lendemain, lors de la Journée Internationale de la Femme. Le Prix s'inscrit dans un programme culturel d'Italcementi bien plus vaste qui a été développé autour du magazine arcVision publié par le Groupe depuis 1997 et ayant pour objectif de rapprocher la culture d'entreprise à la culture architecturale. ♦

## Un nouveau prix décerné aux femmes architectes

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*Elles privilégient également un atelier de deux semaines et une somme permettant à la lauréate de développer un projet autant qu'un but social.*

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## La arquitecta brasileña Carla Juagaba gana el Premio arcVision-Mujer y Arquitectura



La arquitecta brasileña Carla Juagaba ha resultado ganadora de la primera edición del Premio arcVision-Mujeres y Arquitectura, un premio internacional de arquitectura social para mujeres instaurado por **Italcementi Group**. La decisión del jurado se hizo pública el 7 de marzo en Bérgamo, en el centro de innovación e investigación de Italcementi, un proyecto del arquitecto Richard Meier y uno de los primeros edificios de Europa con la certificación LEED Platinum.

El Jurado también ha concedido tres menciones especiales a Izaskun Chinchilla de España por su visión diferente, no convencional, Anupama Kundoo de India por su destreza en la investigación de materiales y Siri Vallner de Estonia por su sensibilidad a la hora de interpretar los espacios.

El Premio arcVision tiene como objetivo contribuir al desarrollo de una cultura de la sostenibilidad que tenga en consideración a la mujer y su particular enfoque en el mundo de la arquitectura, con especial atención a la gente, a la ciudad y al medio ambiente. La arquitectura contemporánea ha fomentado una evolución cada vez mayor del trabajo de las mujeres arquitectas. El surgimiento de nuevas arquitectas es una de las tendencias más interesantes desde el punto de vista social y cultural que se ve reflejado en los proyectos de diseño en el sector de la construcción.

### La ganadora del Premio

Nacida en 1976, desde el año 2000, Carla Juagaba ha desarrollado su trabajo como arquitecta en Rio de Janeiro, Brasil. Su proyecto más emocionante en este campo de investigación, el Pabellón para Umanidade 2012 para Río Mas 20 (la conferencia de la ONU sobre desarrollo sostenible), fue diseñado y construido junto con una artista, Bia Lessa, que participó también en el concepto del diseño. El valor simbólico del pabellón, una estructura efímera, se ve también reforzado por el hecho de que Río Mas 20 fue una oportunidad magnífica para una mejor comprensión global de lo que se hace o no se hace para salvar a la Tierra de un posible desastre ambiental. El hecho más destacable es el modelo de producción low cost y que se trata de una construcción fácilmente desmontable y reciclable.



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Italcementi award for architecture by women Architect Carla Juaçaba wins the arcVision Prize -- Women and Architecture. Special Mentions for

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Italcementi award for architecture by women

Architect Carla Juaçaba wins the arcVision Prize – Women and Architecture. Special Mentions for Izaskun Chinchilla, Anupama Kundoo, Siiri Vallner

Bergamo, March 7, 2013 – Brazilian Architect Carla Juaçaba has been named as the winner of the first arcVision Prize – Women and Architecture, an international social architecture award for female designers instituted by the Italcementi Group.

The winner was chosen by a Jury composed of Shaikha Al Maskari (Member of the Steering Committee of the Arab International Women's Forum-AIWF), Vera Baboun (Mayor of Bethlehem), Odile Decq (head of the ODBC architectural firm), Victoire de Margerie (Chairman Rondol Technology), Yvonne Farrell (with Shelley McNamara head of the Grafton Architects architectural firm), Samia Nkrumah (President of the Kwame Nkrumah Pan African Center), Kazuyo Sejima (with Ryue Nishizawa head of the SANAA architectural firm), Benedetta Tagliabue (founder with Enric Miralles of the EMBT architectural firm), Martha Thorne (Director Pritzker Prize). The Jury met in Bergamo on March 6-7, 2013, and was assisted by the Scientific Director of the Prize, Stefano Casciani.

The Jury also awarded three Special Mentions, to Izaskun Chinchilla from Spain for her non conventional approach, Anupama Kundoo from India for her skill in researching materials, and Siiri Vallner from Estonia for her sensitive interpretation of spaces The Prize winner was announced today in Bergamo at i.lab, the Italcementi research and innovation centre recently completed from a project by Richard Meier and one of the first buildings in Europe with LEED Platinum certification, the top international recognition for sustainable construction.

The Prize is a two-week research workshop at i.lab, the Italcementi Group R&D Center in Bergamo, and an amount of € 50,000, part of which may be devolved to social projects, at the discretion of the winner.

On the completion of the workshop the winner will recount her

experience in a lecture delivered at i.lab, during Milan Design Week, as part of the new series of Italcementi Group "Millennium" meetings with the world of Architecture.



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**The Italcementi Group will hold a big ceremony on Thursday to hand over the arcVision Prize - Women and Architecture - an international award for women in architecture.**

The award will 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. Two Egyptians are among the 20 female architects that applied for the competition. A female jury panel will announce the winner at a press conference at the i.lab, the group's Centre of Researches and Innovation.

Bruno Carre, the group's executive member in Egypt, said women have been important players in Egyptian architecture for many years, creating projects particularly sensitive to the needs of the individual, to human relationships and to the design of environments molded to their occupants.

The arcVision Prize is part of a wider cultural project fostered by Italcementi Group, which has been concretized into arcVision.

ArcVision focuses on a multidisciplinary approach to show architecture not only as design, but also as materials and engineering solutions, as an economic driver, as a creative medium and a realized entity, as clients and final users, as social growth and cultural reflection, as urban development and territory and environment management.

For more than ten years, arcVision has been promoting a wide range of initiatives, focusing on architecture and economy, from exhibitions, seminars and meetings to the editorial production of the homonymous magazine, books and a dedicated web site.

Designers recommended to compete for the award should have designed at least one significant building (either built or under construction) in the sector of social infrastructures (education, health, culture, information, services in general) entailing essentially innovative solutions and values from the functional and technical point of view.

**Brazilian architect wins an award from an Italian magazine for female architects**

Milano, 7 March – Brazilian architect Carla Juacaba has won the first international award by the Italian ArchVision magazine in “Women and Architecture” which was announced in the research center of Italcementi group in Milano. She won the award for her unprecedented and unconventional works.

The award is 50 thousand euros and is granted to female designers for their projects that help urban buildings and contribute to education, health and sustainable development as well as proposing new approaches to mitigate disasters.

19 candidates competed for the award from 15 countries including Egypt, Brazil, Estonia, Germany, India, Italy, Japan, Mexico, Poland and Singapore.

Carla Juacaba, 37, won the award for a number of projects including the Umanidade 2012 pavilion for Rio+ 20 using local and modest materials. Architects of honor Izaskun Chinchilla from Spain and Anupama Kundoo from India and Siiri Vallner from Estonia. The Brazilian winner has expressed her great pleasure for winning a female-only prize, which goes well in line with the International Women’s Day. She noted that she knew she would win such an award one day for her continuous struggle to prove her capabilities.

The jury consisted of 9 female judges from France, Italy, UAE, Japan, Germany, Palestine, Ghana, Spain and Ireland.

## La Arquitecta Carla Juaçaba gana el premio arcVision – Mujeres y Arquitectura

**Menciones especiales de este premio de Italcementi para mujeres arquitectas para Izaskun Chinchilla, Anupama Kundoo y Siiri Vainner**

**7 de marzo de 2013.-** La arquitecta brasileña Carla Juaçaba ha resultado ganadora de la primera edición del Premio arcVision - Mujeres y Arquitectura, un premio internacional de arquitectura social para mujeres instaurado por Italcementi Group.

La ganadora ha sido seleccionada por un jurado compuesto por Shaikha Al Maskari (miembro del Comité Directivo del Forum internacional de la Mujer Árabe - AIWF), Vera Baboun (alcaldesa de la ciudad de Belén) Odile Decq (directora del estudio de arquitectura ODBC) Victoire de Margerie (presidenta de Rondol Technology), Yvonne Farrell (junto con Shelley McNamara es directora del estudio Grafton Architects), Samia Nkrumah (presidenta de Kwarne Nkrumah Pan African Center), Kazuyo Sejima (directora del Estudio SANAA junto con Ryue Nishizawa head), Benedetta Tagliabue (fundadora con Enric Miralles de EMBT, estudio de arquitectura) Martha Thorne (directora del Premio Pritzker). El jurado se ha reunido en Bérgamo el 7 de marzo y ha sido asesorado por Stefano Casciani, director científico del premio.



Jurado del Premio arcVision – Mujeres y Arquitectura

El jurado también ha concedido tres menciones especiales a Izaskun Chinchilla de España por su visión diferente, no convencional, Anupama Kundoo de India por su destreza en la investigación de materiales y Siiri Vainner de Estonia por su sensibilidad a la hora de interpretar los espacios.

La ganadora del premio se ha dado a conocer hoy en Bérgamo en el i.lab, el centro de innovación e investigación de Italcementi, un proyecto del arquitecto Richard Meier, recientemente inaugurado y reconocido como uno de los primeros edificios de Europa con la certificación LEED Platinum, el mayor reconocimiento internacional de la construcción sostenible.

Carla Juaçaba es una arquitecta de 37 años, formada en la Universidad de Santa Ursula de Rio de Janeiro (1999) que se convierte en la primera ganadora del Premio arcVision- Mujeres y Arquitectura por decisión unánime del jurado

Nacida en 1976, desde el año 2000, Carla Juaçaba ha desarrollado su trabajo como arquitecta en Rio de Janeiro, Brasil. Su proyecto más emocionante en este campo de investigación, el Pabellón para Umanidade 2012 para Rio Mas 20 (la conferencia de la ONU sobre desarrollo sostenible), fue diseñado y construido junto con una artista, Bia Lessa, que participó también en el concepto del diseño. El valor simbólico del pabellón, una estructura efímera, se ve también reforzado por el hecho de que Rio Mas 20 fue una oportunidad magnífica para una mejor comprensión global de lo que se hace o no se hace para salvar a la Tierra de un posible desastre ambiental. El hecho más destacable es el modelo de producción low cost y que se trata de una construcción fácilmente desmontable y reciclable.

Carla Juaçaba encarna las cualidades necesarias de firmeza y valor que un arquitecto ha de tener para desarrollar su profesión, así como creatividad en la búsqueda de soluciones no convencionales y una enorme sensibilidad hacia el entorno en el que sus obras se asientan. El jurado ha elogiado la funcionalidad y conveniencia de sus propuestas que aseguran el cumplimiento de los objetivos previstos y lo hacen contribuyendo a la belleza y mejorando la calidad de vida de aquellos que las van a utilizar. El jurado ha manifestado que representa la figura del arquitecto de manera "absoluta" pues abarca todos los aspectos: el entorno, el medio ambiente, la naturaleza, los parámetros, los materiales ....

El Premio arcVision tiene como objetivo contribuir al desarrollo de una cultura de la sostenibilidad que tenga en consideración a la mujer y su particular enfoque en el mundo de la arquitectura, con especial atención a la gente, a la ciudad y al medio ambiente. La arquitectura contemporánea ha fomentado una evolución cada vez mayor del trabajo de las mujeres arquitectas. El surgimiento de nuevas arquitectas es una de las tendencias más interesantes desde el punto de vista social y cultural que se ve reflejado en los proyectos de diseño en el sector de la construcción.

"Con este premio queremos destacar la creciente importancia de las mujeres en la arquitectura en los últimos

años y rendirles homenaje mediante una "discriminación positiva" a favor de las mujeres", ha manifestado el CEO de Italcementi, Carlo Pesenti. "Esperamos que en estos sectores tradicionalmente dirigidos por hombres, las mujeres asuman un rol central y puedan superar cualquier tipo de discriminación o exclusión tanto en la toma de decisiones como en la producción. Los hombres y las empresas necesitan la energía y la sensibilidad de las mujeres para crecer y lograr resultados cada vez mayores."

El objetivo del Premio arcVisión es reconocer anualmente a una arquitecta que, mediante sus investigaciones y trabajo, muestre una excelencia importante en lo relativo a las cuestiones fundamentales de la construcción - tecnología, sostenibilidad, implicaciones sociales y culturales - con preferencia por las mujeres que trabajan en condiciones de especial complejidad bien sea por el tipo de proyecto o por las condiciones locales. Las nominadas fueron seleccionadas de un grupo de profesionales indicado por los asesores y luego evaluadas por una comisión técnico-cultural, que hizo la selección final de las candidatas y las presentó al jurado internacional

La lista de las finalistas de 2013 está formada por 19 arquitectas de 15 países: Brasil, Egipto, Estonia, Alemania, India, Italia, Japón, México, Polonia, Singapur, España, Suecia, Suiza, Tailandia y EEUU.

A las arquitectas nominadas para el premio se les solicitaba haber diseñado al menos un edificio significativo (terminado o en construcción) en el campo de las infraestructuras sociales (educación, salud, cultura, información, servicios en general), habiendo incorporado soluciones innovadoras tanto desde el punto de vista funcional como técnico, y valores, con especial énfasis en las cuestiones de sostenibilidad. Así mismo, se ha considerado, haber llevado a cabo investigaciones de campo en un entorno educativo - académico para el desarrollo de soluciones y sistemas de construcción innovadores.

El premio es un taller de dos semanas o un período de investigación en el i.lab, el Centro de Investigación e Innovación de Bérgamo y una cantidad de 50.000 €, parte de los cuales el ganador puede donar a proyectos de arquitectura social de su elección.

Al terminar el taller, la ganadora contará su experiencia en una conferencia impartida en el i.lab, durante la Semana del Diseño de Milán, en el marco de la nueva serie de conferencias "Millennium" de Italcementi Group, encuentros con el mundo de la arquitectura.

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**La arquitecta brasileña Carla Juançaba gana el Premio arcVision-Mujer y Arquitectura**

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- Menciones especiales para Izaskun Chinchilla, Anupama Kundoro y Siiri Vallner.

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Carla Juaçaba encarna las cualidades necesarias de firmeza y valor que un arquitecto ha de tener para desarrollar su profesión, así como creatividad en la búsqueda de soluciones no convencionales y una enorme sensibilidad hacia el entorno en el que sus obras se asientan. El jurado ha elogiado la funcionalidad y conveniencia de sus propuestas que aseguran el cumplimiento de los objetivos previstos y lo hacen contribuyendo a la belleza y mejorando la calidad de vida de aquellos que las van a utilizar. El jurado ha manifestado que representa la figura del arquitecto de manera "absoluta" pues abarca todos los aspectos: el entorno, el medio ambiente, la naturaleza, los parámetros, los materiales ....

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sostenibilidad que tenga en consideración a la mujer y su particular enfoque en el mundo de la arquitectura, con especial atención a la gente, a la ciudad y al medio ambiente. La arquitectura contemporánea ha fomentado una evolución cada vez mayor del trabajo de las mujeres arquitectas. El surgimiento de nuevas arquitectas es una de las tendencias más interesantes desde el punto de vista social y cultural que se ve reflejado en los proyectos de diseño en el sector de la construcción.

"Con este premio queremos destacar la creciente importancia de las mujeres en la arquitectura en los últimos años y rendirles homenaje mediante una "discriminación positiva" a favor de las mujeres", ha manifestado el CEO de Italcementi, Carlo Pesenti. "Esperamos que en estos sectores tradicionalmente dirigidos por hombres, las mujeres asuman un rol central y puedan superar cualquier tipo de discriminación o exclusión tanto en la toma de decisiones como en la producción. Los hombres y las empresas necesitan la energía y la sensibilidad de las mujeres para crecer y lograr resultados cada vez mayores."

El objetivo del Premio arcVisión es reconocer anualmente a una arquitecta que, mediante sus investigaciones y trabajo, muestre una excelencia importante en lo relativo a las cuestiones fundamentales de la construcción - tecnología, sostenibilidad, implicaciones sociales y culturales - con preferencia por las mujeres que trabajan en condiciones de especial complejidad bien sea por el tipo de proyecto o por las condiciones locales. Las nominadas fueron seleccionadas de un grupo de profesionales indicado por los asesores y luego evaluadas por una comisión técnico-cultural, que hizo la selección final de las candidatas y las presentó al jurado internacional.

La lista de las finalistas de 2013 está formada por 19 arquitectas de 15 países: Brasil, Egipto, Estonia, Alemania, India, Italia, Japón, México, Polonia, Singapur, España, Suecia, Suiza, Tailandia y EEUU.

A las arquitectas nominadas para el premio se les solicitaba haber diseñado al menos un edificio significativo (terminado o en construcción) en el campo de las infraestructuras sociales (educación, salud, cultura, información, servicios en general), habiendo incorporado soluciones innovadoras tanto desde el punto de vista funcional como técnico, y valores, con especial énfasis en las cuestiones de sostenibilidad. Así mismo, se ha considerado, haber llevado a cabo investigaciones de campo en un entorno educativo - académico para el desarrollo de soluciones y sistemas de construcción innovadores.

El premio es un taller de dos semanas o un período de investigación en el i.lab, el Centro de Investigación e Innovación de Bérgamo y una cantidad de 50.000 €, parte de los cuales el ganador puede donar a proyectos de arquitectura social de su elección.

Al terminar el taller, la ganadora contará su experiencia en una conferencia impartida en el i.lab, durante la Semana del Diseño de Milán, en el marco de la nueva serie de conferencias "Millennium" de Italcementi Group, encuentros con el mundo de la arquitectura.

Más información: FYM-Italcementi Group. Tlf: 902 29 30 31 - Dpto. Comunicación. Antonio Santacruz: a.santacruz@fym.es Inforpress Málaga.- 952329343 Mª del Mar Bermejo mbermejo@inforpress.es

[www.noodles.com/view/F77CF0607854C9A5527235E61544F9FD743FC4FB73252xxx1362688207](http://www.noodles.com/view/F77CF0607854C9A5527235E61544F9FD743FC4FB73252xxx1362688207)

## ATTUALITÉ

**L'architecte Carla Juaçaba lauréate du prix international d'architecture féminin « arcVision »**

| 08/03/2013 14:57 Profession



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Le jury international réuni par Italcementi.

Carlo Pesenti, P.-DG d'Italcementi, souhaite à cette occasion introduire une "discrimination positive en faveur des femmes dans le monde de l'architecture". La lauréate remporte au choix une session de recherche ou la participation à un *workshop* de deux semaines au sein du laboratoire de R&D d'Italcementi, ainsi qu'une dotation de 50 000 euros.

Le jury, composé de sept femmes, comprenait : Shaikha Al Maskari, membre de "l'Arab International Women's Forum"; Vera Baboun, maire de Bethléem ; Odile Decq, architecte ; Victoire de Margerie, ancien membre du conseil d'administration de Ciments français ; Yvonne Farrell, architecte ; Samia Nkrumah, présidente du "Kwame Nkrumah Pan African Center"; Sejima Kazuyo, architecte prix Pritzker 2010 ; Benedetta Tagliabue, architecte ; et Martha Thorne, directrice exécutive du prix Pritzker.

<http://www.lemoniteur.fr/153-profession/article/actualite/20438773-l-architecte-carla-..>

## La arquitecta Carla Juaçaba gana el premio arcVision – Mujeres y Arquitectura



Menciones especiales para Izaskun Chinchilla, Anupama Kundoo y Siiri Vallner.

Twitter: 6

2

08/03/2013

**MADRID, España** (Inforpress) -- La arquitecta brasileña Carla Juaçaba ha resultado ganadora de la primera edición del Premio arcVision – Mujeres y Arquitectura, un premio internacional de arquitectura social para mujeres instaurado por Italcementi Group.

La ganadora ha sido seleccionada por un jurado compuesto por Shaikha Al Maskari (miembro del comité directivo del Fórum Internacional de la Mujer Árabe –AIWF), Vera Baboun (alcaldesa de la ciudad de Belén) Odile Decq (directora del estudio de arquitectura ODBC) Victoire de Margerie (presidenta de Rondol Technology), Yvonne Farrell (junto con Shelley McNamara directora del estudio Grafton Architects), Samia Nkrumah (presidenta de Kwame Nkrumah Pan African Center), Kazuyo Sejima (directora del estudio SANAA junto con Ryue Nishizawa), Benedetta Tagliabue (fundadora con Enric Miralles de EMBT, estudio de arquitectura) Martha Thorne (directora del Premio Pritzker). El jurado se ha reunido en Bérgamo el 7 de marzo y ha sido asesorado por Stefano Casciani, director científico del Premio.

El jurado también ha concedido tres menciones especiales a Izaskun Chinchilla de España por su visión diferente, no convencional, Anupama Kundoo de India por su destreza en la investigación de materiales y Siiri Vallner de Estonia por su sensibilidad a la hora de interpretar los espacios.

La ganadora del Premio se ha dado a conocer hoy en Bérgamo en el i.lab, el centro de innovación e investigación de Italcementi, un proyecto del arquitecto Richard Meier, recientemente inaugurado y reconocido como uno de los primeros edificios de Europa con la certificación LEED Platinum, el mayor reconocimiento internacional de la construcción sostenible.

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[www.soloarquitectura.com/noticias/noticia2013030802.html](http://www.soloarquitectura.com/noticias/noticia2013030802.html)

**arcVision Prize: Premio de arquitectura Femenina***Posted by edgar on 8 Mar 2013 in Arquitectura*

Carla Juacaba, es la ganadora de la primera edición del premio arcVision.

Carla Juacaba, Brasileña de 37 años de edad, se graduó de la Universidad de Santa Ursula en Rio de Janeiro en 1999. Desde el año 2000 tiene su propia oficina en donde practica e investiga basada en Rio de Janeiro. En 2012 diseño el pabellón para Rio Mas 20 (la conferencia de naciones unidas para el desarrollo sostenible) diseñado en conjunto con la artista Bia Lessa. El pabellón realizado con materiales de bajo coste y completamente reciclable y fácilmente desmantelable.

el jurado piensa que ella representa los aspectos de una Arquitecta completa, abordando todos los aspectos en cada encargo: contexto, medioambiente, naturaleza, parámetros, materiales, etc.

Precisamente el día de la mujer trabajadora, conocemos a la ganadora del nuevo premio que la empresa Italcementi Group otorgará cada año a una destacada mujer en el ámbito de la arquitectura.

El jurado se reunió en Bergamo asistido por el director científico del premio Stefano Casciani y estuvo compuesto por: **Shaikha Al Maskari** (Member of the Steering Committee of the Arab International Women's Forum-AIWF), **Vera Baboun** (Alcaldesa de Bethlehem), **Odile Decq** (Directora de ODBC architecture), **Victoire de Margerie** (Presidenta de Rondol Technology), **Yvonne Farrell** (directora de Grafton Architects), **Samia Nkrumah** (Presidenta del centro PanAfricano Kwame Nkrumah), **Kazuyo Sejima** (Directora de SANAA), **Benedetta Tagliabue** (fundadora de EMBT), **Martha Thorne** (Directora del premio Pritzker).

[www.edgargonzalez.com/tag/italcementi/](http://www.edgargonzalez.com/tag/italcementi/)

# Le Groupe Italcementi récompense la créativité féminine

● Le prix Arc Vision est revenu à l'architecte brésilienne Carla Josepho.

● La gagnante a créé et réalisé un pavillon humanitaire en 2012 pour abriter les travaux de la rencontre internationale RIO+20.

C'est durant la soirée du jeudi 7 mars à l'Argonne au Palais de l'Industrie de la grande presse la gagnante de la première édition du prix Arc Vision. Il s'agit de Carla Josepho qui a conçu et réalisé le pavillon pour abriter les travaux de la rencontre internationale RIO+20. L'architecte brésilienne a été élue gagnante pour avoir créé et réalisé un pavillon humanitaire en 2012 pour abriter les travaux de la rencontre internationale RIO+20 venue à Rio de Janeiro. Outre les «travaux non conventionnels», la gagnante, âgée de 37 ans,



Le jury s'est réuni pendant deux jours sur l'examen des travaux de plus de 12 candidats.

a pu également organiser une exposition en cours du mois dernier à Venise qui a réouvert un forum

social, puisqu'elle a réalisé plus de 228 000 visiteurs en seulement deux semaines. «Carla Josepho a

**Le prix Arc Vision-Femme et architecture ambitionne de couronner des travaux créatifs, œuvres de figures féminines.**

été récompensée aussi pour avoir réalisé des projets très innovants, en particulier à de nouveaux projets de réhabilitation de la région», a souligné Odile Deroy, une architecte française, membre du jury. Classe et compétence reconnues au niveau de la profession de grande presse, la jeune

Brésilienne peut se targuer d'avoir pu aller dans ses projets simplifiés, égaux et fonctionnels.

Carla Josepho, architecte brésilienne, a réalisé les œuvres qui ont permis de servir un architecte concepteur pour abriter les œuvres de la région. Elle a réalisé une œuvre qui a permis de servir un architecte concepteur pour abriter les œuvres de la région. Elle a réalisé une œuvre qui a permis de servir un architecte concepteur pour abriter les œuvres de la région.

C'est une victoire pour l'architecte brésilienne qui a pu servir son pays. Revenant à peine au Brésil, elle a fait le tour d'une telle victoire pour elle-même et pour le Brésil. La jeune Brésilienne a tenu à retourner à son pays natal, l'Italie, pour participer à la rencontre internationale RIO+20. Elle a réalisé une œuvre qui a permis de servir un architecte concepteur pour abriter les œuvres de la région. Elle a réalisé une œuvre qui a permis de servir un architecte concepteur pour abriter les œuvres de la région.

Pour Carla Josepho, concevoir et réaliser un pavillon pour abriter les œuvres de la région a été une grande victoire pour elle-même et pour le Brésil. Elle a réalisé une œuvre qui a permis de servir un architecte concepteur pour abriter les œuvres de la région. Elle a réalisé une œuvre qui a permis de servir un architecte concepteur pour abriter les œuvres de la région.

## REPÈRES

Le prix Arc Vision est une récompense pour les femmes architectes qui ont réalisé des œuvres remarquables. La première édition du prix a été organisée par le Groupe Italcementi.

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Prix Arc Vision

## Le Groupe Italcementi récompense la créativité féminine

Tous les articles

- Le prix Arc Vision est revenu à l'architecte brésilienne Carla Juaçaba.
- La gagnante a créé et réalisé un pavillon humanitaire en 2012 pour abriter les travaux de la rencontre internationale RIO+20.

Partage :       

Le jury s'est penché pendant deux jours sur l'examen des travaux de plus de 10 candidates.

C'est durant la soirée du jeudi dernier à Bergame en Italie qu'a été annoncée en grande pompe la gagnante de la première édition du prix Arc-Vision. Il s'agit de Carla Juaçaba qui a remporté le premier prix après l'étude de plus de 10 candidatures. L'architecte brésilienne a été en effet consacrée pour avoir créé et réalisé un pavillon humanitaire en 2012 pour abriter les travaux de la rencontre internationale RIO+20 tenue à Rio de Janeiro. Outre ces «travaux non conventionnels», la créatrice, âgée à peine de 37 ans, a pu également organiser une exposition au cours du mois dernier à Venise qui a rencontré un franc succès, puisqu'elle a drainé plus de 220 000 visiteurs en seulement deux semaines. «Carla Juaçaba a été récompensée aussi pour avoir réalisé des projets très innovants en recourant à de nouveaux matériaux dénichés de sa région», a souligné Odile Decq, une architecte française réputée dans le monde et membre du jury. Outre sa compétence reconnue en matière de réalisation de grands projets, la jeune Brésilienne peut se targuer d'avoir pu allier dans ses projets simplicité, élégance et fonctionnalité. «Carla Juaçaba incarne toutes les qualités que doit posséder un architecte courageux pour aborder son métier de façon créative tout en recourant à des solutions non conventionnelles, faisant ainsi preuve d'une grande sensibilité vis-à-vis de l'environnement qui accueillera ses œuvres», ajoute Odile Decq.

Contactée par vidéo-conférence, l'architecte brésilienne n'a pas pu cacher son émotion. Retenant à peine ses larmes, elle a salué la tenue d'une telle rencontre conçue essentiellement pour consacrer le talent au féminin. La jeune Brésilienne a tenu à remercier à cette occasion Italcementi Groupe, l'entreprise qui était derrière le lancement de cette initiative louable, consistant à récompenser l'excellence féminine en matière d'architecture. «Alors que nous nous attendions à ce que cet événement soit organisé par une organisation non gouvernementale ou encore un organisme à but non lucratif, nous avons été agréablement surpris par l'action d'Italcementi qui a choisi de lancer ce prix qui deviendra désormais un rendez-vous annuel», indique Sheikha Al Maskari, une femme d'affaires, membre du jury.

Pour Carlo Pesenti, conseiller délégué du groupe, ce prix vise non seulement à consacrer l'excellence mais aussi à encourager les femmes qui ont interprété au mieux leur rôle d'architecte avec des œuvres significatives dans le domaine du bâtiment civil, résidentiel, de service avec une attention particulière pour le volet social culturel et éducatif. «Italcementi Groupe tend à travers cette initiative à traduire les valeurs de l'entreprise ainsi que sa culture basée sur la promotion de la qualité et de l'innovation. À cet égard, je tiens à remercier les membres du jury qui se sont déplacés des quatre coins du monde pour participer à cet événement», déclare M. Pesenti.

En effet, composé de sept experts de différentes nationalités (Émirats arabes unis, Israël, France, Angleterre, Ghana, Japon, Italie), issues du monde de l'entrepreneuriat, de l'architecture, de la politique et du développement durable, le jury s'est penché pendant deux jours sur l'examen de plus de 19 candidatures. «Les architectes qui ont été nommées représentent les quatre continents. Le but étant de donner une chance à toutes les femmes à travers le monde de concourir pour ce prix» indique Stefano Casciani, architecte italien et coordinateur du programme.

Le prix Arc Vision-Femme et architecture ambitionne de couronner des travaux créatifs, œuvres de figures féminines de premier plan et des auteures de composition qui ont su porter un regard croisé sur les besoins de la population et y répondre créant ainsi un environnement adapté aux attentes des citoyens. Une tendance à laquelle aspire le groupe Italcementi et souhaite confirmer à travers ce nouveau rendez-vous annuel. n

Yousra Amrani.

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### L'origine de l'idée du prix

Créé à l'initiative du groupe Italcementi, le prix Arc Vision a pour objectif de contribuer à instaurer une culture de développement durable basée sur la promotion de l'approche genre dans le domaine de l'architecture. Une action qui vient réconforter la tendance générale de l'architecture contemporaine s'exprimant de plus en plus à travers des profils féminins. «Ces dernières années, la sensibilisation du groupe pour la valorisation de la figure féminine dans l'entreprise et dans la société s'est progressivement renforcée, ce qui va de pair avec l'engagement et l'attention que, depuis toujours, nous avons consacrée au monde de la construction. Italcementi Group souhaite donc une discrimination positive en faveur des femmes architectes à travers le monde», souligne M. Pesenti.

# Le Groupe Italcementi récompense la créativité féminine

Posted in *Culture Plus* | 0 comments

MAR 08, 13



«Italcementi Groupe tend à travers cette initiative à traduire les valeurs de l'entreprise ainsi que sa culture basée sur la promotion de la qualité et de l'innovation. [...] Le but étant de donner une chance à toutes les femmes à travers le monde de concourir pour ce prix» indique Stefano Casciani, architecte italien et coordinateur du programme. [...] n Yousra Amrani, Créé à l'initiative du groupe Italcementi, le prix Arc Vision a pour **OBJECTIF** de contribuer à instaurer une culture de développement durable basée sur la promotion de

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## L'architecte Carla Juaçaba lauréate du prix international d'architecture féminin « arcVision »

Service Architecture et Urbanisme ; 08/03/2013 ; 14:57 ; Profession



Carla Juaçaba, lauréate du prix arcVision.

Il y a une femme dans tout le monde.

**Le nom de la lauréate brésilienne de cette première édition a été rendu public aujourd'hui à Bergame (Italie) par le groupe Italcementi, organisateur de l'événement.**

POUR UNE ALTERNATIVE CÉLÈBRE

"Mettre en lumière le travail d'une architecte, ayant réalisé une œuvre significative dans le domaine du bâtiment public, résidentiel ou tertiaire, en portant une attention toute particulière au social, à la culture et à l'éducation", tel est l'objectif assigné à cette récompense dont le nom de la première récipiendaire, **Carla Juaçaba**, Brésilienne de

37 ans, a été dévoilé à l'occasion de la journée internationale de la femme, le 8 mars 2013.

Carlo Pesenti, P.-DG d'Italcementi, souhaite à cette occasion introduire une "discrimination positive en faveur des femmes dans le monde de l'architecture". La lauréate remporte - au choix - une session de recherche ou la participation à un *workshop* de deux semaines au sein du laboratoire de R&D d'Italcementi, ainsi qu'une dotation de 50 000 euros.

Le jury, composé de sept femmes, comprenait : Shaikha Al Maskari, membre de "l'Arab International Women's Forum"; Vera Baboun, maire de Bethléem ; Odile Decq, architecte ; Victoire de Margerie, ancien membre du conseil d'administration de Ciments français ; Yvonne Farrell, architecte ; Samia Nkrumah, présidente du "Kwame Nkrumah Pan African Center"; Sejima Kazuyo, architecte prix Pritzker 2010 ; Benedetta Tagliabue, architecte ; et Martha Thorne, directrice exécutive du prix Pritzker.

14/03/2013

## Carla Juaçaba gana el premio arcVision Prize. Women and Architecture por Italcementi Group.

Con la creación de este nuevo premio y con un jurado apoyado por figuras importantes del lado femenino de la arquitectura, la arquitecta brasileña Carla Juaçaba ha sido designada como la ganadora del primer Premio arcVision - Women and Architecture, el premio internacional de arquitectura social para diseñadoras instituidos por el Grupo Italcementi.

El Jurado decidió premiar especialmente el **Umanidade 2012 pabellón proyecto desarrollado para Río +20** (la conferencia de la ONU sobre desarrollo sostenible), diseñado y construido junto con un artista, Bia Lessa. El valor simbólico del pabellón, una estructura temporal, se ve reforzada por el hecho de que Río Mas 20 fue una oportunidad importante para una comprensión global de lo que se hace o no se hace para salvar a la Tierra de un desastre ambiental.

Jurado de izq a dech. Odile Decq, Kazuyo Sejima, Martha Thorne, Benedetta Tagliabue, Vera Baboun, Victoire de Margerie, Shaikha Al Maskari, Samia Nkrumah, Yvonne Farrell

Según el jurado compuesto por **Shaikha Al Maskari, Vera Baboun, Odile Decq, Victoire de Margerie, Yvonne Farrell, Samia Nkrumah, Kazuyo Sejima, Benedetta Tagliabue, Martha Thorne** y asistido por Stefano Casciani, el Director Científico del Premio, Carla Juaçaba encarna las cualidades necesarias en un arquitecto de coraje para acercarse a su profesión, la creatividad en la búsqueda de soluciones no convencionales y una enorme sensibilidad al contexto en el que sus obras se asientan.

El jurado también concedió tres Menciones Especiales a, **Izaskun Chinchilla** de España por su enfoque no convencional, **Anupama Kundoo** de la India por su habilidad en la investigación de materiales y **Vallner Siiri de Estonia** por su interpretación sensible de los espacios.

El ganador del premio fue anunciado el viernes en Bergamo en el i.lab, el centro de investigación e innovación de Italcementi terminado recientemente con un proyecto de Richard Meier y es uno de los primeros edificios en Europa con certificación LEED Platinum, el mayor reconocimiento internacional para la construcción sostenible.

"Con este premio queremos destacar la creciente importancia que las diseñadoras han ido asumiendo en la arquitectura en los últimos años y rendir homenaje como "discriminación positiva" a favor de las mujeres", dijo el CEO de Italcementi Carlo Pesenti. "Esperamos que en los sectores tradicionalmente gobernados por hombres, las mujeres vendrán a asumir un rol central y superar toda forma de discriminación o exclusión de la toma de decisiones y la producción. Los hombres y las empresas necesitan la energía y la sensibilidad de las mujeres para crecer y lograr resultados cada vez mayores."

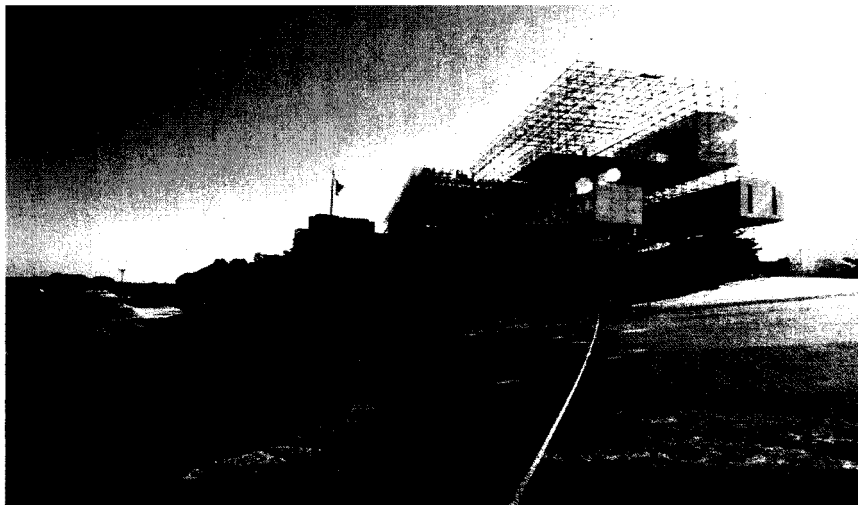
Por: metalocus, JOSÉ JUAN BARBA Categorías: Arquitectura, Premios, Concursos



Carla Juaçaba.

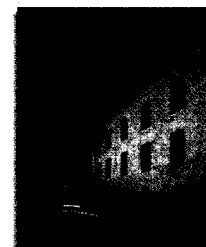






Pavillion Humanidade 2012

Pavillion Humanidade 2012



D X

condilectura  
arquitectura con arcilla cocida

METALOCUSMAGAZINE

## Pavillion Humanidade2012

*We propose a scaffold building, translucent, exposed to all weather conditions: Light, heat, rain, sounds of waves and wind, reminding man of his frailty when compared to nature.*

*The structure is composed of 5 structural walls measuring 170m in length and 20 meters high, with 5,40meters in between them, creating a suspended walkway over Rio's landscape, interrupted when necessary by spaces meant for reflection and thought. The exhibitions rooms act as bracing of the whole structure, stiffening the structure as a whole.*

*Scaffold is the only material that we know of that can support such a weight, and through which rain and wind can pass through. One of the main goals in architecture concerning sustainability is to build with what you have in hand.*

*The materials we used are sustainable, meaning that everything is 100% reusable. The project composed by materials previously used, the scaffold leaves its usual place, as support structure, to become a building all by itself.*

*The material has been and will become other projects in the future. During my first visit to the site, Bia and I found a scaffold base that was to be used on the event that was taking place then. These bases are usually covered up by white plastic tents. So, it was then that we realized the full potential and the opportunity of using this material.*

*I'd like to quote the architect Paulo Mendes, who inspired us when thinking about sustainability and how it affects architecture: "For me, the cornerstone of architecture is the geography." In other words, sustainability and geography are closely related in architecture. It might make sense to build on Africa or in some places in Brazil using clay, or to create green roofs in Buenos Aires, but not in this specific site in the fortress of Copacabana. It's as if every specific geographical point has to find it's own equilibrium.*

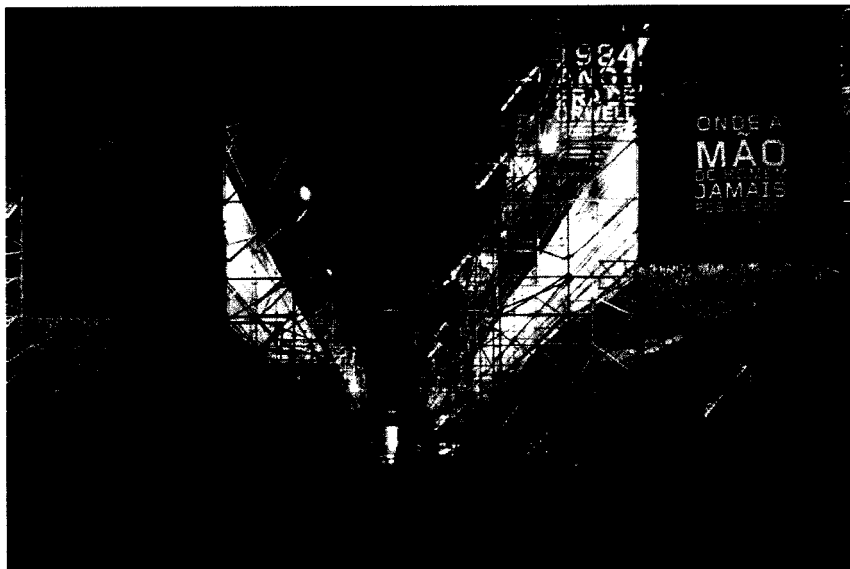
Txt.- Carla Juaçaba

## CRÉDITOS

Idea General y dirección.- Bia Lessa  
Arquitectura.- Carla Juaçaba  
Diseño de iluminación.- Paulo Pederneiras  
Arquitectos.- Antonio Pedro Coutinho / Pedro Varela / Sergio García-Gasco Lombrichar / Elza Burgos De La Prida / Argus Caruso  
Alumnos de arquitectura.- Daniel Cuchicho / Rita D'aguiar / Barbara Cutlak / Alvaro Pitas Electronic  
Model.Bruno Caio / André Wissenbach  
Dirección de escenografía.- Abel Gomes  
Ejecución.- P&G Cenografía  
Ejecución creativa de producción.- Lucas Arruda  
Estructura.- Mvd Osmar Dutra  
Diseño de sonido.- Dany Roland  
Diseño gráfico.- Fabio Arruda E Rodrigo Bleque - Cubiculo  
Paisjae.- Daniela Infante  
Iluminación.- Naldo Bueno  
Producción general.- Srcom  
Contentenidos / Comisario.- Fiesp / Firjan

## Enlaces de interés:

Carla Juaçaba



Pavillion Humanidade2012 por Carla Juaçaba. Fotografia © Leonardo Finotti



Pavillion Humanidade2012 por Carla Juaçaba. Fotografia © Leonardo Finotti



Pavillion Humanidade2012 por Carla Juaçaba. Fotografia © Leonardo Finotti

**ARCHITECT: THE  
PRITZKER PRIZE  
LAUREATES IN  
THEIR OWN  
WORDS**

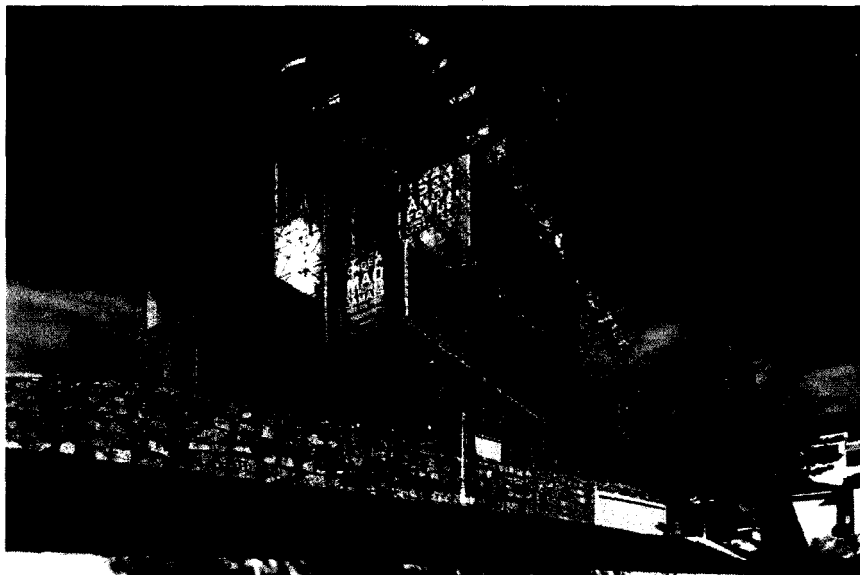
*El Premio Pritzker es el premio internacional más prestigioso de la arquitectura. Otorgado anualmente a un arquitecto vivo por un jurado independiente de expertos, su propósito "es honrar a un arquitecto vivo cuyo trabajo construido demuestre una combinación de las cualidades de talento, visión y compromiso, que ha producido contribuciones constantes y significativas a la humanidad y al entorno construido a través del arte de la..."*

**MISSBEHAVE, SIMONA ROTA.**

*En tiempos en los que el papel está en crisis reconocer el brillante trabajo de edición que está realizando Paula Álvarez es casi una obligación. Hoy ponemos nuestra atención en un libro sobre el trabajo de Simona Rota, a quien ya hemos dedicado artículos en METALOCUS, por un trabajo fotográfico también excelente. Bajo el título "Missbehave" se recogen dos de los últimos trabajos de Simona. Es una edición limitada que te recomendamos...*

**PRESENTACIÓN LIBRO "JUAN NAVARRO BALDEWEG. LE OPERE, GLI SCRITTI, LA CRITICA"**

*La editorial Electa-architettura y el Círculo de Bellas Artes presentan el próximo lunes el libro: "Juan Navarro*



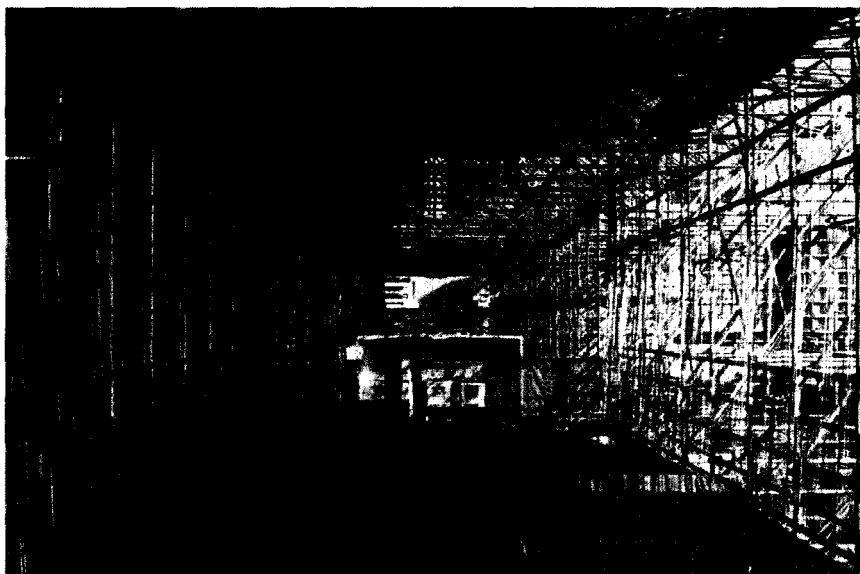
Pavillion Humanidade2012 por Carla Juaçaba. Fotografia © Leonardo Finotti

Baldeweg. Le opere, gli scritti, la critica" en el Círculo de Bellas Artes de Madrid a las 7,30 h. de la tarde.

#### ITINERARIO DE ARQUITECTURA 06: PAULO MENDES DA ROCHA.

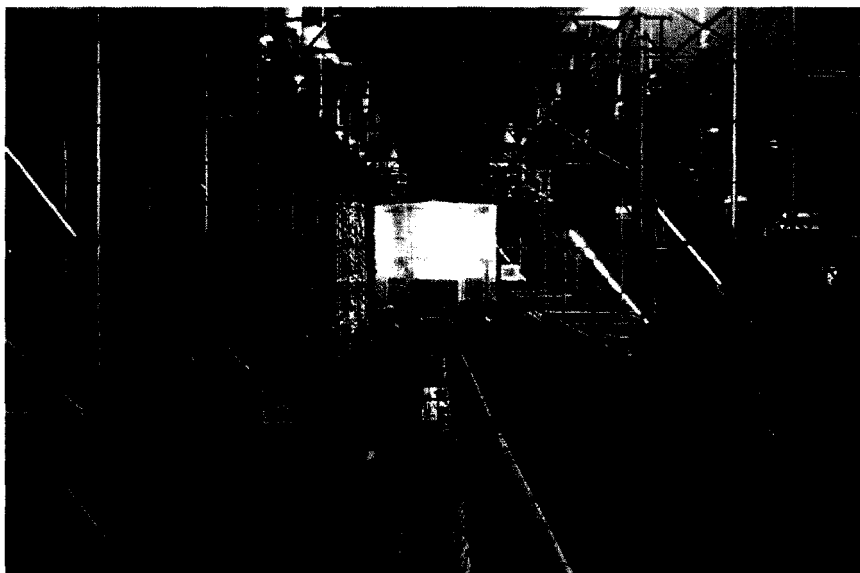
La Fundación Arquitectura Contemporánea presentará el último número de la colección Itinerarios de Arquitectura, dedicado al arquitecto brasileño Paulo Mendes da Rocha, con actos el próximo lunes 25 en Madrid, el martes 26 en Sevilla y el miércoles 27 de febrero en Lisboa, en los que contarán con la presencia de los autores del libro -Catherine Otondo y José Paulo Gouvea- así como la participación de la Embajada de Brasil en España y la...

#### ARQUITECTURAS, CIUDADES, VISIONES. POR GABRIELE BASILICO. [5 LIBROS]

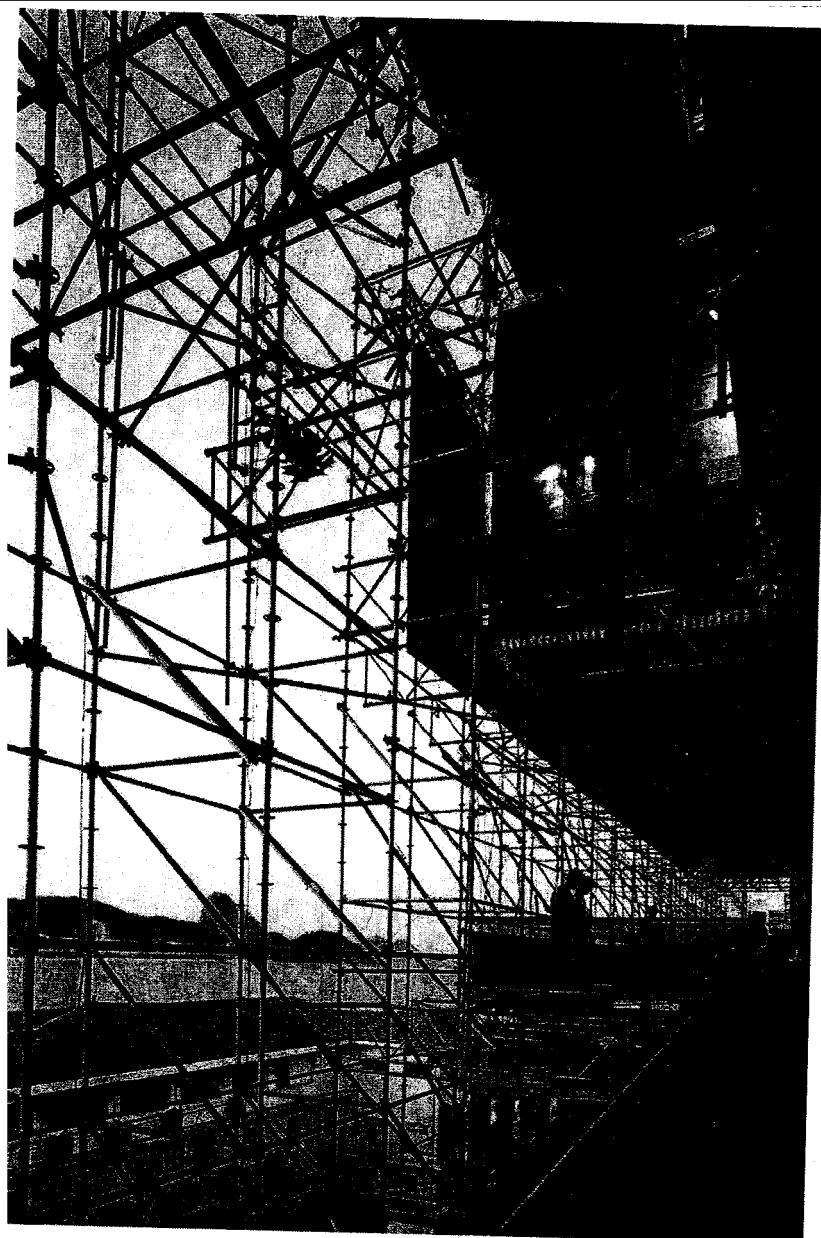


Pavillion Humanidade2012 por Carla Juaçaba. Fotografia © Leonardo Finotti

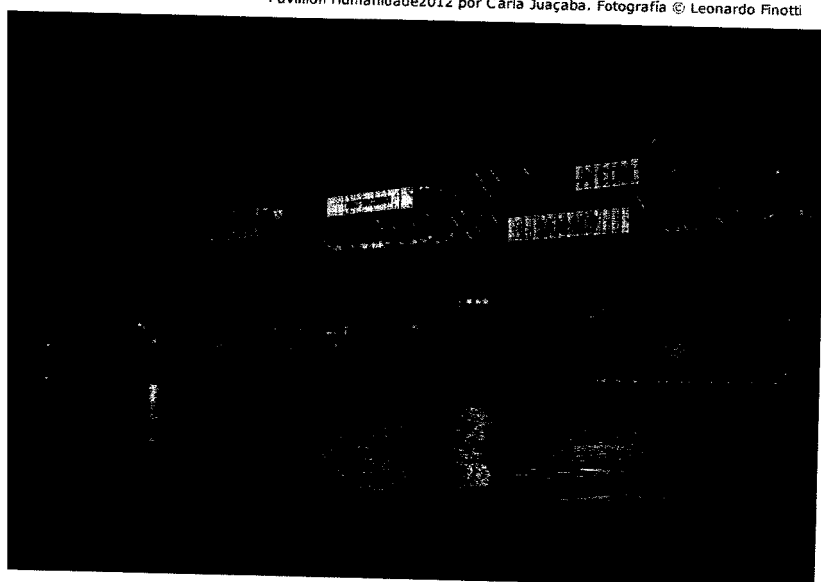
El pasado día 13 de febrero dabamos la noticia de la muerte, a los 69 años de edad, del fotógrafo italiano, y arquitecto de formación, Gabriele Basilico, uno de los máximos notarios del paisaje urbano y de las transformaciones de las grandes ciudades de las últimas cuatro décadas. Traemos algunas monografías y catálogos de exposiciones sobre su reconocido trabajo



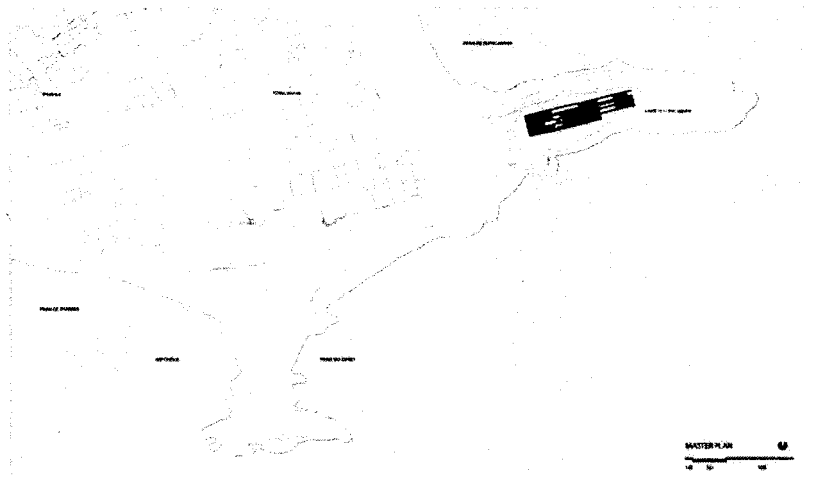
Pavillion Humanidade2012 por Carla Juaçaba. Fotografia © Leonardo Finotti



Pavillion Humanidade2012 por Carla Juaçaba. Fotografia © Leonardo Finotti



Pavillion Humanidade2012 por Carla Juaçaba. Fotografia © Leonardo Finotti



Plano de situación. Pavillion Humanidade2012 por Carla Juaçaba.

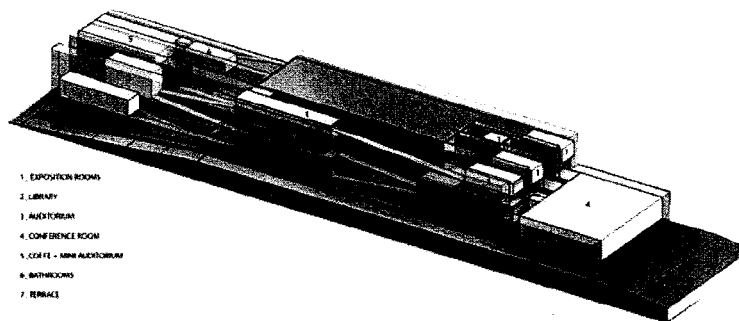
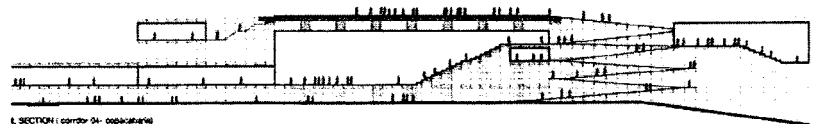
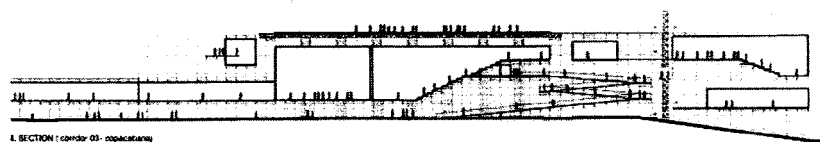
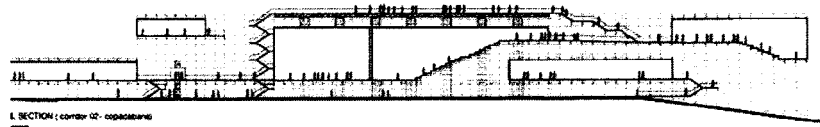
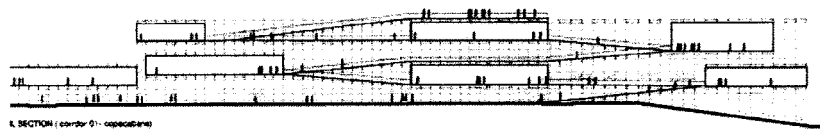
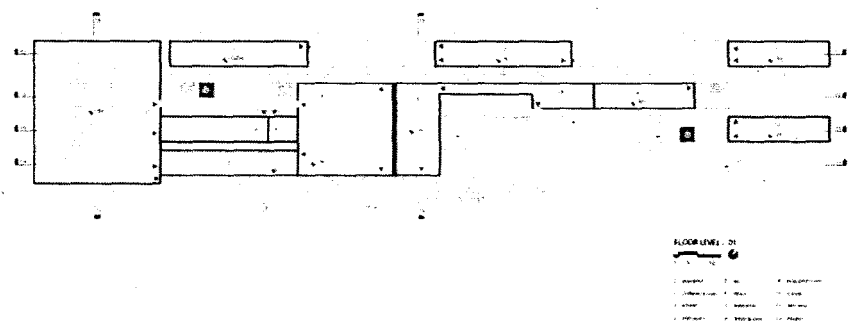


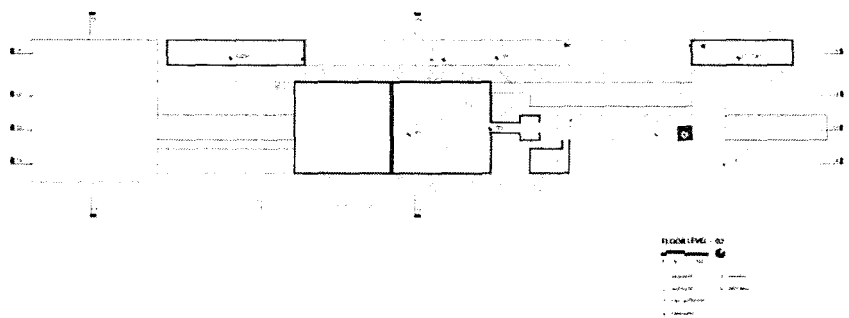
Diagrama. Pavillion Humanidade2012 por Carla Juaçaba.

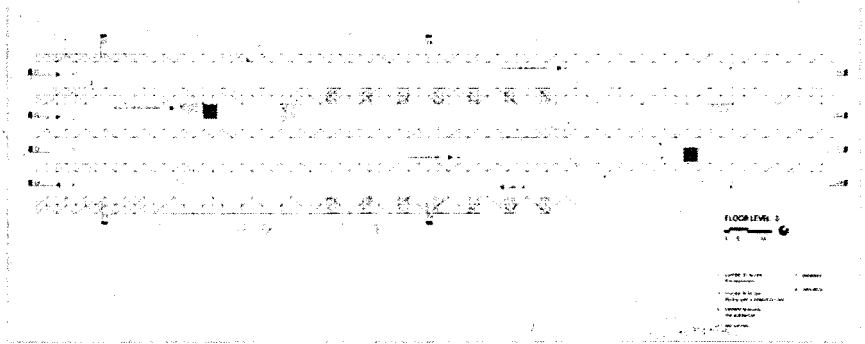


Secciones. Pavillion Humanidade2012 por Carla Juaçaba.

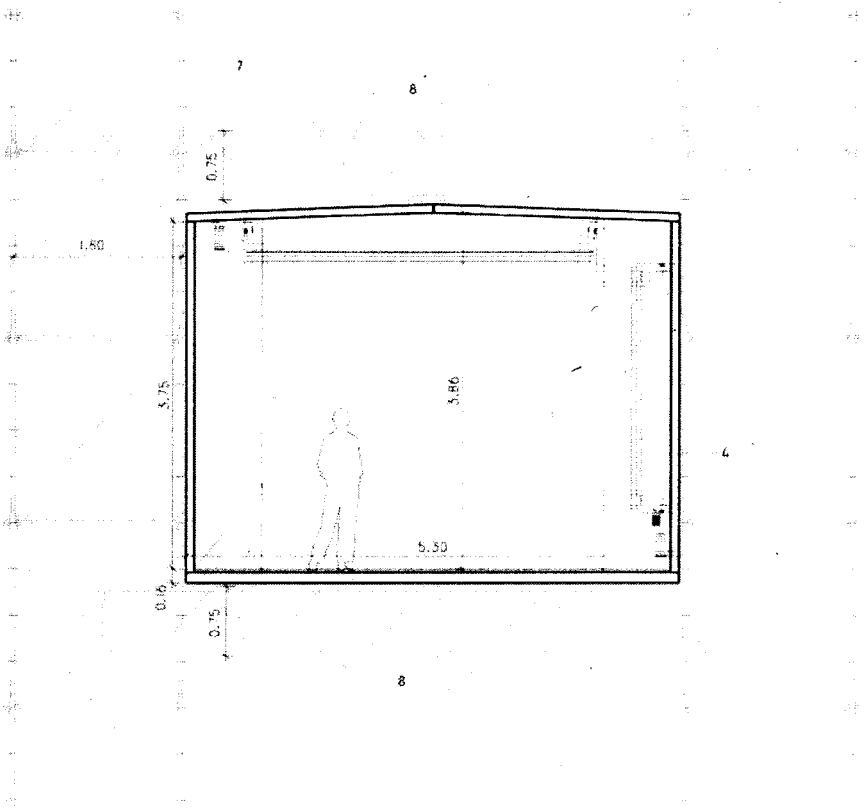


Planta, Pavillion Humanidade2012 por Carla Juaçaba.

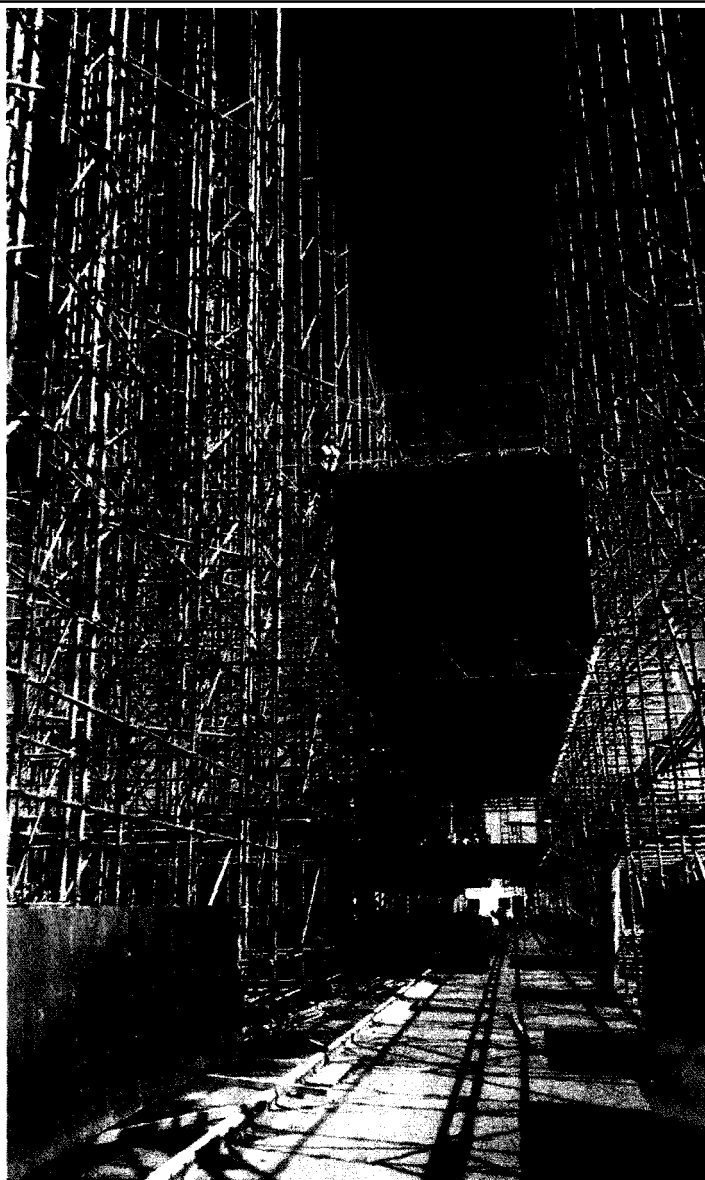




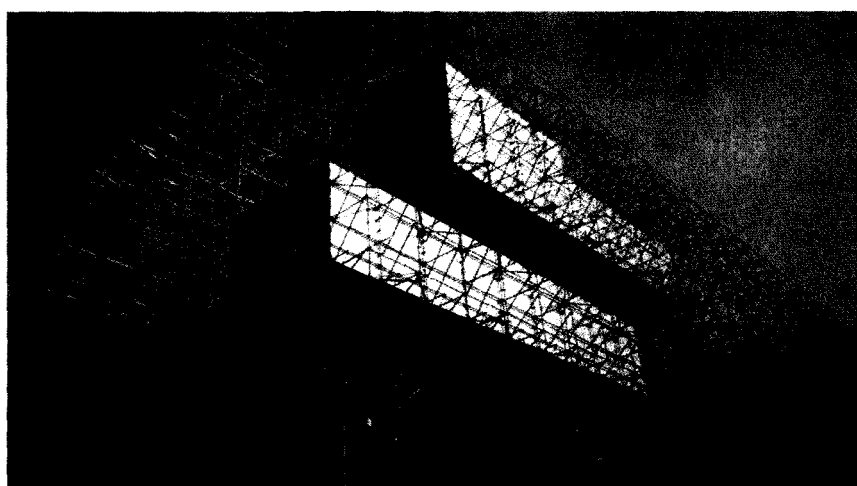
Planta. Pavillion Humanidade2012 por Carla Juaçaba.



Detalle. Planta. Pavillion Humanidade2012 por Carla Juaçaba.



Estructura. Planta. Pavillion Humanidade2012 por Carla Juaçaba.



Estructura. Planta. Pavillion Humanidade2012 por Carla Juaçaba.

[www.metalocus.es/content/es/blog/carla-juaçaba-gana-el-premio-arcvision-prize-women-and-architecture](http://www.metalocus.es/content/es/blog/carla-juaçaba-gana-el-premio-arcvision-prize-women-and-architecture)



# Le Groupe Italcementi récompense la créativité féminine



«Italcementi Groupe tend à travers cette initiative à traduire les valeurs de l'entreprise ainsi que sa culture basée sur la promotion de la qualité et de l'innovation. [...] Le but étant de donner une chance à toutes les femmes à travers le monde de concourir pour ce prix» indique Stefano Casciani, architecte italien et coordinateur du programme. [...] n Yousra Amrani, Créé à l'initiative du groupe Italcementi, le prix Arc Vision a pour **OBJECTIF** de contribuer à instaurer une culture de développement durable basée sur la promotion de l'approche

genre dans le domaine de l'architecture.

## CARLA JUACABA WINS THE ARCVISION PRIZE

**AWARDS \_** Brazilian Architect Carla Juaçaba has been named as the winner of the first arcVision Prize - Women and Architecture, an international social architecture award for female designers instituted by the Italcementi Group.

The winner was chosen by a Jury composed of Shaikha Al Maskari (Member of the Steering Committee of the Arab International Women's Forum-AIWF), Vera Baboun (Mayor of Bethlehem), Odile Decq (head of the ODBC architectural firm), Victoire de Margerie (Chairman Rondol Technology), Yvonne Farrell (with Shelley McNamara head of the Grafton Architects architectural firm), Samia Nkrumah (President of the Kwame Nkrumah Pan African Center), Kazuyo Sejima (with Ryue Nishizawa head of the SANAA architectural firm), Benedetta Tagliabue (founder with Enric Miralles of the EMBT architectural firm), Martha Thorne (Director Pritzker Prize).

The Jury also awarded three Special Mentions, to Izaskun Chinchilla from Spain for her non conventional approach, Anupama Kundoo from India for her skill in researching materials, and Siiri Vallner from Estonia for her sensitive interpretation of spaces.

The Prize winner was announced today in Bergamo a i.lab a, the Italcementi research and innovation centre recently completed from a project by Richard Meier and one of the first buildings in Europe with LEED Platinum certification, the top international recognition for sustainable construction.

Carla Juacaba, 37 year old Brazilian architect, trained at Santa Ursula University in Rio de Janeiro (1999) is the first winner of the arcVision Prize - Women and Architecture by unanimous decision of the Jury.

Born in 1976, since 2000, Carla Juaçaba developed her independent practice of architecture and research based in Rio de Janeiro, Brazil. Her most exciting project in this research area, the Pavilion Humanidade 2012 (the UN conference on sustainable development), was designed and built together with an artist, Bia Lessa, who also developed the design concept.

The symbolic value of the pavilion, an impermanent structure, is heightened by the fact that Rio Mas 20 was an important opportunity for a global assessment of what is being done or not being done to save the Earth from environmental disaster. The best is achieved with low-cost, easily dismantled and continually recyclable constructions.

The Jury felt she embodies a "complete" architect, embracing all aspects of each commission:- context, environment, nature, parameters, materials. The winner said "I am extremely pleased, I wasn't expecting it, I didn't know which approach the Jury would choose and what they would have given importance to. I think it is really special to have thought of a Prize only for women. I was never 'invited' to all the work I've done so far. I have always had to struggle to prove that I was capable. I'm not saying this just because I am a woman, but I think that for us it is a little more complicated. So it is really great to have such a Prize to highlight this effort, because all work requires hard work. I am really very excited".

## Women & Architecture

**I**nitiié par Italcementi Group, cinquième producteur de ciment au monde, l'ArcVision Prize - Women and Architecture est un prix international qui récompense l'architecte féminine la plus talentueuse de l'année. Dans tous les domaines confondus, du civil au culturel en passant par les bâtiments de service ou le résidentiel, le but de ce prix est de rendre hommage au travail des femmes architectes dans le monde. Le jury, féminin, est composé d'architectes ayant marqué l'histoire par leur vision unique, de la construction et de l'espace. D'Odile Decq à Kazuyo Sejima en passant par Martha Thorne et Victoire de Margerie, celles-ci auront la lourde tâche de sélectionner la gagnante du prix, lors de la Journée Mondiale de la Femme, le 8 mars prochain, depuis Bergame en Italie. Avec une attention toute particulière pour le volet social, l'ArcVision Prize devra mettre en exergue l'effort de conception et de réalisation porté sur la durabilité et l'ingéniosité du projet, dont l'auteur se verra offrir l'accès au tout nouveau Centre de Recherche et d'Innovation d'Italcementi (i.lab) pour une durée de deux semaines et pourra y découvrir les technologies et méthodologies les plus innovantes. La gagnante recevra par ailleurs un prix de 50 000 euros et aura la possibilité d'affecter une partie de ce montant à la réalisation d'un projet social de son choix. **J.B.**

[www.italcementigroup.com](http://www.italcementigroup.com)

## إسمنت المغرب تشارك في تكريم مهندسة برازيلية بجائزة «إيتالشيمنتى» للإبداع

ميلانيو: إسماعيل رويحي

قامت المهندسة المعمارية البرازيلية كارلا جواكيا بالجائزة العالمية الأولى التي تمنحها شركة «إيتالشيمنتى» بالتعاون مع مجلة «أرك فيجن» الإيطالية بعنوان «النساء وفن المعماري». وحصلت المهندسة جواكيا (37 عاماً) على الجائزة عن عدة مشروعات، من بينها مبنى «الحناج الإنسانية» الذي أنجزته سنة 2012 لاستضافة المؤتمر الدولي «ريولوت+2»، مستخدمة المواد المحلية والمتواضعة.

وأعلن عن اسم الجائزة بمقر مركز أبحاث مجموعة «إيتالشيمنتى» للاستعنت في مدينة بيرغامو لقيامها بابتكار أعمال غير مسبقة باستخدام مواد غير تقليدية. وأوضح ستيغافو كاسكتاني، المدير الفني للجائزة، خلال ندوة صحافية أقيمت بمركز

الإبحات التابع للشركة بمدينة بيرغامو، أن النساء المعماريات أخذت في علم الفراغ الذي كان يوجد بالنسبة لانخراط المرأة في مجال الهندسة المعمارية.

وتبلغ قيمة الجائزة 50 ألف يورو وتمنح للمصممات المعماريات عن مشاريع تسهم في تحسين جودة الحياة في المدن والمساهمة في التعليم والصحة والعمل على قضايا التنمية المستدامة واقتراح أساليب جديدة للتخفيف من أثر الكوارث. وقد تقدم للحصول على الجائزة 19 مهندسة من 15 دولة من بينها مصر

والبرازيل وإستونيا وألمانيا والهند وإيطاليا واليابان والمكسيك وبولندا وسنغافورة.

كما حصلت على جائزة «مهندسات الشرف» كل من المهندسات إيراسكون شينسلا من إسبانيا، وأنابوما كونيغو من الهند، وسيرى فولتر من إستونيا عن مشاريع محلية فمن بتطويرها اعتماداً على مواد محلية صديقة للبيئة.

وفي السياق ذاته، أعربت المهندسة البرازيلية التي لم تتمكن من الحضور إلى إيطاليا عن سعادتها لتخصيص جائزة خاصة للمرأة في هذا المجال، والذي يتوافق مع الاحتفال باليوم العالمي للمرأة، مشيرة إلى أنها كانت على علم أنها ستصبح يوماً لتفاتها المستمر لكي تثبت قدرتها كمهندسة معمارية.

وتكونت لجنة التحكيم من 9 حكام سيدات من فرنسا وإيطاليا والإمارات واليابان وألمانيا

وفلسطين وغانا وإسبانيا وإيرلندا وتشرط الجائزة في المرشحات أن يكن قد صممن مبنى واحداً على الأقل ذا أهمية في مجال البنيات التحتية الاجتماعية على أن يشمل هذا التصميم على حلول وقية وفيلقية وفنية مبتكرة مع التركيز بصفة خاصة على جوانب الاستدامة. يذكر أن «إسمنت المغرب» شاركت في حفل تسليم جائزة «أرك فيجن» السنوية للمهندسات المعماريات، التي تنظمها شركة «إيتالشيمنتى» بمدينة بيرغامو الإيطالية وهي تعد جائزة دولية للسيدات تمنح للمصممات الأفضل في تصييد دور فن العمارة من خلال انعكاسها في صورة مشروعات معمارية مدنية.

وتقدم للجائزة بشكل سنوي للمهندسات المعماريات الثلاثي تقسم أعمالهن البحثية والتصميمية بالجودة والتميز العالميين والاعتماد بالقضايا الأساسية في مجال البناء التي تتمثل في التقنية والاستدامة والتداعيات الاجتماعية والثقافة. كما تبحث الجائزة بصفة خاصة عن المرشحات اللاتي يعملن في قبل ظروف معقدة من حيث نوع المشروع ونطاقه وما يتعلق به من ظروف عمل محلية.

ويتم اختيار الفائزة من بين مجموعة من المهندسات المرشحات من قبل مجموعة من الاستشاريين حيث يتم تقييم المرشحات من قبل لجنة فنية ثقافية داخلية تقولي اختيار المتسابقات النهائية وتقديمهن إلى لجنة تحكيم دولية تقولي اختيار المهندسة الفائزة.



## International Women in Architecture Award Announced

by Eric Fargo in Milan, Italy

and Debra Cornwell in Martinsburg, WV

At a much-anticipated gala event, the Italcementi Group launched its first ever arcVision Prize--an award to recognize outstanding women in the field of architecture. Brazilian Architect Carla Juaçaba is the first recipient of the "arcVision Prize – Women and Architecture."

With locations in Martinsburg and Frederick, Italcementi Group is the fifth largest cement producer in the world. The Group Companies combine the expertise, know-how and cultures of twenty-two countries on four continents, boasting an industrial network of fifty-three cement plants, ten grinding centers, seven terminals, 449 concrete batching units and about 19,000 staff. In 2012 Italcementi Group has sales amounting to about 4.5 billion Euro. Martinsburg is home to a cement plant and Frederick has a masonry warehouse and a bulk cement terminal.

The award, the gathering of the jury members, and the worldwide press conference took place in Milan in March at the world headquarters of The Italcementi Group. Milan sits in Northern Italy at the base of the Alps.

The Jury also awarded three Special Mentions, to Izaskun Chinchilla from Spain for her non-conventional approach, Anupama Kundoo from India for her skill in researching materials, and Siiri Vallner from Estonia for her sensitive interpretation of spaces.

The arcVision Prize is intended as a contribution to the development of a sustainability culture sensitive to women and to women's specific approach to architecture, with special attention to people, the town, and the environment. Contemporary architecture has fostered the development of an increasingly important role for female designers.

The emergence of new female architects is one of the most interesting social and cultural trends in project design in the construction sector. "With this award we want to highlight the growing importance that female designers have been assuming in architecture in recent years and pay tribute to a "positive discrimination" in favor of women," said Italcementi CEO Carlo Pesenti. "Hopefully, in sectors traditionally governed by men, women will come to assume a central role and overcome every form of discrimination or exclusion from decision making and production. Men and business need the energy and sensitivity of women to grow and achieve ever greater results."

The aim of the arcVision Prize is to annually recognize a female architect whose research and design work displays significant qualitative excellence and attention to the core issues of construction: technology, sustainability, social and cultural

implications with preference for women working in conditions of particular complexity in terms of type of project and local.

The winner was chosen by a Jury composed of Shaikha Al Maskari (Member of the Steering Committee of the Arab International Women's Forum-AIWF), Vera Baboun (Mayor of Bethlehem), Odile Decq (head of the ODBC architectural firm), Victoire de Margerie (Chairperson Rondol Technology), Yvonne Farrell (with Shelley McNamara head of the Grafton Architects architectural firm), Samia Nkrumah (President of the Kwame Nkrumah Pan African Center), Kazuyo Sejima (with Ryue Nishizawa head of the SANAA architectural firm), Benedetta Tagliabue (founder with Enric Miralles of the EMBT architectural firm), and Martha Thorne (Director, Pritzker Prize). The Jury met in Bergamo on March 6-7, 2013, and was assisted by the Scientific Director of the Prize, Stefano Casciani.

The prize winner was announced on the evening of the 7th in Bergamo at i.lab, the Italcementi research and innovation center recently completed from a project by Richard Meier and one of the first buildings in Europe with LEED Platinum certification, the top international recognition for sustainable construction.

The winner, Carla Juacaba, 37, trained at Santa Ursula University in Rio de Janeiro and was selected for this prestigious award by a unanimous decision of the jury. Since 2000, she has developed her independent practice of architecture and research based in Rio de Janeiro.

Her most exciting project, the Umanidade 2012 pavilion for Rio Mas 20, the UN conference on sustainable development, was designed and built with an artist, Bia Lessa, who also developed the design concept. The symbolic value of the pavilion, an impermanent structure, is heightened by the fact that Rio Mas 20 was an important opportunity for a global assessment of what is being done or not being done to save the Earth from environmental disaster. The design is achieved with low-cost, easily dismantled and continually recyclable constructions.

The winning architect gave a live, emotional SKYPE interview during the press conference and said that she was, "Extremely proud and honored to receive this award", and that "It meant a lot to her and women in general."

The jury says Carla Juacaba embodies those qualities necessary in an architect of courage in approaching her profession, creativity in seeking unconventional solutions and enormous sensitivity to the context in which her works will reside. The jury praised the functionality and appropriateness in her proposals to make sure that fully serve their purpose, and do so contributing to the beauty and quality of life of those who will use and inhabit her buildings. The Jury felt she embodies a

“complete” architect, embracing all aspects of each commission: context, environment, nature, parameters, materials.

During a telephone interview, the winner said, “I am extremely pleased. I wasn’t expecting it. I didn’t know which approach the jury would choose and what they would give importance to. I think it is really special to have thought of a prize only for women. I was never ‘invited’ to all the work I’ve done so far. I have always had to struggle to prove that I was capable. I’m not saying this just because I am a woman, but I think that for us, it is a little more complicated. So it is really great to have such a prize to highlight this effort, because all work requires hard work. I am really very excited”.

The nominees were selected by a group of professionals and then assessed by a technical-cultural commission, who made the final selection of nominees and presented them to the international jury. The 2013 short-list of finalists consisted of 19 designers from 15 countries: Brazil, Egypt, Estonia, Germany, India, Italy, Japan, Mexico, Poland, Singapore, Spain, Sweden, Switzerland, Thailand, and the USA. The nominees for the Prize were required:

- to have designed at least one significant work that has been constructed, or is under

construction, in the area of social infrastructures such as education, healthcare, culture, information, and general services, presenting substantially innovative solutions and values from a functional and technical viewpoint, with particular attention to sustainability;

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The prize is a two-week research workshop at i.lab, the Italcementi Group R&D Center in Bergamo, and an amount of € 50,000, part of which may be distributed to social projects, at the discretion of the winner. On the completion of the workshop, the winner will recount her experience in a lecture delivered at i.lab, during Milan Design Week, as part of the new series of Italcementi Group “Millennium” meetings with the world of architecture.

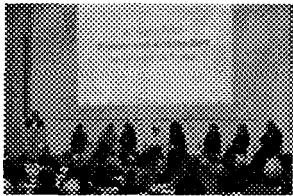






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Primary Media Contact: Jacob Mathew. K, [m.jacob@zcltd.com](mailto:m.jacob@zcltd.com), 91-80-41194408

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## Italcementi Award for Architecture by Women

PR Newswire

BANGALORE, March 13, 2013

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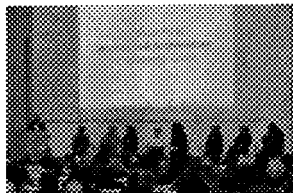
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## Italcementi Award for Architecture by Women

BANGALORE, March 13, 2013 /PRNewswire/ --



- Architect Carla Juaçaba Wins the arcVision Prize - Women and Architecture

- Special Mentions for Architects From Spain - Ms Izaskun Chinchilla, India - Ms Anupama Kundoo, Estonia - Ms Siiri Vallne

Brazilian Architect Carla Juaçaba has been named as the winner of the first arcVision Prize - Women and Architecture, an international social architecture award for female designers instituted by the Italcementi Group.

(Photo: <http://photos.prnewswire.com/pmh/20130312/601100-a>)

The winner was chosen by a Jury composed of Shaikha Al Maskari (Member of the Steering Committee of the Arab International Women's Forum-AIWF), Vera Baboun (Mayor of Bethlehem), Odile Decq (head of the ODBC architectural firm), Victoire de Margerie (Chairman Rondol Technology), Yvonne Farrell (with Shelley McNamara head of the Grafton Architects architectural firm), Samia Nkrumah (President of the Kwame Nkrumah Pan African Center), Kazuyo Sejima (with Ryue Nishizawa head of the SANAA architectural firm), Benedetta Tagliabue (founder with Enric Miralles of the EMBT architectural firm), Martha Thorne (Director Pritzker Prize). The Jury met in Bergamo on March 6-7, 2013, and was assisted by the Scientific Director of the Prize, Stefano Casciani.

The Jury also awarded three Special Mentions, to Izaskun Chinchilla from Spain for her non-conventional approach, Anupama Kundoo from India for her skill in researching materials, and Siiri Vallner from Estonia for her sensitive interpretation of spaces.

The Prize winner was announced on 7th March evening in Bergamo at i.lab, the Italcementi research and innovation centre recently completed from a project by Richard Meier and one of the first buildings in Europe with LEED Platinum certification, the top international recognition for sustainable construction.

Carla Juaçaba, 37-year-old Brazilian architect, trained at Santa Ursula University in Rio de Janeiro (1999) is the first winner of the arcVision Prize - Women and Architecture by unanimous decision of the Jury. Born in 1976, since 2000, Carla Juaçaba developed her independent practice of architecture and research based in Rio de Janeiro, Brazil. Her most exciting project in this research area, the Umanidade 2012 pavilion for Rio Mas 20 (the UN conference on sustainable development), was designed and built together with an artist, Bia Lessa, who also developed the

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Carla Juaçaba embodies those qualities necessary in an architect of courage in approaching her profession, creativity in seeking unconventional solutions and enormous sensitivity to the context in which her works will reside. The Jury praised the functionality and appropriateness in her proposals to make sure that they fully serve their purpose, and do so contributing to the beauty and quality of life of those who will use and inhabit her buildings. The Jury felt she embodies a "complete" architect, embracing all aspects of each commission:- context, environment, nature, parameters, materials.

When we telephoned the winner, she said, "I am extremely pleased, I wasn't expecting it, I didn't know which approach the Jury would choose and what they would have given importance to. I think it is really special to have thought of a Prize only for women. I was never 'invited' to all the work I've done so far. I have always had to struggle to prove that I was capable. I'm not saying this just because I am a woman, but I think that for us it is a little more complicated. So it is really great to have such a Prize to highlight this effort, because all work requires hard work. I am really very excited."

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<media> Photo: <http://photos.pnnewswire.com/prnh/20130312/601100-a> </media>

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[http://www.italcementigroup.com/NR/rdonlyres/B8F6A75B-FA45-42AE-8908-71EB42B44EF5/0/2\\_Scheda\\_NOMINATION\\_jucabaUK.pdf](http://www.italcementigroup.com/NR/rdonlyres/B8F6A75B-FA45-42AE-8908-71EB42B44EF5/0/2_Scheda_NOMINATION_jucabaUK.pdf)

Honourable mentions:

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INDIA [http://www.italcementigroup.com/NR/rdonlyres/E59F8324-09FC-45F9-A8E3-6225F93AD8BF/0/4\\_Scheda\\_NOMINATION\\_kundoo\\_UK.pdf](http://www.italcementigroup.com/NR/rdonlyres/E59F8324-09FC-45F9-A8E3-6225F93AD8BF/0/4_Scheda_NOMINATION_kundoo_UK.pdf)

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#### 4. Details of Jury Members -

[http://www.italcementigroup.com/NR/rdonlyres/0FB875B4-F48C-4A67-8DBD-3CE7C1138C97/0/7\\_JuryENG.pdf](http://www.italcementigroup.com/NR/rdonlyres/0FB875B4-F48C-4A67-8DBD-3CE7C1138C97/0/7_JuryENG.pdf)

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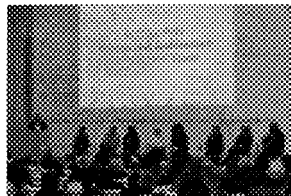
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Primary Media Contact: Jacob Mathew. K, [m.jacob@zcltd.com](mailto:m.jacob@zcltd.com), 91-80-41194408

## Italcementi Award for Architecture by Women

BANGALORE, March 13,  
2013 /PRNewswire/ --

**- Architect Carla Juaçaba Wins the arcVision Prize - Women and Architecture**



**- Special Mentions for Architects  
From Spain - Ms Izaskun Chinchilla,  
India - Ms Anupama Kundoo,  
Estonia - Ms Siiri Vallne**

Brazilian Architect **Carla Juaçaba** has been named as the winner of the first arcVision Prize - Women and Architecture, an international social architecture award for female designers instituted by the Italcementi Group.

(Photo:

<http://photos.prnewswire.com/prnh/20130312/601100-a>)

The winner was chosen by a Jury composed of **Shaikha Al Maskari** (Member of the Steering Committee of the Arab International Women's Forum-AIWF), **Vera Baboun** (Mayor of Bethlehem), **Odile Decq** (head of the ODBC architectural firm), **Victoire de Margerie** (Chairman Rondol Technology), **Yvonne Farrell** (with Shelley McNamara head of the Grafton Architects architectural firm), **Samia Nkrumah** (President of the Kwame Nkrumah Pan African Center), **Kazuyo Sejima** (with Ryue Nishizawa head of the SANAA architectural firm), **Benedetta Tagliabue** (founder with Enric Miralles of the

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The Jury also awarded three Special Mentions, to **Izaskun Chinchilla from Spain** for her non-conventional approach, **Anupama Kundoo** from India for her skill in researching materials, and **Siiri Vallner from Estonia** for her sensitive interpretation of spaces.

The Prize winner was announced on 7th March evening in Bergamo at i.lab, the Italcementi research and innovation centre recently completed from a project by Richard Meier and one of the first buildings in Europe with LEED Platinum certification, the top international recognition for sustainable construction.

Carla Juaçaba, 37-year-old Brazilian architect, trained at Santa Ursula University in Rio de Janeiro (1999) is the first winner of the arcVision Prize - Women and Architecture by unanimous decision of the Jury.

Born in 1976, since 2000, Carla Juaçaba developed her independent practice of architecture and research based in Rio de Janeiro, Brazil. Her most exciting project in this research area, the Umanidade 2012 pavilion for Rio Mas 20 (the UN conference on sustainable development), was designed and built together with an artist, Bia Lessa, who also developed the design concept. The symbolic value of the pavilion, an impermanent structure, is heightened by the fact that Rio Mas 20 was an important opportunity for a global assessment of what is being done or not being done to save the Earth from environmental disaster. The best is achieved with low-cost, easily dismantled and continually recyclable constructions.

Carla Juaçaba embodies those qualities necessary in an architect of courage in approaching her profession, creativity in seeking unconventional solutions and enormous sensitivity to the context in which her works will reside. The Jury praised the functionality and appropriateness in her proposals to make sure that they fully serve their purpose, and do so contributing to the beauty and quality of life of those who will use and inhabit her buildings. The Jury felt she embodies a "complete" architect, embracing all aspects of each commission:- context, environment, nature, parameters, materials.

When we telephoned the winner, she said, "I am extremely pleased, I wasn't expecting it, I didn't know which approach the Jury would choose and what they would have given importance to. I think it is really special to have thought of a Prize only for women. I was never 'invited' to all the work I've done so far. I have always had to struggle to prove that I was capable. I'm not saying this just because I am a woman, but I think that for us it is a little more complicated. So it is really great to have such a Prize to highlight this effort, because all work requires hard work. I am really very excited."

The arcVision Prize is intended as a contribution to the development of a sustainability culture sensitive to women and to women's specific approach to architecture, with special attention to people, the town and the environment. Contemporary architecture has fostered the development of an increasingly important role for female designers. The emergence of new female architects is one of the most interesting social and cultural trends in project design in the construction sector.

"With this award we want to highlight the growing importance that female designers have been assuming in architecture in recent years and pay tribute to a "positive discrimination" in favor of women," said Italcementi CEO Carlo Pesenti.

"Hopefully, in sectors traditionally governed by men, women will come to assume a central role and overcome every form of discrimination or exclusion from decision making and production. Men and business need the energy and sensitivity of women to grow and achieve ever greater results."

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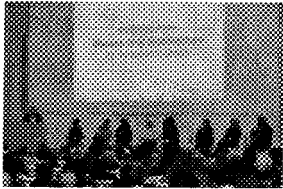
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## Italcementi Award for Architecture by Women

BANGALORE, March 13, 2013 | Source : PR Newswire

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- Architect Carla Juaçaba Wins the arcVision Prize - Women and Architecture

- Special Mentions for Architects From Spain - Ms Izaskun Chinchilla, India - Ms Anupama Kundoo, Estonia - Ms Siiri Vainne

Brazilian Architect Carla Juaçaba has been named as the winner of the first arcVision Prize - Women and Architecture, an international social architecture award for female designers instituted by the Italcementi Group.

(Photo: <http://photos.prnewswire.com/prnh/20130312/601100-a>)

The winner was chosen by a Jury composed of Shaikha Al Maskari (Member of the Steering Committee of the Arab International Women's Forum -AIWF), Vera Baboun (Mayor of Bethlehem), Odile Decq (head of the ODEC architectural firm), Victoire de Margerie (Chairman Rondo Technology), Yvonne Farrell (with Shelley McNamara head of the Grafton Architects architectural firm), Samia Nkrumah (President of the Kwame Nkrumah Pan African Center), Kazuyo Sejima (with Ryue Nishizawa head of the SANAA architectural firm), Benedetta Tagliabue (founder with Enric Miralles of the EMBT architectural firm), Martha Thorne (Director Pritzker Prize). The Jury met in Bergamo on March 6-7, 2013, and was assisted by the Scientific Director of the Prize, Stefano Casciani.

The Jury also awarded three Special Mentions, to Izaskun Chinchilla from Spain for her non-conventional approach, Anupama Kundoo from India for her skill in researching materials, and Siiri Vainne from Estonia for her sensitive interpretation of spaces.

The Prize winner was announced on 7th March evening in Bergamo at I-lab, the Italcementi research and innovation centre recently completed from a project by Richard Meier and one of the first buildings in Europe with LEED Platinum certification, the top international recognition for sustainable construction.

Carla Juaçaba, 37-year-old Brazilian architect, trained at Santa Ursula University in Rio de Janeiro (1999) is the first winner of the arcVision Prize - Women and Architecture by unanimous decision of the Jury.

Born in 1976, since 2000, Carla Juaçaba developed her independent practice of architecture and research based in Rio de Janeiro, Brazil. Her most exciting project in this research area, the Umanidade 2012 pavilion for Rio Mas 20 (the UN conference on sustainable development), was designed and built together with an artist, Bia Lessa, who also developed the design concept. The symbolic value of the pavilion, an Impermanent structure, is heightened by the fact that Rio Mas 20 was an important opportunity for a global assessment of what is being done or not being done to save the Earth from environmental disaster. The best is achieved with low-cost, easily dismantled and continually recyclable constructions.

Carla Juaçaba embodies those qualities necessary in an architect of courage in approaching her profession, creativity in seeking unconventional solutions and enormous sensitivity to the context in which her works will reside. The Jury praised the functionality and appropriateness in her proposals to make sure that they fully serve their purpose, and do so contributing to the beauty and quality of life of those who will use and inhabit her buildings. The Jury felt she embodies a "complete" architect, embracing all aspects of each commission:- context, environment, nature, parameters, materials.

When we telephoned the winner, she said, "I am extremely pleased, I wasn't expecting it. I didn't know which approach the Jury would choose and what they would have given importance to. I think it is really special to have thought of a Prize only for women. I was never 'invited' to all the work I've done so far. I have always had to struggle to prove that I was capable. I'm not saying this just because I am a woman, but I think that for us it is a little more complicated. So it is really great to have such a Prize to highlight this effort, because all work requires hard work. I am really very excited."

The arcVision Prize is intended as a contribution to the development of a sustainability culture sensitive to women and to women's specific approach to architecture, with special attention to people, the town and the environment. Contemporary architecture has fostered the development of an increasingly important role for female designers. The emergence of new female architects is one of the most interesting social and cultural trends in project design in the construction sector.

"With this award we want to highlight the growing importance that female designers have been assuming in architecture in recent years and pay tribute to a "positive discrimination" in favor of women," said Italcementi CEO Carlo Pesenti. "Hopefully, in sectors traditionally governed by men, women will come to assume a central role and overcome every form of discrimination or exclusion from decision making and production. Men and business need the energy and sensitivity of women to grow and achieve ever greater results."

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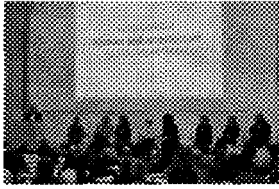
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## ▼ ARCVISION PRIZE – WOMEN AND ARCHITECTURE

### Le prix 2013 remporté par une Brésilienne

L'architecte brésilienne Carla Juçaba, 37 ans a remporté la première édition du prix international d'architecture sociale pour les femmes architectes d'arcVision Prize – Women and Architecture, créé par Italcementi Group. La gagnante qui a fait ses études à l'université Santa Ursula à

Rio de Janeiro (1999), est la première à avoir gagné l'ArcVision Prize – Women and Architecture- par décision unanime du jury. Selon ce dernier, elle incarne le profil de l'architecte « complet », capable de prendre en charge tous les aspects de chaque commande : contexte, environnement, nature, paramètres, matériaux, etc. Le jury, a par ailleurs, décerné trois mentions d'honneur à Izaskun Chinchilla, Espagne, pour son approche non conformiste, à Anupama Kundoo, Inde, pour son habilité à chercher les matériaux et à Siiri Vallner, Estonie, pour son interprétation sensible des espaces. A signaler que la short-list des finalistes de l'édition 2013 était composée de 19 conceptrices provenant de 15 pays : Brésil, Egypte, Estonie, Allemagne, Inde, Italie, Japon, Mexique, Pologne, Singapour, Espagne, Suède, Suisse, Thaïlande, Etats-Unis.



## LE ARCVISION PRIZE 2013 RÉCOMPENSE L'ARCHITECTE BRÉSILIENNE CARLA JUAÇABA

14 mars 2013



Le Groupe Italien Italcementi vient de créer le Prix international d'architecture féminin « arcVision Prize-Women and Architecture ». Pour sa première édition, Carla Juaçaba, architecte brésilienne, a été récompensée pour son pavillon éphémère « Umanidade 2012 » construit à l'occasion de la conférence des Nations Unies sur le développement durable de Rio 20.

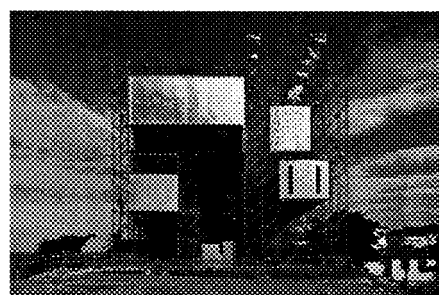
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J'aime 1

Cette première édition du arcVision Prize a distingué le travail de Carla Juaçaba, parmi les 19 finalistes, **originaires de 15 pays différents**, de cette première édition d'arcVision Prize-Women and Architecture. L'architecte brésilienne de 37 ans, diplômée de l'Université de Santa Ursula à Rio de Janeiro (1999) devient la première lauréate du Prix ArcVision-Women and Architecture, sur décision unanime du Jury. Depuis 2000, Carla Juaçaba exerce à son compte à Rio de Janeiro (Brésil). Elle s'est récemment illustrée à l'occasion du Mas de Rio 20 (la conférence des Nations unies sur le développement durable) par la réalisation d'un pavillon éphémère « Umanidade 2012 », conçu en collaboration avec l'artiste-designer brésilienne Bia Lessa.

Au travers ce concept de construction durable, facilement démontable et recyclable, Carla Juaçaba incarne toutes les qualités nécessaires à un architecte pour aborder son métier aujourd'hui, tant par le courage, que la créativité dans la recherche de solutions non conventionnelles et la sensibilité du contexte environnemental. Le jury a tout particulièrement salué la **fonctionnalité et la pertinence de ses propositions architecturales**, associant esthétique et qualité de vie des occupants. Carla Juaçaba se voit ainsi en architecte "complet", apportant une réponse globale intégrant le contexte, l'environnement, la nature, les paramètres techniques et les matériaux.



Pavillon Humanidade 2012

Carla Juaçaba remporte une dotation de 50 000 € avec la possibilité d'affecter une partie de ce montant à des projets de son choix, à caractère social, ainsi qu'un atelier de recherche d'une durée de deux semaines, au sein du laboratoire de recherche et d'innovation **Italcementi i.lab**. À l'issue de l'atelier, elle sera conviée à livrer son expérience à l'occasion d'une conférence organisée à i.lab, pendant la Semaine du Design de Milan et dans le cadre de la nouvelle série des rencontres "Millennium" Italcementi Group.

B.P

<http://www.batiweb.com/actualites/architecture/le-arcvision-prize-2013-recompense-larchitecte-bresilienne-carla-juacaba-14-03-2013-21...>



Projetto e disegnato da Carla Juaçaba, Rio de Janeiro. Il Prix International di Bia Lessa

## Monde | Prix international féminin d'architecture 'arcVision' (14-03-2013)

**Le Prix arcVision a pour vocation d'honorer une femme architecte dont la recherche et le travail conceptuel montrent significativement l'excellence qualitative et l'attention aux questions fondamentales de la construction - technologie, durabilité, implications sociales et culturelles -. Le Prix arcVision donne préférence aux femmes travaillant dans des conditions particulièrement complexes. Résultats de cette première édition. Communiqué.**

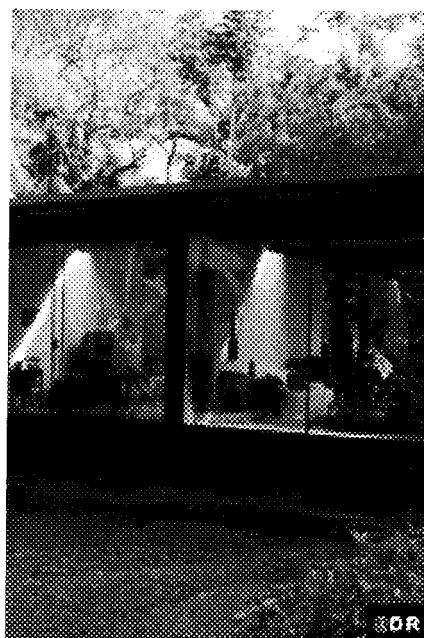
**Monde**

Le jury, exclusivement féminin\*, s'est réuni à Bergame (Italie) du 6 au 7 mars 2013, assisté de Stefano Casciani, directeur scientifique du Prix arcVision.

Carla Juaçaba, architecte brésilienne de 37 ans, diplômée à l'Université Santa Ursula de Rio de Janeiro en 1999, a remporté, à l'unanimité, la première édition de l'arcVision Prize - Women and Architecture, organisé par le groupe Italcementi et récompensant des femmes de l'art dans le domaine de l'architecture sociale, au niveau international.

Depuis 2000, Carla Juaçaba gère sa propre agence d'architecture et de recherches, basée à Rio de Janeiro. Son projet le plus marquant, le pavillon humanitaire en 2012 ayant abrité les travaux de Rio+20 - la rencontre internationale sur le développement durable à Rio de Janeiro - a été conçu et réalisé en collaboration avec l'artiste Bia Lessa.

La portée symbolique du pavillon, une structure éphémère, a été renforcée par le fait que Rio+20 a été un rendez-vous important pour une évaluation globale de ce qui a été fait ou non pour sauver la planète des catastrophes environnementales. La majeure partie du bâtiment a été réalisée avec des matériaux low-cost, facilement démontables et recyclables.



Carla Juaçaba incarne les qualités nécessaires à un architecte : le courage dans son approche professionnelle, la créativité dans la recherche de solutions non-conventionnelles et la sensibilité accrue au contexte dans lequel s'inscrivent ses travaux.

Le jury a salué la fonctionnalité et la pertinence de ses projets, servant pleinement leurs buts et ainsi contribuant à la beauté de ses bâtiments ainsi qu'à la qualité de vie des usagers.

Le jury a reconnu chez Carla Juaçaba une architecte 'complète', embrassant tous les aspects de chaque critère de sélection : contexte, environnement, nature, paramètres, matériaux...

*«Je pense que c'est une bonne idée d'avoir créé un Prix réservé aux femmes. Je n'ai jamais été 'reconnue' pour les travaux effectués jusqu'ici. J'ai toujours dû me battre pour prouver que j'étais capable. Je ne dis pas que c'est seulement parce que je suis une femme mais je pense que c'est tout de même plus compliqué pour nous. C'est donc merveilleux qu'un tel Prix souligne cet effort, car chaque projet nécessite beaucoup de travail»,* a indiqué Carla Juaçaba.



Le jury a également décerné 3 mentions spéciales :

- > Izaskun Chinchilla (Espagne) pour son approche non-conventionnelle ;
- > Anupama Kundoo (Inde), pour son expertise dans la recherche de matériaux ;
- > Siiri Vallner (Estonie), pour son interprétation sensible de l'espace.

Les noms de la lauréate et des mentionnées ont été dévoilés le 7 mars 2013, à l'i.lab de Bergame, le centre de recherche et d'innovation d'Italcementi, signé Richard Meier. Récemment achevé, il est l'un des premiers bâtiments en Europe à avoir obtenu la certification LEED Platinum, la plus importante reconnaissance pour la construction durable.

Le prix arcVision souhaite mettre en valeur la culture sensible des femmes architectes à la durabilité ainsi que leur approche spécifique architectes avec une attention particulière pour les personnes, la ville et l'environnement. L'architecture contemporaine a favorisé le développement d'un rôle de plus en plus important pour les concepteurs de genre féminin. L'apparition de nouvelles femmes architectes est l'une des tendances sociales et culturelles les plus intéressantes dans la conception des projets dans le secteur de la construction.



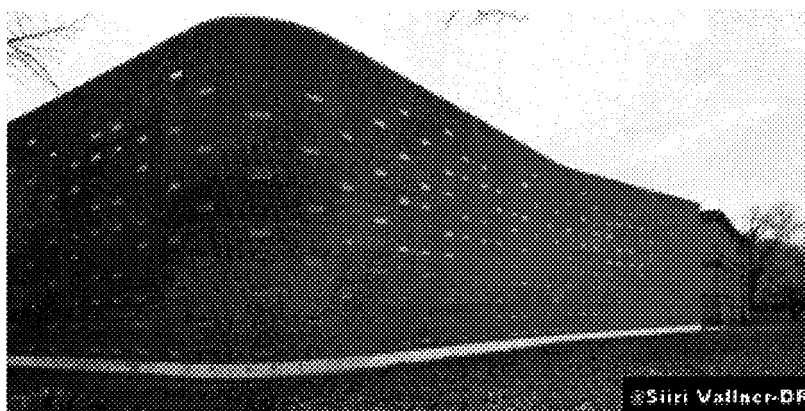
*«Avec ce prix, nous voulons souligner l'importance croissante des concepteurs femmes dans l'architecture de ces dernières années et leur rendre ainsi hommage», a déclaré Carlo Pesenti, PDG d'Italcementi. «J'espère que, dans des secteurs traditionnellement régis par les hommes, les femmes joueront un rôle central et surmonteront toute forme de discrimination ou d'exclusion à la prise de décision et de production. Les hommes et le monde des affaires ont besoin de l'énergie et de la sensibilité des femmes pour croître et obtenir de meilleurs résultats», a-t-il ajouté.*

Les nominées ont été sélectionnées par un groupe de professionnels et ont été ensuite évaluées par une commission technico-culturelle, qui a effectué la sélection finale des candidates pour présentation au jury international.

La liste des architectes présélectionnées pour cette session 2013 était composée de 19 architectes provenant de 15 pays (Brésil, Egypte, Estonie, Allemagne, Inde, Italie, Japon, Mexique, Pologne, Singapour, Espagne, Suède, Suisse, Thaïlande, Etats-Unis).

Les nominées pour le Prix arcVision devaient :

- > Avoir conçu au moins un travail d'envergure construit (ou en cours de construction) dans le domaine des infrastructures sociales (éducation, santé, culture, information, services généraux), présentant des solutions et des valeurs innovantes et soutenables du point de vue fonctionnel et technique, avec une attention particulière à la durabilité ;
- > Idéalement, avoir effectué des recherches - sur le terrain ou au niveau académique - sur le développement de solutions innovantes dans les systèmes de construction.



La dotation du Prix arcVision consiste en un workshop de deux semaines à l'i.lab, le centre de recherche et d'innovation d'Italcementi, à Bergame ainsi qu'une somme de 50.000€, dont une partie peut être dévolue à des projets sociaux, à la discrétion de la lauréate.

A l'issue du workshop, la lauréate racontera son expérience dans une conférence prononcée au i.lab, durant Milan Design Week, dans le cadre de 'Millenium', nouvelle série de rencontres avec le monde de l'architecture du groupe Italcementi.

**Adapté par : AH | Le Courrier de l'Architecte**

\*Le jury était composé de Shaikha Al Maskari (membre du Steering Committee of the Arab International Women's Forum-AIWF) / Vera Baboun (Maire de Bethléem) / Odile Decq (agence d'architecture ODBC) / Victoire de Margerie (Présidente de Rondol Technology) / Yvonne Farrell (co-dirigeante, avec Shelley McNamara du cabinet Grafton Architects) / Samia Nkrumah (Présidente du centre panafricain Kwame Nkrumah) / Kazuyo Sejima (architecte associée, Ryue Nishizawa, de l'agence SANAA) / Benedetta Tagliabue (fondatrice, avec Enric Miralles de l'agence d'architecture EMBT) / Martha Thorne (Directrice du Pritzker Prize).

# Valeurs fondamentales du prix Arc Vision "la femme et l'architecture"

*"Je suis vraiment ravie, je ne m'y attendais pas. J'étais capable de le faire. Il est donc merveilleux de pouvoir compter sur ce prix pour mettre en valeur cet effort, parce que dans tous les projets il faut beaucoup de travail".*

Bergamo-Milan, de notre correspondante Dr Samia Abbas

C'est ainsi que s'est exprimée par vidéo-conférence l'architecte brésilienne Carla Juacaba (37 ans) après avoir remporté la première édition du prix d'Arc Vision "la femme et l'architecture", animé par Stefano Casciani, directeur scientifique du prix dont le montant est estimé à 50 mille euros et dont une partie pourrait être affectée à des projets sociaux (éducation, santé, culture, information). Ce prix, qui s'inscrit dans le cadre culturel du Groupe a pour objectif de rapprocher la culture d'entreprise à la culture architecturale.

La cérémonie a été organisée le 8 mars à Bergamo à Milan à l'occasion de la Journée internationale de la Femme au siège du Centre de recherche et d'innovation d'Italcementi (I.Lab) en présence d'un jury composé de 9 femmes de différents pays et domaines. Le jury a également décerné trois mentions d'honneur à Iza-



• Carla Juacaba

kun Chinchilla (Espagne), Anupama Kundoo (Inde), Siiri Vallner (Estonie). La liste de finalistes était composée de 19 conceptrices en provenance de 15 pays, à savoir: Brésil, Egypte, Estonie, Allemagne, Inde, Italie, Japon, Mexique, Pologne, Singapour, Espagne, Suède, Suisse, Thaïlande et États-Unis.

"Par ce prix, a déclaré Carlo Pesenti, conseiller

délégué d'Italcementi, nous souhaitons mettre en relief l'importance croissante que les conceptrices ont pris ces dernières années dans le domaine de l'architecture et rendre hommage à la "discrimination positive" vis-à-vis des femmes dans des secteurs qui sont traditionnellement gouvernés par des hommes. Les hommes et les entreprises ont besoin de l'énergie et de la sensibilité des femmes pour évoluer et pour obtenir des résultats toujours meilleurs".

Ainsi on arrive à affiner de plus en plus le rôle clé de la figure féminine et à surmonter toute forme de différenciation ou d'exclusion de mécanismes de décision et de production.

"Dans ce cadre, le rôle des femmes, précise Martha Thorne membre du jury et directeur du Pritzker Prize, le rôle des femmes ne peut être négligé ainsi que l'apport qu'elles ont donné par le passé, au présent et que certainement elles donneront dans l'avenir à l'architecture. Ce prix reconnaît et soutient l'habileté, la créativité et les nombreux talents des



femmes architectes". Le prix d'Arc Vision "la femme et l'architecture" fait partie d'un programme culturel établi par Italcementi ayant pour objectif de rapprocher la culture d'entreprise à la culture architecturale, associer à son activité industrielle un engagement au niveau de la recherche, de l'éducation, de l'innovation et de la durabilité.

"Ce prix est un message à la recherche d'un monde meilleur, beau, uni et apte à la coexistence", a pour sa part souligné Chelkha Al Maskari femme d'affaires de l'EEAU et membre du jury.

Le groupe Italcementi, rappelle-t-on, est le 5ème producteur dans le monde, représente le savoir-faire et les cultures de 22 pays, un dispositif de 53 cimenteries dont cinq en Egypte.

## Le prix international d'architecture sociale d'Italcementi va au Brésil



**C**'est la Brésilienne Carla Juacaba qui a gagné la première édition d'ar-

cVision Prize- Women and Architecture, le prix international d'architecture sociale

pour les femmes architectes du groupe Italcementi. Choisie par un jury d'experts en architecture et urbanisme, la gagnante du prix a été annoncée le 7 mars à Bergame, en Italie dans le cadre d'i.lab, le Centre de recherche et d'innovation du groupe italien, cinquième producteur mondial de ciment, qui a été achevé dernièrement sur un projet de Richard Meier.

C'est l'un des premiers immeubles en Europe à avoir reçu la certification LEED Platinum, la plus prestigieuse certification internationale de durabilité des constructions. ♦



### International Award arcVision: Women and Architecture

## Arch. Carla Juaçaba from Brazil is the first winner of arcVision Prize

### Initiator of the unique awards is "Italcementi Group"



From left to right: **Odile Decq**, France, head of the architectural firm ODBC; **Kazuyo Sejima**, Japan, a partner with Ryue Nishizawa in the architectural firm SANAA studio, winner of the Pritzker Prize in 2010, **Martha Thorne**, U.S. Executive Director of Pritzker prize; **Benedetta Tagliabue**, Spain, founded with Enric Miralles the architectural studio EMBT; **Vera Baboun**, Palestine, mayor city Vitleem; **Victoire de Margerie**, France, an internationally recognized expert in the field of corporate governance, chairman of Rondol Technology in the UK; **Dr. Shaikha Al Maskari**, UAE, board member of the Arab international women's forum AIWF, Chairman of Al Maskari Holding, AMH and Johnson Controls & Global Communications, JCGC; **Samia Nkrumah**, Ghana, Chairman of the Kwame Nkrumah Pan-African Centre; **Yvonne Farrell**, Ireland, partner at Grafton Architects

On March 7<sup>th</sup> in Bergamo (Italy) was named the first winner of the international arcVision award: "Women in Architecture".

The unique award, initiated by "Italcementi Group", is designed exclusively for women architects as carriers of sensitive and specific approach to people, buildings, cities and the environment. Contemporary architecture has fostered the development of an increasingly important role for female designers, which is one of the most interesting social and cultural trends in the construction sector. "With this award we want to highlight the growing importance that female designers have been assuming in architecture in recent years and pay tribute to a "positive discrimination" in favor of women," said Italcementi CEO Carlo Pesenti. "Hopefully, in sectors traditionally governed by men, women will come to assume a central role and overcome every form of discrimination or exclusion from decision making and production. Men and business need the energy and sensitivity of women to grow and achieve ever greater results."

### The idea

Women are key players in contemporary architecture. They are the creators of projects that are particularly sensitive to the needs of the individual, human relationships, the shaping of an environment focused on its inhabitants.



"Italcementi Group" wants to support this trend, which is an essential element of modern architecture. In recent years, the Group paid more attention to women's empowerment in corporate and social environment and strives to be an active exponent of this new positive trend through initiatives, highlighting the role of women designers as bearers of new approach in architecture, its economic, social and cultural context.

### **The aim**

The aim of the arcVision Prize is to recognize every year a female architect whose research and design work displays significant qualitative excellence and attention to the core issues of construction - technology, sustainability, social and cultural implications - with preference for women working in conditions of particular complexity in terms of type of project and local conditions.

The focus of the arcVision award is on the multidisciplinary approach to architecture - not only in design but also in materials and engineering, as the engine of the economy, as creative environment and potential realization, as customers and consumers, as social development and cultural implications, as urban development, as management of areas and environment.

### **Criteria**

Architects nominated for the Award should:

- have designed at least one significant building (completed or under construction) in the field of social infrastructures (education, health, culture, information, services in general), incorporating essentially innovative functional and technical solutions and values, with a particular focus on sustainability issues;
- ideally, have conducted research - in the field or in a teaching/academic environment - for the development of innovative construction-system solutions.

### **Prize**

- A two-week workshop or period of research at i.lab, the Italcementi Group's recently completed Research & Innovation Center in Bergamo designed by Richard Meier, which is also intended as a meeting place and forum for sharing innovative technologies and practices in an eco-friendly world.
- A monetary prize of € 50,000, part of which the winner may donate to social architecture projects of her choice.

### **Jury**

The selection is threefold. The nominees were selected by a group of professionals indicated by advisors and then assessed by a technical-cultural commission, who made the final selection of nominees and presented them to the international Jury.

The 2013 short-list of finalists consisted of 19 designers from 15 countries: Brazil, Egypt, Estonia, Germany, India, Italy, Japan, Mexico, Poland, Singapore, Spain, Sweden, Switzerland, Thailand, USA.

The winner was chosen by a nine-member international jury, comprising women - experts in various fields - architecture, management, cultural and humanitarian activities, all with a wide range of knowledge and experience in the promotion of new cultural geography and innovative approach to problem solving. The jury, which met on 6<sup>th</sup> and 7<sup>th</sup> March in Bergamo, was supported by the Scientific Director of the award Stefano Casciani.

**Awarded**

**Architect Carla Juacaba from Brazil is the first winner of arcVision Prize - "Women and Architecture".** Born in 1976 r., completed her studies at Santa Ursula University in Rio de Janeiro in 1999 r. Since 2000, Carla Juacaba developed her independent practice of architecture and research based in Rio de Janeiro.

**Her most exciting project in this research area, the Umanidade 2012 pavilion for Rio Mas 20 (the UN conference on sustainable development),** was designed and built together with an artist, Bia Lessa, who also developed the design concept. The symbolic value of the pavilion, an impermanent structure, is heightened by the fact that Rio Mas 20 was an important opportunity for a global assessment of what is being done or not being done to save the Earth from environmental disaster. The best is achieved with low-cost, easily dismantled and continually recyclable constructions.

Carla Juacaba embodies those qualities necessary in an architect of courage in approaching her profession, creativity in seeking unconventional solutions and enormous sensitivity to the context in which her works will reside. The Jury praised the functionality and appropriateness in her proposals to make sure that fully serve their purpose, and do so contributing to the beauty and quality of life of those who will use and inhabit her buildings. The Jury felt she embodies a "complete" architect, embracing all aspects of each commission:- context, environment, nature, parameters, materials.

*Il premio è stato assegnato dalla giuria internazionale composta da architetti e critici d'arte di fama internazionale.*

**Special awards**

The Jury also awarded three Special Mentions, to Izaskun Chinchilla from Spain for her non conventional approach to the environment (family house yard), Anupama Kundoo from India for her skill in combining materials (Wallhouse onetoone in Venice), and Siiri Vallner from Estonia for her sensitive interpretation of spaces (fitness centre in Parnu).

**Международна награда arcVision: Жените и архитектурата****Арх. Карла Хуакаба от Бразилия е първият носител на наградата arcVision****Инициатор на уникалните награди е "Италчименти груп"**

Автор: Силвия Ценова  
198 прочитания

[+ [увеличаване](#)] [- [намаляване](#)] [[принтиране](#)] [[изпращане](#)]

На 7 март в Бергамо (Италия) бе обявен първият носител на международната награда arcVision: "Жените и архитектурата".

Уникалната награда, иницирана от "Италчименти груп", е предназначена изцяло за жени



От ляво на дясно: Одил Дек, Франция, ръководител на архитектурна фирма ODBC; Казуо Седжима, Япония, съдружник с Рюе Нишизава в архитектурна фирма Сана студио, носител на награда Pritzker за 2010 г.; Марта Торн, САЩ, изпълнителен директор на награди Pritzker Бенедета Талябуе, Испания, основател с Енрик Миралес на архитектурно студио EMBT; Вера Бабоун, Палестина, кмет на гр. Витлеем; Виктоар де Маржери, Франция, международно признат експерт в областта на корпоративното управление, председател на Rondol Technology в UK; д-р Шейха Ал Маскари, ОАЕ, член на борда на Арабския международен форум на жените AIWF, председател на Al Maskari Holding, AMH и на Johnson Controls & Global Communications, JCGC; Самия Нкрума, Гана, председател на Кваме Нкрума Панафриканския Център; Ивон Фарел, Ирландия, съдружник в Grafton Architects

[Предишна снимка](#)

[1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#)

[Следваща снимка](#)

архитекти като носители на чувствителен и специфичен подход към хората, сградите, градовете и околната среда. В съвременната архитектура все по-важна роля заемат жените дизайнери, което е един от най-интересните социални и културни феномени в строителния сектор през последните години. "С тази награда искаме да подчертаем нарастващото значение на жените дизайнери в областта на архитектурата през последните години и да отдадем почит към "позитивна дискриминация" в полза на жените", коментира Карло Пезенти, главен изпълнителен директор на "Италчименти груп". "Надяваме се, че в сектори, които традиционно се управляват от мъже, жените ще заемат все по-централна роля,

преодолявайки всяка форма на дискриминация или изключване от процеса на вземане на решения. Мъжете и бизнесът имат нужда от енергията и чувствителността на жените за постигане на все по-добри резултати."

### **Идеята**

Жените са важни играчи в съвременната архитектура. Те са създатели на проекти, които са особено чувствителни към нуждите на отделния човек, към човешките взаимоотношения, към оформяне на среда, насочена към нейните обитатели.

"Италчементи груп" иска да подкрепи тази тенденция, която е съществен елемент от съвременната архитектура. През последните години групата отделя все по-голямо внимание на овластяването на жените в корпоративната и социалната среда и се стреми да бъде активен изразител на тази нова положителна тенденция чрез инициативи, подчертаващи ролята на жените дизайнери като носители на нов подход в архитектурата, в нейния икономически, социален и културен контекст.

### **Целта**

на наградата arcVision е ежегодно да бъде отличена жена архитект, чиято проектантска работа е с принос към решаване на основните проблеми на строителство – иновации, устойчивост, социални и културни последици. С приоритет към жени архитекти, работещи в условията на особена сложност по отношение на вида на проекта и местните условия. Фокусът на наградата arcVision е върху мултидисциплинарния подход в архитектурата - не само като дизайн, но и като материали и инженерни решения, като двигател на икономиката, като творческа среда и реализиране на потенциал, като клиенти и потребители, като социален растеж и културно отражение, като градско развитие, като управление на територии и околната среда.

### **Критерии**

Архитектите, номинирани за тази награда, следва:

- Да са проектирали поне един значителен обект (завършен или в процес на изграждане) в областта на социалните инфраструктури (образование, здравеопазване, култура, информация, услуги като цяло), включващи иновативни функционални и технически решения, с акцент върху устойчивостта.
- В идеалния случай са провели изследвания - на строителната площадка или в академична среда, по прилагането на иновативни системни решения в строителството.

### **Наградата**

- две седмици семинар или период на изследване в i.lab Център за научни изследвания и иновации на "Италчементи груп" в Бергамо. Наскоро завършеният център, проектиран от Ричард Майер, е замислен като място за разработване, срещи и форум за споделяне на иновативни технологии и практики с насока екологично строителство.
- парична награда от €50 000, част от която победителят може да дари за социални архитектурни проекти по свой избор.

### **Жури**

Подборът е тристепенен. Кандидатите се избират от група професионалисти, посочени от съветници. Техните предложения се оценяват от техническа комисия, която прави окончателния подбор и представя номинираните проектанти на международно жури. Номинирани за 2013 г. са 19 архитекти от 15 страни - Бразилия, Египет, Естония, Германия, Индия, Италия, Япония, Мексико, Полша, Сингапур, Испания, Швеция, Швейцария, Тайланд и САЩ.

Победителят бе избран от деветчленно международно жури, което се състои жени - специалисти в различни области – архитектура, управление, култура, хуманитарни дейности, всички с широк кръг от знания и опит в насърчаването на нова културна география и иновативен подход към решаването на проблеми. Журито, което заседава на 6 и 7 март в Бергамо, бе подпомогнато от научния директор на наградата Стефано Качиани.

**Наградени**

**Арх. Карла Хуакаба от Бразилия** е първият носител на наградата на arcVision - "Жените и архитектурата". Родена през 1976 г., тя завършва университета "Санта Урсула" в Рио де Жанейро през 1999 г. От 2000 г. Карла Хуакуба работи като архитект на свободна практика със седалище в Рио де Жанейро.

**Нейният най-вълнуващ проект е павилион Umanidade 2012 за RioMas20 (конференцията на ООН за устойчиво развитие),**

проектиран и построен заедно с художника Биа Лесса, който участва в концепцията за дизайна. Символичната стойност на павилиона и непостоянната му структура дават възможност за обща оценка на това, което се прави или не се прави, за да се спаси Земята от екологична катастрофа. Което най-добре се постига с ниска цена, лесно демонтиращи се и непрекъснато рециклиращи се конструкции.

Карла Хуакаба въплъщава качества, необходими в архитектурата - смелост в изразяването, креативност в търсенето на нестандартни решения и огромна чувствителност към контекста, в който нейните творби ще пребивават. Журито оцени функционалността и целесъобразността в нейните проекти, това, че напълно изпълняват предназначението си и така допринасят за красотата и качеството на живот на тези, които ще използват и обитават сградите ѝ. Според журито проектите ѝ обхващат всички аспекти на архитектурата - контекст, околната среда, природата, параметри, материали.

**Специални награди**

Журито присъди и три специални награди. Носители са Исаскун Чинция от Испания за неконвенционален подход към средата (двор на фамилна къща), Анупама Конду от Индия за уменията ѝ при съчетаването на материали (Wallhouseonetoon във Венеция) и Сири Валнер от Естония за чувствителната ѝ интерпретация на пространствата (фитнес център в Парну).

## i.lab – the innovation center of "Italcementi" in Bergamo

The award winners of "arcVision: Women in Architecture" for 2013 were announced at a press conference on the eve of International Women's Day March, 8<sup>th</sup>. The ceremony was held in i.lab – the center for innovation and research of "Italcementi" designed by the American architect Richard Meier and opened in 2012. It is located in "Kilometro Rosso" - Science and Innovation Park near Bergamo, Italy.

The building has a total area of 23,000 square meters. Built in accordance with the concept of the Group for the development of innovation, sustainability and architectural excellence, i.lab is the synthesis of this concept in terms of quality of materials and green building technologies as a place of knowledge and scientific know-how.

Innovation is a strategic lever in the policy of "Italcementi." The group focuses on the constant search for sustainable production processes and innovative architectural solutions to meet growing market demand for applications and products that can improve quality of life and the environment. Around 170 people, including chemists, geologists and engineers are engaged in research and innovation activities in "Italcementi Group" in Italy, in i.lab, and France, in the Technodes College, based in Guerville, near Paris. The annual budget for research and development is about 13 million.

"Italcementi" filed 60 patents over the last decade.

With two white wings

begins "Kilometro Rosso", the territory near Bergamo, devoted to research, development and innovation. The name comes from the red wall of the highway Milan - Bergamo, designed by Nouvel, which simultaneously serves as a silencing barrier and sculptural element denoting Technopark.

Richard Meier project is characterized by great attention to detail and space treatment. Building has V-shape with two ground and three underground levels. The two wings are forming a central courtyard i.land, decorative farm park which was carried outside.

Impressive visor as an arrow highlights the main entrance of the building and forms a two-storey indoor public square, richly lit atrium, which differ both wings. The first wing is parallel to the highway and contains laboratories and offices. The second wing houses a large conference hall with 260 seats on the ground floor and formal corporate offices upstairs.

i.lab is characterized by the use of multiple technical and industrial innovative solutions. The center is an example of sustainable design in Europe. Designed and built to meet the energy and environmental standards of LEED, i.lab won the Platinum, the highest LEED rating for energy efficient and environmentally sustainable buildings.

i.lab meets very strict requirements for energy efficiency, making it possible to save up to 60% more energy than a traditional building of the same size and mode of operation. This is possible through

the use of special construction systems, materials and renewable energy sources, i.e. installation of photovoltaic panels and geothermal energy systems.

Activities in i.lab focus on five key strategic areas:

- New clinker, cement and binders, alternative to ordinary Portland cement. In particular, researches are focused on the use of renewable energy, recyclable material and new additives to the concrete. Encouraged are researches on nano-and biotechnology.
- Unconventional products such as TX Active, i.light and others added to traditional products create new technological and functional value.
- Special concretes and mortars for structural strengthening for both new and existing buildings
- Technical solutions to reduce the impact of CO2 in the production of construction materials
- Networking with international architects and designers aimed at creating and disseminating a culture of construction, consistent with environment and people.



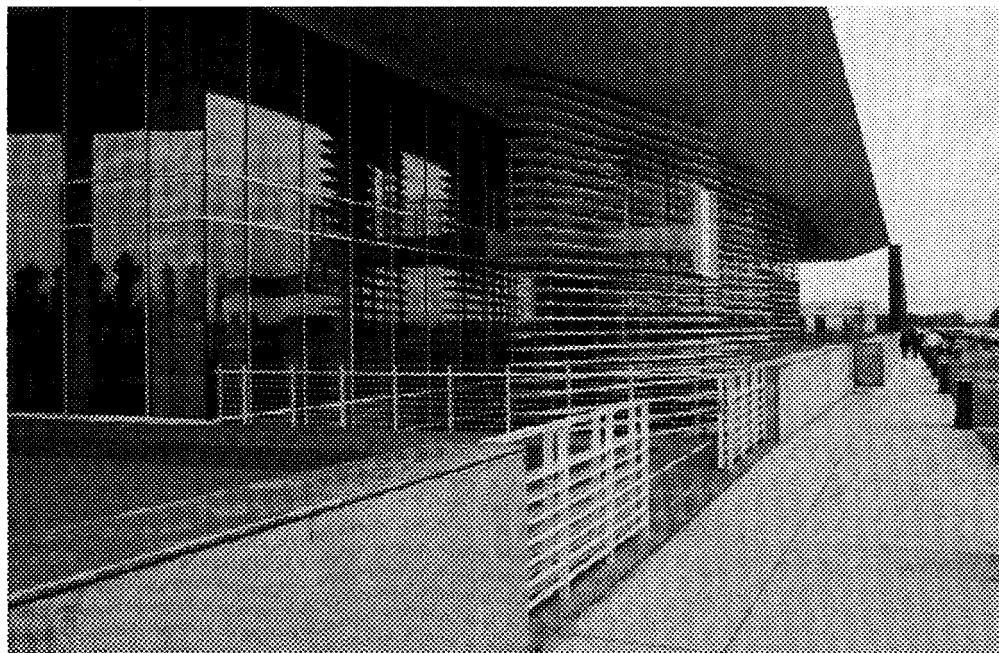
## i.lab - иновационният център на "Италчименти" в Бергамо

Автор: Силвия Ценова  
196 прочитания

[+ увеличаване] [- намаляване] [принтиране] [изпращане]

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Носителите на наградата "arcVision: Жените и архитектурата" за 2013 г. бяха обявени на специална пресконференция в навечерието на Международния ден на жената 8 март. Церемонията се проведе в i.lab – центъра за иновации и изследвания на "Италчименти", проектиран от американския архитект Ричард Майер и открит през 2012 г. Разположен е до "Километро Росо" – парк за наука и иновации край Бергамо, Италия. Сградата е с разгърната застроена площ 23 000 кв.м. Построена в съответствие с концепцията на Групата за развитие на иновациите, устойчивостта и архитектурните постижения, i.lab е синтезът на тази концепция по отношение на използваните



[Предишна снимка](#)

[1](#) [2](#) [3](#) [4](#)

[Следваща снимка](#)

материали и зелени строителни технологии, като място на знания и научен ноу-хау.

Иновацията е стратегически лост в политиката на "Италчименти". Групата се фокусира върху непрекъснатото търсене на устойчиви производствени процеси и иновативни архитектурни решения, за да отговори на нарастващото търсене на пазара на приложения и продукти, които могат да подобрят качеството на живот и на околната среда. Около 170 души, включително химици, геолози и инженери, са ангажирани в изследвания и иновационните дейности на "Италчименти Груп" в Италия, в i.lab, и Франция, в колежа Technodes, основан в Guerville, близо до Париж. Годишният бюджет, предназначени за изследвания и развойна дейност, е около 13 млн. евро.

"Италчименти" е подала 60 патента през последното десетилетие.

### С две бели крила

започва "Километро Росо", територията край Бергамо, отделена за научна, развойна и иновационна дейност. Името идва от червената стена край магистралата Милано – Бергамо, проектирана от Нувел, която едновременно служи като шумозаглушителна преграда и

скулптурен елемент, обозначаващ технопарка.

Проектът на Ричард Майер се характеризира с голямото внимание към детайла и третиране на пространството. Сградата с V-образна форма е с две надземни и три подземни нива. Двете крила оформят централен двор i.land, декоративен селскостопански парк, който е реализиран на открито.

Впечатляваща козирка като стрелка подчертава главния вход на сградата и оформя двуетажен покрит обществен площад, богато осветен атриум, от които се отклоняват двете крила. Първото крило е успоредно на магистралата и съдържа лаборатории и офиси. Във второто крило се помещава голяма конферентна зала с 260 места на приземния етаж и официални фирмени офиси на горния етаж.

i.lab се отличава с използването на множество технически и индустриални иновативни решения. Центърът е пример за устойчив дизайн в Европа. Проектиран и построен, за да отговаря на енергийните и екологични стандарти на LEED, i.lab е носител на Platinum, най-високата LEED класация за енергийно ефективни и екологично устойчиви сгради.

i.lab отговаря на много строги изисквания за енергийна ефективност, които позволяват да се спести до 60% повече енергия, отколкото традиционна сграда със същия размер и начин на експлоатация. Това е възможно благодарение на използването на специални строителни системи, материали и възобновяеми енергийни източници, т.е. инсталиране на фотоволтаични панели и геотермална енергийна система.

**Дейността в i.lab е насочена към пет основни стратегически направления:**

- Нови клинкер, цимент или свързващи вещества, които са алтернативни на обикновения портланд цимент. По-специално изследванията се фокусират върху използването на възобновяеми енергийни източници, рециклируема суровина и нови добавки към бетона. Насърчават се изследвания на нано- и биотехнологиите.
- Неконвенционални продукти, като TX Active, i.light и други, които, добавени към традиционните продукти, създават нова технологична и функционална стойност.
- Специални бетони и замазки за структурно укрепване както на нови, така и на съществуващи сгради
- Технически решения, насочени към намаляване на CO2 въздействието в рамките на производството на строителни материали
- Работа в мрежа с международни архитекти и проектанти, насочена към създаване и разпространяване на култура на строителство, съобразено с околната среда и хората.

<http://stroitelstvo.info/show.php?storyid=2024668>

## Italcementi : Carla Juaçaba remporte l'arcVision Prize

*Per Annulli | 19 Marzo 2013 - reaggiatez*

🔍 Lire nos dossiers : Italcementi Group.



Italcementi s'intéresse de près au rôle et à l'influence des femmes en architecture. Le groupe Italien vient de créer le Prix international d'architecture féminin "arcVision Prize – Women and Architecture", qui vise à mettre en lumière le travail d'une architecte, ayant réalisé une œuvre significative dans le domaine du bâtiment public, résidentiel ou tertiaire, en portant une attention toute particulière au social, à la culture et à l'éducation.

A l'occasion de la journée internationale de la femme, le 8 mars 2013, le jury de la première édition d'arcVision Prize a récompensé Carla Juaçaba, architecte brésilienne, pour son pavillon éphémère "Umanidade 2012" construit à l'occasion de la conférence des Nations Unies sur le développement durable "Mas de Rio 20", qui s'est déroulée du 20 au 22 juin 2012. Le jury a également attribué trois mentions spéciales, à Izaskun Chinchilla (architecte espagnole) pour son approche non conventionnelle, à Anupama Kundoo (architecte indienne)

pour sa compétence dans les matériaux des recherches et à Siiri Vallner (architecte estonienne) pour son interprétation sensible des espaces.

### Preserving the nature to create comfort

"ArcVision Prize - Women and Architecture". That was the title of the first international award, established by Italcementi Group. On the eve of the Spring Festival - March 8 in the Italian city of Bergamo prize of 50,000 Euros was awarded to the best women architect who understands the role of architecture in society. The award ceremony was held in i.lab, research and innovation center of the company.

Women play a special role in architecture of the 21<sup>st</sup> century. They design the projects actively seeking optimal solutions in the field of building technologies, use of innovative materials in the construction of green buildings. Most importantly, they feel the needs of the people, design an environment comfortable for the people living there

With its know-how and materials, the Group has always been at the side of architects working on innovative projects with an advanced technological content. From experimental work on materials with Gio Ponti and Pier Luigi Nervi for the Pirelli skyscraper and the Vatican Audience Hall, to cooperation with Richard Meier on the new Italcementi i.lab Research Center in Bergamo, the Guggenheim Museum in Bilbao with Frank O. Gehry, the Bibliothèque Nationale de France with Dominique Perrault, and the MAXXI National Museum of XXI Century Arts in Rome, with Zaha Hadid.

International experts believe that contemporary buildings should be integrated as much as possible to the environment, be green as much as possible. Benedetta Tagliabue knows what she is talking, her project at the international exhibition Expo 2010 in Shanghai was one of the best. Italian architect worked as in America, as in Scotland, and in Germany, Kazakhstan direction of EXPO 2017, she says, is undoubtedly actual. It is to the "green economy" that now world power look to." I, unfortunately, did not work in Kazakhstan, but the direction that your country chose, of course brought good luck and victory in the competition for international exhibitions. Architects and those who work in the construction industry all over the world are now concerned about a common problem: the preservation of natural resources and increase of energy efficiency", Benedetta Tagliabue said.

In recent years, the sensitivity of the Group has been increasing towards valorization of the female figure in the social and corporate reality, together with the commitment and attention always dedicated to the world of building and in particular to architecture for the social, cultural and education arenas. Italcementi Group wants to support "affirmative action" and endorses affirmative action policies for a greater representation of women in the architectural profession.

Management of the company thank all nominant for their participation in the first world project. *"With this award we want to highlight the growing importance that female designers have been assuming in architecture in recent years and pay tribute to a "positive discrimination" in favor of women, - Carlo Pesenti, Italcementi CEO said. - Hopefully, in sectors traditionally governed by men, women will come to assume a central role and overcome every form of discrimination or exclusion from decision making and production. Men and business need the energy and sensitivity of women to grow and achieve ever greater results."*

The 2013 short-list of finalists consisted of 19 designers from 15 countries: Brazil, Egypt, Estonia, Germany, India, Italy, Japan, Mexico, Poland, Singapore, Spain, Sweden, Switzerland, Thailand, USA.

The total of submitted projects was 50. The Prize winner was announced today in Bergamo at i.lab, the Italcementi research and innovation centre recently completed from a project by Richard Meier and one of the first buildings in Europe with LEED Platinum certification, the top international recognition for sustainable construction. The best projects of women architects were discussed in the one of the best ecofriendly buildings in the world. And it was not by chance, as experts said.

Carla Juacaba, 37 year old Brazilian architect, became the first winner of the arcVision Prize – Women and Architecture by unanimous decision of the Jury. The Jury felt she embodies a "complete" architect, embracing all aspects of each commission:- context, environment, nature, parameters, materials....

Her most exciting project was the Umanidade 2012 pavilion for Rio Mas 20 (the UN conference on sustainable development), The symbolic value of the pavilion, an impermanent structure, is heightened by the fact that Rio Mas 20 was an important opportunity for a global assessment of what is being done or not being done to save the Earth from environmental disaster. The best is achieved with low-cost, easily dismantled and continually recyclable constructions.

*I wasn't expecting it, I didn't know which approach the Jury would choose and what they would have given importance to. I think it is really special to have thought of a Prize only for women. I am really very excited", Carla Juacaba said.*

The Prize is a two-week research workshop at i.lab, the Italcementi Group R&D Center in Bergamo, and an amount of € 50,000, part of which may be devolved to social projects, at the discretion of the winner.

# Сохраняя природу, создавая комфорт



Зауре  
Уралтаева

В области архитектуры 21 века женщины играют особую роль. Они создают композиции, активно занимаются поиском оптимальных решений в области строительных технологий, новых методов и материалов для строительства экологичных зданий. Самое главное, они чувствуют потребности людей, создают для них комфортную среду.

Italcementi Group благодаря своим ноу-хау и новейшим современным материалам постоянно тесно сотрудничает с архитекторами, работающими над инновационными проектами, отличающимися перспективными технологическими решениями. Примерами такого сотрудничества могут служить экспериментальные работы архитекторов Джио Понти и Пьера Луиджи Нерви с материалами по строительству небоскреба Пирелли и зала Ватикана, а также совместная работа с Ричардом Мейером над новым исследовательским и инновационным центром i.lab компании Italcementi Group в Бергамо, с Франком О. Гейри — над Музеем Гуггенхайм в Бильбао, с Домиником Перро — над Национальной библиотекой Франции и с Заха Хадидом — над МАХХИ, Национальным музеем искусства XXI века в Риме.

Современные здания, уверены международные эксперты, должны как можно больше интегрироваться с окружающей средой. Быть «зелеными» настолько, насколько это возможно.

Бенедетта Таггиабу знает, о чем говорит, — ее проект на международной выставке «Экспо» в 2010 году в Шанхае был одним из лучших. Итальянский архитектор работала и в Америке, и в Шотландии,

и в Германии. Казахстанское направление «Экспо-2017», говорит она, вне сомнения, актуально. Именно к «зеленой экономике» сейчас стремятся мировые державы. «Я, к сожалению, не работала в Казахстане, но то направление, которое выбрала ваша страна, несомненно, перспективно, и потому принесло удачу и победу в конкурсе на проведение международной выставки. Архитекторы и те, кто работает в строительной отрасли во всем мире сейчас озабочены общей проблемой: сохранение природных ресурсов и повышение энергоэффективности», — говорит Бенедетта Таггиабу.

За последние годы отмечается стремление Italcementi Group к переоценке и повышению значимости женщин в общественной и корпоративной жизни, наравне со вниманием, неизменно направленным на сферу строительства и, в частности, на архитектуру общественных, культурных и образовательных объектов. Italcementi Group еще раз подтвердила то, что поддерживает такую «инициативу равенства»



Президент компании Italcementi Group Карло Пезенти поблагодарил всех за участие в первом мировом проекте.



Работы дизайнеров из 19 стран мира отбирала специально созданная группа консультантов.

за участие в первом мировом проекте. «Такой премией мы хотели подчеркнуть возрастающую роль женщин-дизайнеров в архитектуре в последние годы, а также внести свой вклад в «положительную дискриминацию» в пользу женщин», — сказал Карло Пезенти, президент компании Italcementi Group. — Мы надеемся, что в сферах, где традиционно доминируют мужчины, женщины станут играть центральную роль, преодолеть дискриминацию в любой форме и не будут исключены из процесса принятия решений и производства. Мужчины и бизнесу для роста и достижения еще более высоких результатов нужна энергия и чутье женщин».

для того, чтобы как можно больше женщин могли заявить о себе в области архитектуры.

Руководство компании поблагодарило всех

Работы дизайнеров из 19 стран мира отбирала специально созданная группа консультантов. Участницы были из Бразилии, Германии, Индии, Италии, Японии, Мексики, Польши, Сингапура, Испании, Швеции, Швейцарии, Таиланда, США. Всего поступило 50 проектов. Обладательница премии была объявлена в i.lab — исследовательском и инновационном центре компании Italcementi Group. Это строительство, по проекту Ричарда Мейера, было завершено год назад. Это одно из первых зданий в Европе, получившее Платиновый сертификат (LEED Platinum) в знак наивысшего международного признания в области экологичного строительства.

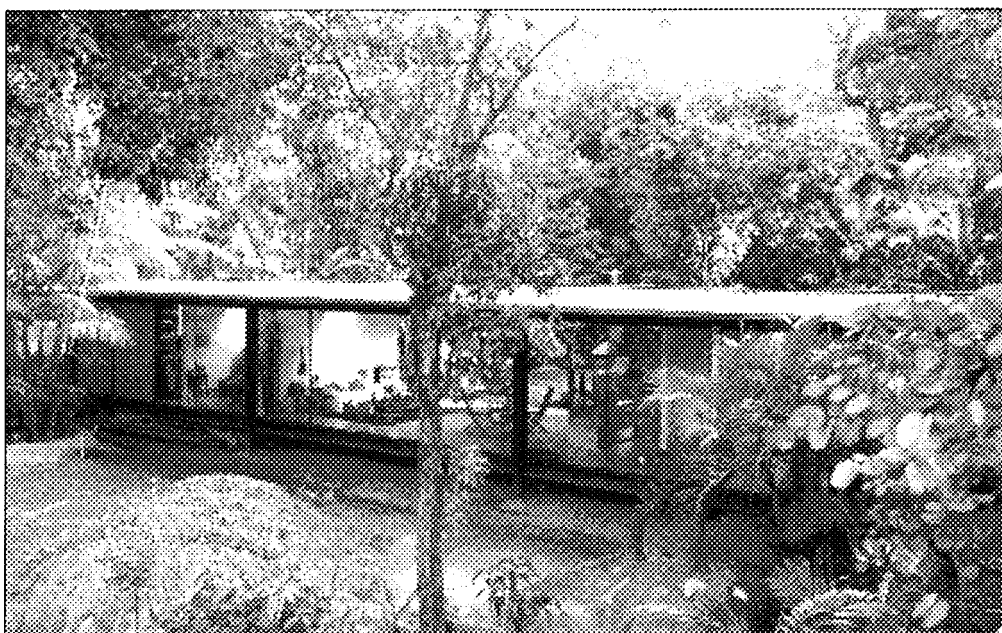
Символично, что именно здесь участницы представляли свои лучшие работы.

Первым лауреатом премии ArcVision Prize в номинации «Женщины в архитектуре» по единогласному решению жюри стала Карла Джуакаба — 37-летняя бразильский архитектор. По мнению жюри, Карла является «комплексным» архитектором, который в своих работах учитывает все аспекты: целевое назначение, среду, характер использования, параметры, материалы. Жюри отметило способность Карлы Джуакаба успешно разрабатывать проекты различного масштаба.

Наиболее успешный проект Карлы Джуакаба — павильон Humaidade-2012, построенный для проведения конференции Организации Объединенных Наций «Рио+20», — является временным сооружением. Этот проект разрабатывался совместно со сценаристом Биа Лесса (Bia Lessa) и использовался для проведения частных и государственных публичных мероприятий, посвященных вопросам устойчивого развития. За две недели этот павильон посетили 22000 человек. Жюри особо отметило элегантную простоту и функциональность павильона. Выбрав для строительства обычные навесные элементы, архитектор творчески продемонстрировала свою приверженность принципам устойчивого развития благодаря использованию имеющихся в наличии местных материалов для создания конструкции и пешеходных дорожек, простирающихся на 170 метров длины павильона, которые после демонтажа могут быть полностью использованы повторно. Здание удивительно гармонично вписывается в окружающую застройку, усиливая общее впечатление от открывающегося вида.

«Для меня эта победа стала большой неожиданностью, ведь мои соперницы были очень сильны. Здесь у всех были непростые и даже уникальные проекты. Я безумно рада, что победила на конкурсе!» — говорит Карла Джуакаба.

Обладатель премии в 50 тысяч евро по условиям конкурса в начале апреля 2013 года проведет двухнедельный исследовательский семинар в инновационном центре i.lab в городе Бергамо. Часть премии она может по своему усмотрению направить на реализацию социальных проектов.



Здание Varanda House, построенное на участке, где все деревья должны быть сохранены, является прекрасным примером минималистского подхода к строительству, т.е. создание прикладного жилища с простыми помещениями, а также изысканной и оригинальной игрой естественного света и прекрасного бразильского пейзажа.

### Preserving the nature to create comfort

"ArcVision Prize - Women and Architecture". That was the title of the first international award, established by Italcementi Group. On the eve of the Spring Festival - March 8 in the Italian city of Bergamo prize of 50,000 Euros was awarded to the best women architect who understands the role of architecture in society. The award ceremony was held in i.lab, research and innovation center of the company.

Women play a special role in architecture of the 21<sup>st</sup> century. They design the projects actively seeking optimal solutions in the field of building technologies, use of innovative materials in the construction of green buildings. Most importantly, they feel the needs of the people, design an environment comfortable for the people living there

With its know-how and materials, the Group has always been at the side of architects working on innovative projects with an advanced technological content. From experimental work on materials with Gio Ponti and Pier Luigi Nervi for the Pirelli skyscraper and the Vatican Audience Hall, to cooperation with Richard Meier on the new Italcementi i.lab Research Center in Bergamo, the Guggenheim Museum in Bilbao with Frank O. Gehry, the Bibliothèque Nationale de France with Dominique Perrault, and the MAXXI National Museum of XXI Century Arts in Rome, with Zaha Hadid.

International experts believe that contemporary buildings should be integrated as much as possible to the environment, be green as much as possible. Benedetta Tagliabue knows what she is talking, her project at the international exhibition Expo 2010 in Shanghai was one of the best. Italian architect worked as in America, as in Scotland, and in Germany, Kazakhstan direction of EXPO 2017, she says, is undoubtedly actual. It is to the "green economy" that now world power look to." I, unfortunately, did not work in Kazakhstan, but the direction that your country chose, of course brought good luck and victory in the competition for international exhibitions. Architects and those who work in the construction industry all over the world are now concerned about a common problem: the preservation of natural resources and increase of energy efficiency", Benedetta Tagliabue said.

In recent years, the sensitivity of the Group has been increasing towards valorization of the female figure in the social and corporate reality, together with the commitment and attention always dedicated to the world of building and in particular to architecture for the social, cultural and education arenas. Italcementi Group wants to support "affirmative action" and endorses affirmative action policies for a greater representation of women in the architectural profession.

Management of the company thank all nominant for their participation in the first world project. *"With this award we want to highlight the growing importance that female designers have been assuming in architecture in recent years and pay tribute to a "positive discrimination" in favor of women, - Carlo Pesenti, Italcementi CEO said. - Hopefully, in sectors traditionally governed by men, women will come to assume a central role and overcome every form of discrimination or exclusion from decision making and production. Men and business need the energy and sensitivity of women to grow and achieve ever greater results."*

The 2013 short-list of finalists consisted of 19 designers from 15 countries: Brazil, Egypt, Estonia, Germany, India, Italy, Japan, Mexico, Poland, Singapore, Spain, Sweden, Switzerland, Thailand, USA.

The total of submitted projects was 50. The Prize winner was announced today in Bergamo at i.lab, the Italcementi research and innovation centre recently completed from a project by Richard Meier and one of the first buildings in Europe with LEED Platinum certification, the top international recognition for sustainable construction. The best projects of women architects were discussed in the one of the best ecofriendly buildings in the world. And it was not by chance, as experts said.

Carla Juacaba, 37 year old Brazilian architect, became the first winner of the arcVision Prize – Women and Architecture by unanimous decision of the Jury. The Jury felt she embodies a "complete" architect, embracing all aspects of each commission:- context, environment, nature, parameters, materials....

Her most exciting project was the Umanidade 2012 pavilion for Rio Mas 20 (the UN conference on sustainable development), The symbolic value of the pavilion, an impermanent structure, is heightened by the fact that Rio Mas 20 was an important opportunity for a global assessment of what is being done or not being done to save the Earth from environmental disaster. The best is achieved with low-cost, easily dismantled and continually recyclable constructions.

*I wasn't expecting it, I didn't know which approach the Jury would choose and what they would have given importance to. I think it is really special to have thought of a Prize only for women. I am really very excited", Carla Juacaba said.*

The Prize is a two-week research workshop at i.lab, the Italcementi Group R&D Center in Bergamo, and an amount of € 50,000, part of which may be devolved to social projects, at the discretion of the winner.





# Frescura latinoamericana

Seis estudios de arquitectura de América Latina participan en *Freshlatino02*, una muestra que refleja cómo los jóvenes profesionales dialogan con el arte contemporáneo, lo sostenible y lo local

Por **Andrés Fernández Rubio**

**E**L RETRATO ROBOT de la arquitectura latinoamericana podría ser una mujer, Carla Juaçaba, nacida en Río de Janeiro en 1976. Si se contempla a los equipos más creativos de Latinoamérica como laboratorios de gente joven con nuevas metodologías, nuevos roles sociales y nuevas maneras de diseñar, Juaçaba encaja en ese esquema. Su proyecto *Umanidade 2012, Río +20* ha recibido el Premio ArcVision, Mujer y Arquitectura. Se trata de un pabellón, una estructura gigante de andamios totalmente reutilizable, creado en Río de Janeiro para la conferencia de la ONU sobre el desarrollo sostenible e ideado junto a la artista Bia Lessa. El jurado, compuesto por mujeres, entre ellas las arquitectas Kazuyo Sejima y Benedetta Tagliabue y la urbanista Martha Thorne, destacó en Juaçaba "las cualidades necesarias de coraje para acercarse a su profesión, la creatividad en la búsqueda de soluciones no convencionales y una enorme sensibilidad hacia el contexto en el que sus obras se asientan".

Juaçaba simboliza el aire fresco para la arquitectura que sopla en Latinoamérica. Y con esa premisa, los arquitectos y comisarios Ariadna Cantis y Andrés Jaque la han incluido en *Freshlatino02*, una exposición patrocinada por el Instituto Cervantes que incluye a seis estudios de Brasil, Venezuela, Ecuador, Colombia y Argentina. Jóvenes creadores que representan a un tipo de profesional diferente, favorecidos por las transformaciones políticas de sus sociedades. Carla Juaçaba lo resume así: "En América Latina vivimos en una eterna crisis, por eso tenemos que trabajar con presupuestos bajísimos. Así se demuestra nuestra habilidad para trabajar con poco. La simple estructura de ladrillo de la casa construida por el paraguayo Solano Benítez no es un capricho, sino que es lo que tenía más cerca. Y lo mismo me ocurre a mí. He trabajado con ladrillos cuando estaban disponibles, y con piedras si es lo que hay".

Ariadna Cantis destaca las posibilidades de esa arquitectura que lucha "en un cuerpo a cuerpo" con la realidad, en un escenario cultural dispar y lleno de dramatismo, pero sobre todo "atractivo por sus paradojas, su intensidad y su carácter mutante". El contexto iberoamericano se ha convertido en el laboratorio de una arquitectura que se aleja de las discusiones formales y estilísticas "para adentrarse de lleno en lo social y en su relación con un entorno sostenible", dice Cantis. "A lo que se une la irrupción de Internet, que ha roto el aislamiento de estos grupos y que reactualiza la visión del Sur como nuevo Norte por su creatividad y determina-

ción". Para Andrés Jaque, son arquitecturas "construidas no con ladrillos sino con relaciones de reciprocidad, dependencia, afecto, pasión y discusión de la diferencia".

En la selección destacan los ecuatorianos Al Borge (David Barragán, Esteban Benavides, María Luisa Borja y Pascual Gantogena), que plantean una arquitectura blanda, construida en algún caso por el ensamblaje de elementos sencillos, ligeros y fáciles de manejar, como en la Escuela Nueva Esperanza. "El desafío empieza por creer que es posible construir una escuela de 36 metros cuadrados", dice David Barragán, "en medio de la nada, con voluntarios, materiales y mano de obra local, en una semana, con un presupuesto de 200 dólares".

Un proyecto así no busca la durabilidad de lo inamovible. Los arquitectos están ahí atendiendo una de esas situaciones frágiles "que enseguida se convertirán en algo diferente", explica Andrés Jaque, a quien Al Borge le sirve de ejemplo para señalar un rasgo de la arquitectura latinoamericana: estudios que "equilibran la dedicación a la arquitectura corporativa con una atención a lo ordinario, a lo local y a lo ecológico". "Sus trabajos son muchas veces proyectos laboriosos y poco rentables que los arquitectos asentados no atendían", añade. "Se trata de estrategias arquitectónicas para fortalecer lo frágil con edificaciones que, en lugar de ponerse al servicio de los poderes dominantes, los desafían. Reforzando, por ejemplo, las economías locales para evitar que desaparezcan ante la invasión del comercio corporativo, o evitando que los procesos de gentrificación desplacen a la población con menor capacidad adquisitiva".

El carácter de mediador del arquitecto se ve con claridad en un proyecto de los venezolanos Lab.Pro.Fab, que llevan años trabajando en el barrio de El Valle de Caracas en la construcción del Tiuna, un espacio de encuentro hecho con contenedores, restos de camiones y andamios. Un ejemplo de asociacionismo en el que es difícil incluso reconocer la autoría. "Empezaron con un tráiler-escenario que invitaba a los vecinos de El Valle a subirse y coger un micrófono", cuenta Andrés Jaque. "Pero el tráiler solo fue el origen de un proceso experimental en el que todo fue cambiando y creciendo a medida que se discutía en grupo qué funcionaba y qué no. Nunca hubo un encargo, pero el éxito de participación facilitó que el proyecto recibiese ayudas y pudiera evolucionar".

El argentino Ramiro Gallardo ha trabajado también en un entorno urbano. Su proyecto coloniza las azoteas de Buenos Aires, consigue terrazas, crea más espacio interior y fomenta un nuevo paisaje sobreelevado. Un parásito de hierro, vidrio y madera en las azoteas. En opinión de Gallardo, lo

mejor que les ha podido pasar a muchos arquitectos latinoamericanos es haber tenido que atravesar distintas crisis económicas. "Como no había trabajo", dice, "tuvimos que inventarlo. Las restricciones generan una manera de hacer arquitectura que en condiciones de prosperidad jamás podrían ser siquiera pensadas. Esto no implica renunciar a nada, y sí convertir carencias en potencias. Algo que necesariamente debe estar sucediendo en España como manera de afrontar la crisis actual".

Otro de los proyectos incluidos en *Freshlatino02* es el llamado *Acciones de Ecosescha*. El título es todo un manifiesto. Los autores, Antonio Yemail y Juan Carlos Yepes, de la Oficina Informal de Bogotá, distribuyeron semillas en la ciudad de Medellín. Los visitantes de la instalación que montó la oficina podían llevarse sacos que al envejecer liberaban esas semillas que contribuirían al incremento de la biodiversidad de la región.

"Es una arquitectura que construye sin edificar", dice Andrés Jaque, "que atiende al ecosistema en su conjunto". Antonio Yemail incide en uno de los *leitmotiv* de los creadores latinoamericanos: "Todos crecimos en un marco de desequilibrio social y de inestabilidad en los proyectos de identidad de nuestros países; pero al mismo tiempo pertenecemos a la última generación que conoció cómo era el mundo antes de la llegada de Internet y la globalización. Nos interesa especular sobre este punto de cruce".

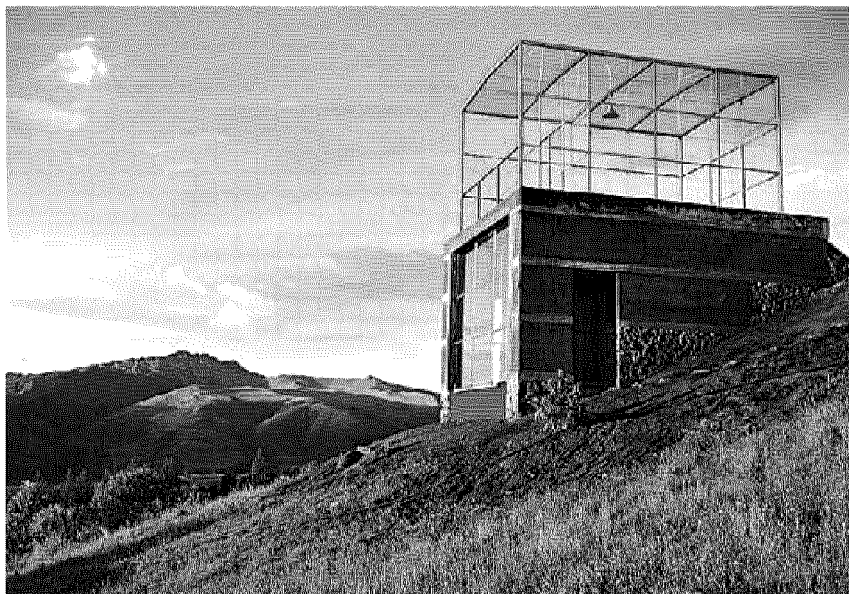
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EL PAÍS BABELIA 29/30.03.13 11



*“Son arquitecturas  
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» **Al borde (Ecuador).** Los arquitectos proyectaron un taller de pintor, y, sobre él, un invernadero. Se encuentra en Machachi, Ecuador, a 3.550 metros de altura.



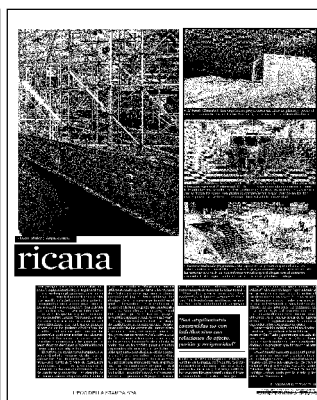
» **Oficina informal (Colombia).** Dentro de los sacos reciclables que componen la instalación hay semillas de flores, arbustos y hierbas aromáticas. Los visitantes que se llevan los sacos (son gratis) se comprometen a que, cuando no les den uso, esparzan su contenido para contribuir así a la biodiversidad.



» **Ramiro Gallardo (Argentina).** Garrapata es un proyecto que coloniza las cubiertas de edificios de Buenos Aires. El proyecto condensa en la superficie de las terrazas una serie de operaciones formales que dialogan con el contexto circundante de galpones, chimeneas, medianeras y techos de chapa.



» *Pabellón Umanidade 2012*, construido en Río de Janeiro y por el que la arquitecta brasileña Carla Juaçaba, de 37 años, ganó el pasado 8 de marzo el Premio ArcV Vision, Mujer y Arquitectura.



ARQUITECTURA / REPORTAJE

# Frescura latinoamericana

'Freshlatino02' reúne a jóvenes representantes de una arquitectura favorecida por el contexto actual

Seis estudios de América Latina mantienen un diálogo con el arte, lo sostenible y lo local

ANDRÉS FERNÁNDEZ RUBIO | 30 MAR 2013 - 02:27 CET

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**Archivado en:** Benedetta Tagliabue Arquitectura Latinoamérica Crisis financiera Urbanismo Cultura Finanzas



Pabellón Umanidade 2012 de Carla Juaçaba. / LEONARDO FINOTTI

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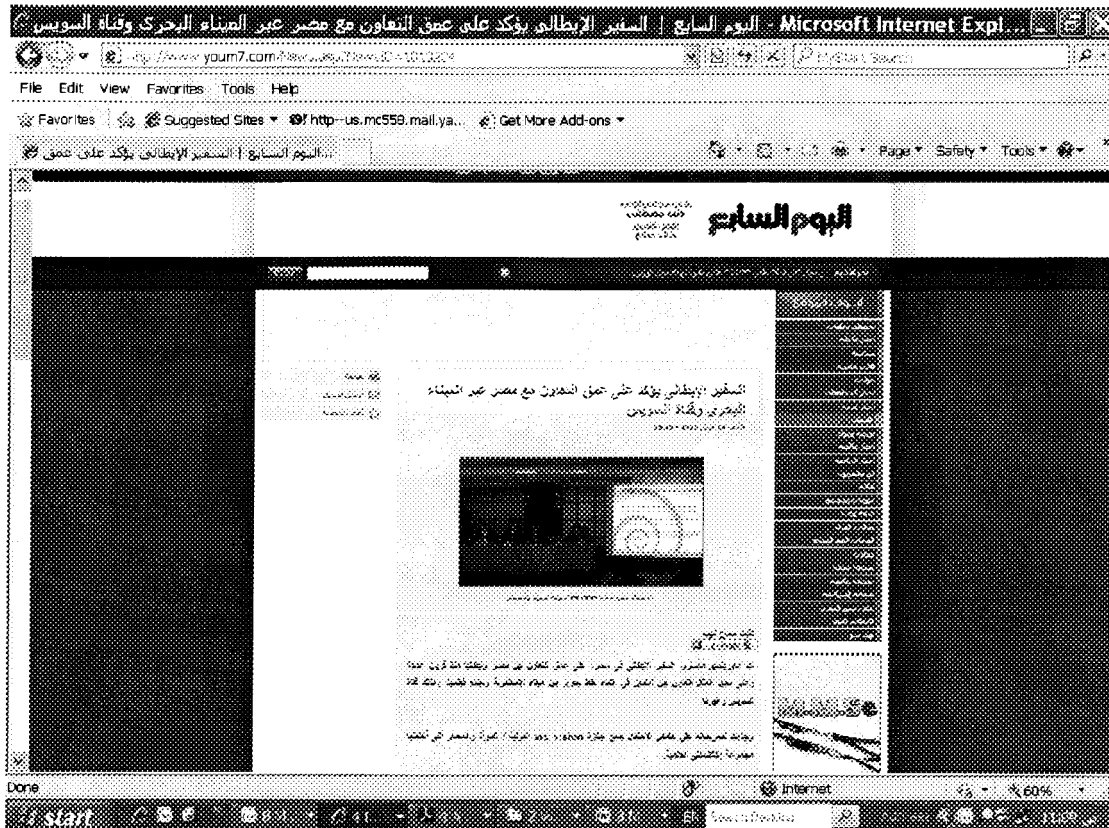
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[http://cultura.elpais.com/cultura/2013/03/26/actualidad/1364319073\\_659368.html](http://cultura.elpais.com/cultura/2013/03/26/actualidad/1364319073_659368.html)



Italcementi, maison-mère de Ciments du Maroc, a récompensé le 7 mars dernier les ~~lannes architectes~~ à Bergame, en Italie.





News on 14-04-2013

**Newspaper: Youm7 and Arabia News**

**Headline: Italian ambassador stresses deep cooperation with Egypt via sea port and Suez Canal**

By: Samah Labib

Maurizio Massari, the Italian Ambassador in Egypt stressed deep cooperation between Egypt and Italy several centuries ago, referring to cooperation between the two countries in the establishment of a maritime line between Alexandria Port and Vanessa Port as well as the Suez Canal and others.

Massari's statements came on the sidelines of the ceremony of the International Prize arcVision-Women and Architecture instituted by Italcementi Group.

Bruno Carré, the Managing Director of Suez Cement Group of Companies (SCGC) said we are trying to decrease the value of energy used in cement industry and use environmentally friendly components. He added that there is an advanced technology in this industry and we work constantly to help architects, meet their needs in work and support them practically through a modern and developed product. Therefore,

we present this award for female architects in recognition of their leading role in architecture and architectural engineering, Carré noted.

Mr. Carré said that thanks to the development witnessed by cement industry, the concrete cement which is currently being used differs from the cement used 10 years ago, after we have developed modern instruments that contribute to the support of architecture to be a friend of the environment.

Mr. Carré and Arch. Seif Allah Abu-Elnaga, President of the Society of Egyptian Architects, signed a partnership agreement to launch the first National Contest "arcVision Egypt-Women and Architecture". The award is intended to acknowledge every year the best project realized by an Egyptian female architect.

Shahira Fahmy, founder of Shahira Fahmy Architects and one of the awardees, said "We cannot overlook the talents of women and their many contributions in the past, present, and the ones to come in the future. Men and business need the energy and sensitivity of women to grow and achieve ever greater results."

Mona Zakaria, one of the awardees, highlighted "this International social architecture award recognizes the important role that women play in architecture".

## EGYPT: SUEZ CEMENT'S ARCVISION PRIZE FOR WOMEN ARCHITECTS.

(ANSamed) - CAIRO, APRIL 15 - Suez Cement and the association of Egyptian architects on Monday instituted a new arcVision prize for Egyptian women architects.

The prize singles out the architectural project that best contributes to the social and economic development of Egypt, in a sustainable and esthetic way that promotes the role of women, explained Suez Cement Managing Director Bruno Carre'.

"Is this affirmative action and positive discrimination? Yes, and we are proud of it", Carre' said.

One of the prime cement producers in Egypt, Suez Cement modeled its new prize on the international arcVision - Women and Architecture Prize set up by Italcementi Group, one of its major shareholders.

"This is an important initiative for us and for this country, where too often we forget that we are women", commented Shahira Fahmy, founder of an architecture studio by the same name and finalist, along with fellow Egyptian Mona Zakaria, for this year's inaugural Arc Vision prize, won by Brazilian architect Carla Juacaba.

The prize represents an "Italian way" of doing business, one that is not only focused on economic gain but also on social aspects like the role of women, Italian Ambassador Maurizio Massari commented at the awards ceremony.

Zakaria focuses on urban renewal in the historic Arab quarter of Cairo, which is also the poorest and most degraded. "When I saw it I couldn't believe it was a stone's throw from the city center", the architect said. "This kind of project is not done to satisfy the architect's ego, but the needs of the people".

"I did everything I could to be here tonight, because there is little recognition of our work and we lack architects' networks like the ones you have in Italy", said Fahmy, who works primarily in contemporary residential architecture.

Would she design a monument to the Egyptian revolution?

"I've thought about it many times but it has to be done the right way, by winning a competition based on clear criteria", she answered. "We are renovating our offices, which we imagine as being open to citizens and to people in general. We might do something there". (ANSamed).



News on 15-4-2013

Newspaper: Al Borsa

**Headline: Suez Cement awards two Egyptian female architects the International Prize arcVision-Women and Architecture**

By: Mahmoud El-Kasas

The Suez Cement Company presented the International Prize arcVision- Women and Architecture instituted for two Egyptian female architects in recognition of their architectural works within the framework of the company's social role.

Bruno Carré, the Managing Director and Chief Executive Officer of Suez Cement Group of Companies, awarded the International Prize arcVision- Women and Architecture for the two Egyptian architects: Shahira Fahmy for her works in a library in one of Assiut's villages as

well as its project in Algeria, and Mona Zakaria for the works it performed for re-development of old Egypt districts, Fustat market and the Egyptian pottery village.

arcVision Prize is one of the most important international prizes in architecture instituted by Italcementi Group, which is the parent group of Suez Cement Group of Companies.

The 2013 short-list of finalists included 19 designers from 15 countries: Brazil, Egypt, Estonia, Germany, India, Italy, Japan, Mexico, Poland, Singapore, Spain, Sweden, Switzerland, Thailand, USA.

Brazilian Architect Carla Juaçaba has been named as the winner of the first arcVision Prize – Women and Architecture with her project "Pavilion Humanidade".

Speaking at the press conference, Shahira Fahmy, founder of Shahira Fahmy Architects, said "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. Men and business need the energy and sensitivity of women to grow and achieve ever greater results."

From her side, Mona Zakaria, who integrates in her architectural works the developmental aspect with the architectural one, highlighted "This International social architecture award recognizes the important role that women play in architecture. Women architects have the potential to play a significant role in addressing society's challenges, 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."

The ceremony was attended by Arch. Seif Allah Elnaga, President of the Society of Egyptian Architects, who signed with Mr. Carré a memorandum of understanding between the company and society to launch the first National Contest "**arcVision Egypt-Women and Architecture**". The award is intended to acknowledge every year the best project realized by an Egyptian female architect.

Seif Allah Elnaga talked about the society's history of establishment, which was founded in

1917 as one of the oldest and most prestigious architectural societies in the world. Society of Egyptian Architects participated in the establishment of the African Union of Architects in 1941.

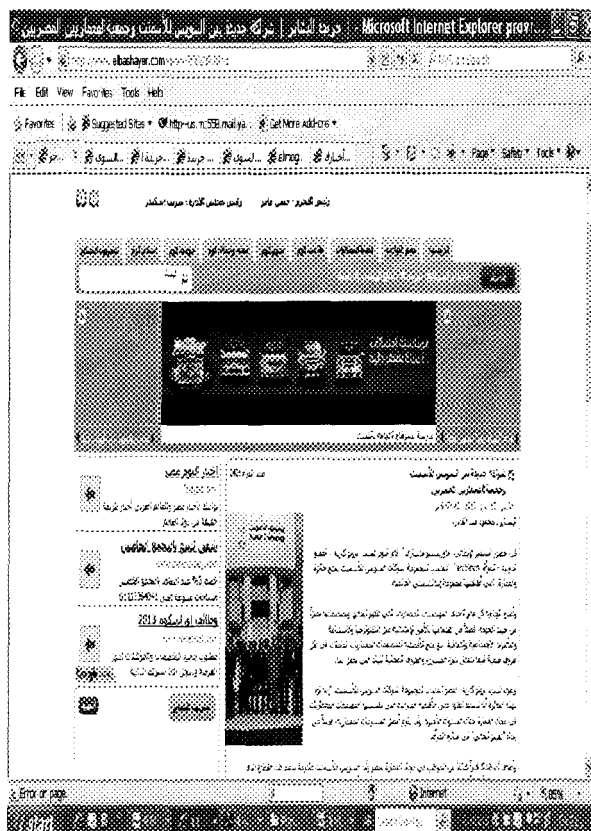
Seif Allah Elnaga said cement companies are the number one enemy of architects all over the world due to the pollution they cause for surrounding environment. However, when Seif Allah Elnaga visited the Suez Cement plant, he found more than 3 hectares of green space surrounding the company, which gives an evidence that the company is paying due attention to the environmental aspect.

Mr. Carré said that before inauguration and success of any project, the surrounding community should accept it and the project should play its social role with the surrounding environment whether on the environmental level or in terms of encouraging talents.

Carré added that the company succeeded to develop cement products different than those were existed 10 years ago by using the modern technology via i-lab center.

Carré said that the awards are divided into two sections; the first one is for creativity and renewal, the second one is for excellence while the third one is for social responsibility.

The conference was attended by Maurizio Massari, Ambassador of Italy in Egypt and Michael Bernacki, member of the International Federation of Architects and professor of architecture in Lebanon University.



Newspaper: elbashayer.com

### Headline: New partnership between Suez Cement and Society of Egyptian Architects

By: Mahmoud Abdel-Kader

In the presence of Maurizio Massari, Ambassador of Italy, Bruno Carré, the Managing Director of Suez Cement Group of Companies, presented the International Prize arcVision- Women and Architecture instituted by Italcementi Group.

arcVision Prize recognizes every year a female architect whose research and design work displays significant qualitative excellence and attention to the core issues of construction – technology, sustainability, social and cultural implications – with preference for women working in conditions of particular complexity in terms of type of project and local conditions.

"With this award we want to highlight the growing importance that female designers have

been assuming in architecture in recent years and pay tribute to the best architectural projects as well as to a "positive discrimination" in favor of women. There is an enormous wealth of talent in the Egyptian architecture, and Suez Cement is committed to supporting this sector which makes a significant contribution to the economy and job creation, as well as being a creator of beauty and force for cohesion for our society", said Mr. Bruno Carré, Managing Director of Suez Cement group of Companies.

During the event Mr. Carré acknowledged the two Egyptian architects: Shahira Fahmy and Mona Zakaria who were among the 19 finalists in the first edition of arcVision Prize.

Their projects were evaluated by a distinguished international Jury chaired by Martha Thorne (Executive Director of the Pritzker Prize).

The 2013 short-list of finalists included 19 designers from 15 countries: Brazil, Egypt, Estonia, Germany, India, Italy, Japan, Mexico, Poland, Singapore, Spain, Sweden, Switzerland, Thailand, USA.

Brazilian Architect Carla Juaçaba has been named as the winner of the first arcVision Prize – Women and Architecture with her project "Pavilion Humanidade".

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From her side, Mona Zakaria, who integrates in her architectural works the developmental aspect with the architectural one, highlighted "This International social architecture award recognizes the important role that women play in architecture. Women architects have the potential to play a significant role in addressing society's challenges, 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."

As a further demonstration of Suez Cement's commitment to promote the role that architectural design plays in contributing to the socio-economic development of Egypt, Mr. Carré and Arch. Seif Allah Elnaga, President of

the Society of Egyptian Architects, signed a partnership agreement to launch the first National Contest "**arcVision Egypt-Women and Architecture**". The award is intended to acknowledge every year the best project realized by an Egyptian female architect. Through this pioneering initiative Suez Cement Group of Companies wants to support the Egyptian women architects who are particularly sensitive to the needs of the individual, to human relationships, to the design of environments molded to their occupants.

Seif Allah Elnaga said that arcVision Award reflects a great interest and awareness in the importance of innovation and expression which interact with needs of the society. The prize encourages contributions to the socio-economic development through architecture and construction technology in various types such as (housing, cultural, educational, social, sports, environmental, general buildings or others that serve needs of peoples in the local or human communities in improving quality of life in general). It is a civilizational and effective prize, especially if presented for female architects. We have to be proud of participation in this important cultural and architectural event in 2013.

Suez Cement Award seeks projects that represent the broadest possible range of architectural interventions, with particular attention given to building schemes that use local resources in an innovative ways, and those that are likely to inspire similar efforts elsewhere.

#### **About Suez Cement Group of Companies**

With an industrial network of five production facilities in Suez, Kattameya, Tourah, Helwan and El Minya, Suez Cement Group of Companies is one of the largest cement producer in Egypt.

The company has a long-standing history in the market, yet is innovative in launching new brands and products to meet on-market needs.

Suez Cement is home to more than 3,500 employees and workers who participate in continuous training and advancement. The group has an active safety and environmental policy, which is imperative for building a sustainable environment for employees and the communities in which it operates.

The group has proudly built some of Egypt's most well known landmarks and is building its future around serving the market and growing customer demands.



Monday, 15 April 2013

Website: Al Mal Newspaper

Headline: Society of Egyptian Architects and SCGC sign a protocol to launch ArcVision award in Egypt

By: Mahmoud Idris and Saada Abdel-Qader

Suez Cement and Society of Egyptian Architects hold new partnership, launch the National Contest "arcVision Egypt-Women and Architecture"

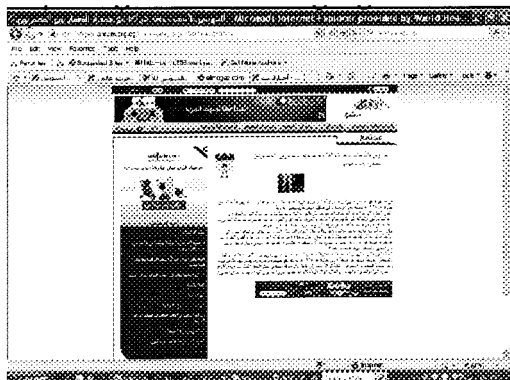
ArcVision Prize will be competed by female architect whose research and design work displays significant qualitative excellence and attention to the core issues of construction – technology, sustainability, social and cultural implications.

Eng. Seif about Naga, President of Society of Egyptian Architects, said that the value of this competition lies in the fact that it does not show architecture as an art for designing buildings

only, but as a field including materials and engineering solutions and an economic driver, innovative approach, established identity, clients, end-users, social growth, cultural implications, urban development and management of environments and regions.

He added that the award involves some conditions; the architect must have established at least one (completed or under construction) building in social infrastructure such as education, health, culture or sports. The project should include innovative solutions and values as a basic condition both functionally and technically. The architect must have research experience in the field or academia in the development of innovative solutions for construction systems.

He added that the award is EGP 100 thousand, that is a grant from Suez Cement group of Companies and that the jury comprised 5 architecture PhD holders.



In the presence of Maurizio Massari, Ambassador of Italy, Bruno Carré, the Managing Director of Suez Cement Group of Companies, presented the International Prize arcVision- Women and Architecture instituted by Italcementi Group.

arcVision Prize recognizes every year a female architect whose research and design work displays significant qualitative excellence and attention to the core issues of construction – technology, sustainability, social and cultural implications – with preference for women working in conditions of particular complexity in terms of type of project and local conditions.

With this award we want to highlight the growing importance that female designers have been assuming in architecture in recent years and pay tribute to the best architectural projects as well as to a “positive discrimination” in favor of women. There is an enormous wealth of talent in the Egyptian architecture, and Suez Cement is committed to supporting this sector.

Mr. Carré acknowledged the two Egyptian architects: Shahira Fahmy and Mona Zakaria who were among the 19 finalists in the first edition of arcVision Prize.

Mr. Carré and Arch. Seif Allah Elnaga, President of the Society of Egyptian Architects, signed a partnership agreement to launch the first National Contest “**arcVision Egypt-Women and Architecture**”. The award is intended to acknowledge every year the best project realized by an Egyptian female architect.



## Italcementi awards woman architect in first arcVision Prize

Italcementi Group, the fifth largest cement producer in the world, and majority shareholder of Suez Cement and Hilal Cement, today announced the winner of the first arcVision Prize – Women and Architecture - which it instituted to award women's achievements in architecture and awarded this year Brazilian Architect Carla Juaçaba, an international social architecture award for female designers.

"With this award we want to highlight the growing importance that female designers have been assuming in architecture in recent years and pay tribute to a "positive discrimination" in favor of women," said Italcementi CEO Carlo Pesenti. "Hopefully, in sectors traditionally governed by men, women will come to assume a central role and overcome every form of discrimination or exclusion from decision making and production. Men and business need the energy and sensitivity of women to grow and achieve ever greater results".

Italcementi Group Country Manager Kuwait, Matteo Rozzanigo, said, "Hilal Cement recognizes the benefit of promoting a strong role for women in the construction industry and Hilal Cement encourages women to pursue careers in architecture, engineering, and all sciences."

The winner was chosen by a Jury composed of Shaikha Al Maskari (Member of the Steering Committee of the Arab International Women's Forum-AIWF), Vera Baboun (Mayor of Bethlehem), Odile Decq (head of the ODBC architectural firm), Victoire de Margerie (Chairman Rondol Technology), Yvonne Farrell (with Shelley McNamara head of the Grafton Architects architectural firm), Samia Nkrumah (President of the Kwame Nkrumah Pan African Center), Kazuyo Sejima (with Ryue Nishizawa head of the SANAA architectural firm), Benedetta Tagliabue (founder with Enric Miralles of the EMBT architectural firm), Martha Thorne (Director Pritzker Prize). The Jury met in Bergamo on March 6-7, 2013, and was assisted by the Scientific Director of the Prize, Stefano Casciani.

The Jury also awarded three Special Mentions, to Izaskun Chinchilla from Spain for her non-conventional approach, Anupama Kundoo from India for her skill in researching materials, and Siiri Vallner from Estonia for her sensitive interpretation of spaces.

The Prize winner was announced today in Bergamo at i.lab, the Italcementi research and innovation centre recently completed from a project by Richard Meier and one of the first buildings in Europe with LEED Platinum certification, the top international recognition for sustainable construction.

Carla Juacaba, 37-year-old Brazilian architect, trained at Santa Ursula University in Rio de Janeiro (1999) is the first winner of the arcVision Prize – Women and Architecture by unanimous decision of the Jury. Born in 1976, since 2000, Carla Juaçaba developed her independent practice of architecture and research based in Rio de Janeiro, Brazil. Her most exciting project in this research area, the Umanidade 2012 pavilion for Rio Mas 20 (the UN conference on sustainable development), was designed and built together with an artist, Bia Lessa, who also developed the design concept. The symbolic value of the pavilion, an impermanent structure, is heightened by the fact that Rio Mas 20 was an important opportunity for a global assessment of what is being done or not being done to save the Earth from environmental disaster. The best is achieved with low-cost, easily dismantled and continually recyclable constructions. Carla Juacaba embodies those qualities necessary in an architect of courage in approaching her profession, creativity in seeking unconventional solutions and enormous sensitivity to the context in which her works will reside.

The Jury praised the functionality and appropriateness in her proposals to make sure that fully serve their purpose, and do so contributing to the beauty and quality of life of those who will use and inhabit her buildings. The Jury felt she embodies a “complete” architect, embracing all aspects of each commission: context, environment, nature, parameters, and materials.

The arcVision Prize is intended as a contribution to the development of a sustainability culture sensitive to women and to women’s specific approach to architecture, with special attention to people, the town and the environment. Contemporary architecture has fostered the development of an increasingly important role for female designers. The emergence of new female architects is one of the most interesting social and cultural trends in project design in the construction sector.

The aim of the arcVision Prize is to recognize every year a female architect whose research and design work displays significant qualitative excellence and attention to the core issues of construction – technology, sustainability, social and cultural implications – with preference for women working in conditions of particular complexity in terms of type of project and local conditions. The nominees were selected by a group of professionals indicated by advisors and then assessed by a technical-cultural commission, who made the final selection of nominees and presented them to the international Jury.

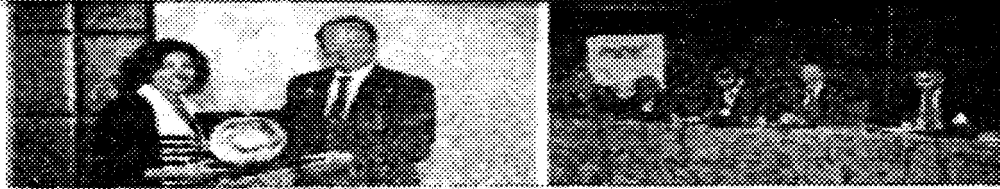
The 2013 short-list of finalists consisted of 19 designers from 15 countries: Brazil, Egypt, Estonia, Germany, India, Italy, Japan, Mexico, Poland, Singapore, Spain, Sweden, Switzerland, Thailand, USA.

The nominees for the Prize were required:

- to have designed at least one significant work that has been constructed (or is under construction) in the area of social infrastructures (education, healthcare, culture, information, general services), presenting substantially innovative solutions and values from a functional and technical viewpoint, with particular attention to sustainability;
- ideally to have performed research – in the field or at academic level – on the development of innovative solutions in construction systems.

The Prize is a two-week research workshop at i.lab, the Italcementi Group R&D Center in Bergamo, and an amount of € 50,000, part of which may be devolved to social projects, at the discretion of the winner. On the completion of the workshop the winner will recount her experience in a lecture delivered at i.lab, during Milan Design Week, as part of the new series of Italcementi Group “Millennium” meetings with the world of Architecture.

## السويس للأسمنتات تعقد شراكة مع جمعية المعمارين المصريين وتكرم مهندسين معمارين مصريين نافسا على جائزة arcVision الدولية للراة والعمارة



في حضور السفير الإيطالي مازوريو ماساري، القائم بسفارة برونتو كارييه، العضو المنتدب لمجموعة شركات السويس للأسمنتات، تم توقيع شراكة مع جمعية المعمارين المصريين، التي أطلقتها مجموعة إيتالسيمنتي العالمية. وتتمتع الجائزة كل عام لأحدى المهندسات المعماريات التي تلتزم بحدايات وتصميماتها تميزاً من حيث الجودة، فضلاً عن اهتمامها بالأمور الإنسانية مثل التكنولوجيا والاستدامة والتأثيرات الاجتماعية والثقافية. مع سعي الانضمام للمؤسسات المعماريات العالمية في مثل ظروف صعبة فيما يتعلق بنوع المشروع والظروف المحلية التي تعمل به.

ويقول السيد برونتو كارييه، العضو المنتدب لمجموعة شركات السويس للأسمنتات: «هنا نريد بهذه الجائزة أن نسلط الضوء على الأهمية المتزايدة التي تكتسبها المؤسسات المعماريات في مجال العمارة خلال السنوات الأخيرة، وأن نشركم أفضل المشروعات المعمارية، فضلاً عن إبداء تمييز إيجابي في مجال الفروق، وإظهار أن هناك قدراً هائلاً من المواهب في مجال العمارة بمصر وأن السويس للأسمنتات ملتزمة بدعم هذا القطاع».

كما قام كارييه بتكريم اثنين من المؤسسات المعماريات المصريات، وهما شهيرة فهمي وموني زكريا، اللتان شاركتا ضمن ١٩ متسابقة في المرحلة النهائية من النسبة الأولى لجائزة arcVision.

هذا وقد وقع السيد برونتو كارييه والمهندس سيف الله أبو الشجاع، رئيس جمعية المعمارين المصريين، اتفاقية شراكة تهدف إلى إطلاق أول مسابقة سنوية في مجال العمارة تحت اسم arcVision. مصر، المرأة والعمارة، والهدف من الجائزة هو الاعتراف كل عام بأفضل مشروع معماري تقوم به مهندسة معمارية مصرية.

Newspaper: Al Ahram

Date: 16.4.2013

Headline: Suez Cement holds partnership with Society of Egyptian Architects, awards two Egyptian female architects who competed for the International Prize arcVision-Women and Architecture

In the presence of Maurizio Massari, Ambassador of Italy, Bruno Carré, the Managing Director of Suez Cement Group of Companies, presented the International Prize arcVision- Women and Architecture instituted by Italcementi Group.

arcVision Prize recognizes every year a female architect whose research and design work displays significant qualitative excellence and attention to the core issues of construction – technology, sustainability, social and cultural implications – with preference for women working in conditions of particular complexity in terms of type of project and local conditions.

"With this award we want to highlight the growing importance that female designers have been assuming in architecture in recent years and pay tribute to the best architectural projects as well as to a "positive discrimination" in favor of women. There is an enormous wealth of talent in the Egyptian architecture, and Suez Cement is committed to supporting this sector", said Mr. Bruno Carré, Managing Director of Suez Cement group of Companies.

During the event Mr. Carré acknowledged the two Egyptian architects: Shahira Fahmy and Mona Zakaria who were among the 19 finalists in the first edition of arcVision Prize.

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**برونو كاريه العضو المنتدب لمجموعة شركات السويس للأسمنت  
يكرم مهندستين مهنيتين مصريتين فاضلتا على المسابقة  
الأولى من جائزة arcVision الدولية للمرأة والعمارة**



في حضور السفير الإيطالي مازوريستو ماساري، قام اليوم السيد برونو كاريه، العضو المنتدب لمجموعة شركات السويس للأسمنت، بتكريم الجائزة الأولى للمرأة والعمارة التي أطلقتها مجموعة إيتالمنتس، التي تعاقبية وتتمتع بالهبة كل عام لإحدى المهندسات المعماريات التي تظهر أبحاثها وتخصصاتها تميزاً من حيث الموهبة، فضلاً عن انتمائها عالمياً للإنسانية مثل التكنولوجيا والاستدامة والتأثيرات الاجتماعية والثقافية. مع سراج الأفضلية للمهندسات المعماريات العاملات في ظل ظروف صعبة فيما يتعلق بنوع المشروع والظروف المتغيرة التي تميز بها. ويقول السيد برونو كاريه، العضو المنتدب لمجموعة شركات السويس للأسمنت: "إننا نود بهذه المناسبة أن نسلم العضو على الجمعية الدولية التي تتكبر بها المهندسات المعماريات في مجال العمارة خلال السنوات الأخيرة، وأن نكرم بفضل التشجيع الإنشائي، فضلاً عن إبداء، تميز إيجابي في صياغة المرأة وأنفسه أن هناك شديداً عاكساً من التواضع في مجال العمارة ومختبر وإن السويس للأسمنت ملتزمة بدعم هذا القطاع الذي يسهم مساهمة كبيرة في الاقتصاد وفي خلق فرص العمل. فضلاً عن أنه القطاع الذي له دور في إعلاء كرامة المهندس والتمكين من مهنته". وخلال الاحتفالية، قام السيد كاريه بتكريم اثنين من المهندسات المعماريات المصريتين، وهما شهيرة فهمي وموني زكريا، اللتان شاركتا ضمن منافسة في المرحلة النهائية من المسابقة الأولى لجائزة arcVision. وقد تولت تجميع المشروعات لجنة التحكيم ولجنة المستوي ترأسها مارغا ثورن (مدير جائزة بريتزكر للعمارة) وشملت القائمة النهائية للمشروعات بالمسابقة لعام 2013 تسعة عشر مشابقة من 16 دولة: البرازيل ومصر وأستراليا وألمانيا والهند وإيطاليا واليابان والمكسيك ورواندا وبنغلاديش ونيبال وبنما والسودان وسنغافورة وفيتنام والولايات المتحدة. وقد فازت المهندسة شامية كادلا بحاضنة والتنمية الأولى من المسابقة حيدة شريك، بمشروعها "حناج أوسايداد". وقالت المهندسة المعمارية شهيرة فهمي، زميلة مكتب شهيرة فهمي بمشروع "منازل"، "منازل" لتؤمّن الصعوبة. إننا لا نستطيع أن نغفل مبراهم المرأة وأنسواءها الأكثرية في الماضي والحاضر وكذلك في المستقبل. وبمسابقة arcVision، نهدف برنامج إيجابي يقدّر ويدعم المبادرات والمخبرة على الإبداع والإسهامات الكثيرة للمهندسات المعماريات. سنسعى أن نربط والتشريكات في حيازة ثقافة وحسن التوافق بين مختلف الأسس والفئات الأكبر التي يضمونها إليها".

**Newspaper: Al Akhbar**

**Date: 16.4.2013**

**Headline: Bruno Carré, SCGC Managing Director awards two Egyptian female architects who competed for the first International Prize arcVision-Women and Architecture**

In the presence of Maurizio Massari, Ambassador of Italy, Bruno Carré, the Managing Director of Suez Cement Group of Companies, presented the International Prize arcVision- Women and Architecture instituted by Italcementi Group.

arcVision Prize recognizes every year a female architect whose research and design work displays significant qualitative excellence and attention to the core issues of construction – technology, sustainability, social and cultural implications – with preference for women working in conditions of particular complexity in terms of type of project and local conditions.

"With this award we want to highlight the growing importance that female designers have been assuming in architecture in recent years and pay tribute to the best architectural projects as well as to a "positive discrimination" in favor of women. There is an enormous wealth of talent in the Egyptian architecture, and Suez Cement is committed to supporting this sector which makes a significant contribution to the economy and job creation, as well as being a creator of beauty and force for cohesion for our society", said Mr. Bruno Carré, Managing Director of Suez Cement group of Companies.

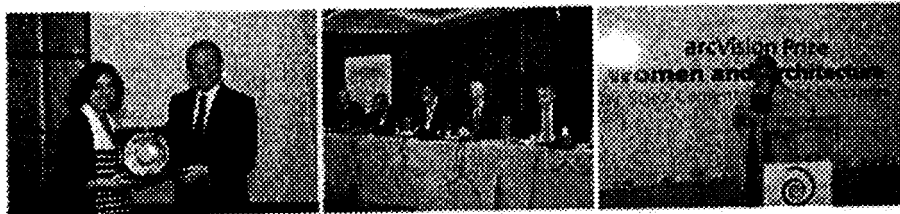
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## برونو كاريه العضو المنتدب لمجموعة شركات السويس للأسمنت .. يكرم مهندستين معماريتين مصريتين نافستا على النسخة الأولى من جائزة arcVision الدولية "للرأى المعماري"

السويس للأسمنت وجمعيّة للمعماريين المصريين يعقدان شراكة جديدة ووطنًا نسائية للمطبخ "arcVision المرأة والمعماري" في حضور السفير الإيطالي ماريو ماساري، قام اليوم السيد برونو كاريه، العضو المنتدب لمجموعة شركات السويس للأسمنت بجائزة "arcVision" - المرأة والمعماري التي أطلقتها مجموعة إيتالسمنتي العالمية. وتمنح الجائزة كل عام لأحدى المهندسات المعماريات التي تظهر إبداعها وتضاهيها تمهراً من حيث الجودة فضلاً عن اهتمامها بالأمور الإنسانية مثل التكنولوجيا والاستدامة والتكثيف الاجتماعي والثقافية مع منح الأفضلية للمهندسات العاملات في ظل ظروف صعبة فيما يتعلق بنوع المشروع والظروف المحلية التي تعمل بها. ويقول السيد برونو كاريه العضو المنتدب لمجموعة شركات السويس للأسمنت: "إننا نود بهذه الجائزة أن نسلط الضوء على الأهمية المتزايدة التي تكتسبها المهندسات المعماريات في مجال العمارة خلال السنوات الأخيرة وإن نكرم أفضل المشاريع المعمارية فضلاً عن إبداء تمييز إيجابي في مصالح المرأة وإضافاً أن هناك قديراً هائلاً من المواهب في مجال العمارة بوضوح وإن السويس للأسمنت ملتزمة بدعم هذا القطاع الذي يسهم مساهمة كبيرة في الاقتصاد وفي خلق فرص العمل فضلاً عن أنه القطاع الذي له دور في إعلاء قيمة الجمال والتناسق بسويتنا". وخلال الاحتفالية قام السيد كاريه بتكريم اللتين من المهندسات المعماريات المصريتين وهما شهيرة فهمي ومنى زكريا اللتان شاركتا ضمن ١٩ متسابقة في المرحلة النهائية من النسخة الأولى للجائزة.

السويس للأسمنت وجمعيّة للمعماريين المصريين يعقدان شراكة جديدة ووطنًا نسائية للمطبخ "arcVision المرأة والمعماري" في حضور السفير الإيطالي ماريو ماساري، قام اليوم السيد برونو كاريه، العضو المنتدب لمجموعة شركات السويس للأسمنت بجائزة "arcVision" - المرأة والمعماري التي أطلقتها مجموعة إيتالسمنتي العالمية. وتمنح الجائزة كل عام لأحدى المهندسات المعماريات التي تظهر إبداعها وتضاهيها تمهراً من حيث الجودة فضلاً عن اهتمامها بالأمور الإنسانية مثل التكنولوجيا والاستدامة والتكثيف الاجتماعي والثقافية مع منح الأفضلية للمهندسات العاملات في ظل ظروف صعبة فيما يتعلق بنوع المشروع والظروف المحلية التي تعمل بها.

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Newspaper: Al Gomhuria

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As a further demonstration of Suez Cement’s commitment to promote the role that architectural design plays in contributing to the socio-economic development of Egypt, Mr. Carré and Arch. Seif Allah Elnaga,

President of the Society of Egyptian Architects, signed a partnership agreement to launch the first National Contest "arcVision Egypt-Women and Architecture". The award is intended to acknowledge every year the best project realized by an Egyptian female architect. Through this pioneering initiative Suez Cement Group of Companies wants to support the Egyptian women architects who are particularly sensitive to the needs of the individual, to human relationships, to the design of environments molded to their occupants.

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With an industrial network of five production facilities in Suez, Kattameya, Tourah, Helwan and El Minya, Suez Cement Group of Companies is one of the largest cement producer in Egypt.

The company has a long-standing history in the market, yet is innovative in launching new brands and products to meet on-market needs.

Suez Cement is home to more than 3,500 employees and workers who participate in continuous training and advancement. The group has an active safety and environmental policy, which is imperative for building a sustainable environment for employees and the communities in which it operates.

The group has proudly built some of Egypt's most well known landmarks and is building its future around serving the market and growing customer demands.

<http://www.shbabalnil.com/?p=14060>



News on 16-04-2013

**Newspaper: Shbabalnil.com**

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By: Mahmoud Saad Diab

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<http://www.hitech4all.com/telecom/news/13/april/15/16262>



News on 17-04-2013

Newspaper: Hitech4all.com

**Headline: In cooperation between Suez Cement and Society of Egyptian Architects: arcVision Contest launched to support creativity in architecture**

By: Tamer Emam

The Suez Cement Company signed a cooperation agreement with the Society of Egyptian Architects with the purpose of supporting creativity in the field of architecture and engineering construction.

The protocol launches a national contest under the name of: "arcVision Egypt", which aims at supporting engineering consultants who present works that serve the Egyptian society and meet its needs.

The agreement was signed by Bruno Carré, the Managing Director of Suez Cement Group of Companies (SCGC) and Arch. Seif Abu Elnaga, President of the Society of Egyptian Architects.





On the other hand, Maurizio Massari, Ambassador of Italy in Egypt stressed deep cooperation between Egypt and Italy several centuries ago, referring to cooperation between the two countries in establishment of a naval line between Alexandria and Venice ports, the Suez Canal and others, where cooperation between Egypt and Italy dates back to the 17th century. He added that this initiative refers to merger between the Italian industry and social dimension in the country.

The Italian ambassador explained that the initiative made by the Suez Cement is a wonderful initiative that combines two of the most important contents of the society namely; Women and Architecture.

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News on 21-04-2013

Newspaper: Rose El Youssef

Headline: Architecture honoring "Egyptian women" in world

## فن العمارة يرفع رأس «المرأة المصرية» في العالم

كان المراسم نظرية المحافظة الفكرية، حيث تأخر النساء جراتهن لهن كعب حجابي، ولكن تلك النظرة على العمارة الإسلامية الحديثة والتقليدية.

في العصور الحديثة والتقليدية في العصور الحديثة، كان المراسم نظرية المحافظة الفكرية، حيث تأخر النساء جراتهن لهن كعب حجابي، ولكن تلك النظرة على العمارة الإسلامية الحديثة والتقليدية.

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By: Donia Nasr

Female designers have been assuming growing importance in architecture in recent years through the existence of an enormous wealth of talent in the Egyptian architecture, the matter which forms a "positive discrimination" in favor of women thanks to their support for this sector which makes a significant contribution to the economy and job creation, as well as being a creator of beauty and force for cohesion for our society.

A Cairo hotel hosted a ceremony which was attended by a large number of female architects, where the ceremony has honored a number of female architect whose research and design work display significant qualitative excellence and attention to the core issues of construction – technology, sustainability, social and cultural implications – with preference for women working in conditions of particular complexity in terms of type of project and local conditions.

The ceremony witnessed the presentation of the International Prize arcVision- Women and Architecture instituted by Italcementi Group. arcVision Prize recognizes every year a female architect whose research and design work displays significant qualitative excellence.

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Speaking at the ceremony, Shahira Fahmy, founder of Shahira Fahmy Architects, said "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. Men and business need the energy and sensitivity of women to grow and achieve ever greater results."

"Men and women are placing themselves in the places they want. Any person can impose others to respect and accept him thanks to his/her capabilities and ways of dealing with others", Fahmy said, adding that she was impressed by architecture to a surprising extent and still learning in this field.

From her side, Mona Zakaria, who integrates in her architectural works the developmental aspect with the architectural one, highlighted "this international social architecture award recognizes the important role that women play in architecture. Women architects have the potential to play a significant role in addressing society's challenges, 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."

Zakaria said "women in engineering architecture are in need of confidence in the world of engineering design where it has become common to see female architects who gained respect of others and established their positions in the sector of engineering architecture. There are still worlds where women can not resort to, but this stereotype is not existed in the field of engineering architecture. I faced several challenges on my engineering road, but I succeeded to remove all barriers, the matter which was reflected on my engineering designs and make me stronger. I still face opposition, but I think that this matter makes strong women more active in her work".

"Managing the house and taking care of children are the right of every woman, but there is a lot to be achieved by women. Therefore, you must know that you can not do everything by yourself, and you must know how to make others trust you in order to work according to yours vision. The teamwork is very important for me. I can not say that the whole credit of my projects is attributed to me, where several persons in my office have made contributions through ideas of change, liberation, freedom and social reform", Zakaria said.

Zakaria went on to say that architecture is mainly based on making things good and making the surrounding environment delightful of all aspects of life. A part of the mission of the architectural designer is to make people feel happy in spaces where they are living whether in the school, work or home, she added. Allover the world, we will be proud of the award which is intended to acknowledge every year the best project realized by an Egyptian female architect, Zakaria said.

**برونو خاريه يكرم «مهندسين معماريين مصريين» ناقسا على النسخة الاولى من جائزة «arcVision» الدولية «المرأة والمعماري»**

**السويس للأسمنت، وجمعية الممارين المصريين، تعقدان شراكة جديدة وتطلقان المسابقة المحلية، arcVision - المرأة والمعماري»**

في حضور السفير الإيطالي، مازوريو ماساري، قام برونو خاريه، المدير التنفيذي لمجموعة شركات السويس للأسمنت، بتكريم «مهندسين معماريين مصريين» ناقسا على النسخة الأولى من جائزة «arcVision» الدولية «المرأة والمعماري».

وكانت الشراكة بين السويس للأسمنت وجمعية الممارين المصريين، تهدف إلى دعم الممارين المصريين، وتعزيز دور المرأة في المجال المعماري، وذلك من خلال إقامة مسابقة دولية، تهدف إلى إبراز دور المرأة في المجال المعماري، وذلك من خلال إقامة مسابقة دولية، تهدف إلى إبراز دور المرأة في المجال المعماري.

وكانت الشراكة بين السويس للأسمنت وجمعية الممارين المصريين، تهدف إلى دعم الممارين المصريين، وتعزيز دور المرأة في المجال المعماري، وذلك من خلال إقامة مسابقة دولية، تهدف إلى إبراز دور المرأة في المجال المعماري.

## Newspaper: Al Mal

Date: 23.4.2013

Headline: Bruno Carré awards two Egyptian female architects who competed for the first International Prize arcVision-Women and Architecture

Suez Cement and Society of Egyptian Architects hold new partnership, launch the National Contest "arcVision Egypt-Women and Architecture"

In the presence of Maurizio Massari, Ambassador of Italy, Bruno Carré, the Managing Director of Suez Cement Group of Companies, presented the International Prize arcVision- Women and Architecture instituted by Italcementi Group.

arcVision Prize recognizes every year a female architect whose research and design work displays significant qualitative excellence and attention to the core issues of construction – technology, sustainability, social and cultural implications – with preference for women working in conditions of particular complexity in terms of type of project and local conditions.

"With this award we want to highlight the growing importance that female designers have been assuming in architecture in recent years and pay tribute to the best architectural projects as well as to a "positive discrimination" in favor of women. There is an enormous wealth of talent in the Egyptian architecture, and Suez Cement is committed to supporting this sector which makes a significant contribution to the economy and job creation, as well as being a creator of beauty and force for cohesion for our society", said Mr. Bruno Carré, Managing Director of Suez Cement group of Companies.

During the event Mr. Carré acknowledged the two Egyptian architects: Shahira Fahmy and Mona Zakaria who were among the 19 finalists in the first edition of arcVision Prize.

Their projects were evaluated by a distinguished international Jury chaired by Martha Thorne (Executive Director of the Pritzker Prize).

The 2013 short-list of finalists included 19 designers from 15 countries: Brazil, Egypt, Estonia, Germany, India, Italy, Japan, Mexico, Poland, Singapore, Spain, Sweden, Switzerland, Thailand, USA.

Brazilian Architect Carla Juaçaba has been named as the winner of the first arcVision Prize – Women and Architecture with her project "Pavilion Humanidade".

Speaking at the press conference, Shahira Fahmy, founder of Shahira Fahmy Architects, said "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. Men and business need the energy and sensitivity of women to grow and achieve ever greater results."

From her side, Mona Zakaria, who integrates in her architectural works the developmental aspect with the architectural one, highlighted "This International social architecture award recognizes the important role that women play in architecture. Women architects have the potential to play a significant role in addressing society's challenges, 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."

As a further demonstration of Suez Cement's commitment to promote the role that architectural design plays in contributing to the socio-economic development of Egypt, Mr.

Carré and Arch. Seif Allah Elnaga, President of the Society of Egyptian Architects, signed a partnership agreement to launch the first National Contest **"arcVision Egypt-Women and Architecture"**. The award is intended to acknowledge every year the best project realized by an Egyptian female architect. Through this pioneering initiative Suez Cement Group of Companies wants to support the Egyptian women architects who are particularly sensitive to the needs of the individual, to human relationships, to the design of environments molded to their occupants.

Seif Allah Elnaga said that arcVision Award reflects a great interest and awareness in the importance of innovation and expression which interact with needs of the society. The prize encourages contributions to the socio-economic development through architecture

and construction technology in various types such as (housing, cultural, educational, social, sports, environmental, general buildings or others that serve needs of peoples in the local or human communities in improving quality of life in general). It is a civilizational and effective prize, especially if presented for female architects.

We have to be proud of participation in this important cultural and architectural event in 2013.

Suez Cement Award seeks projects that represent the broadest possible range of architectural interventions, with particular attention given to building schemes that use local resources in an innovative ways, and those that are likely to inspire similar efforts elsewhere.

**Newspaper: Business Al Youm****Headline: A partnership between "Suez Cement" and the "Egyptian Architects Association"**

Managing Director of Suez Cement Group of Companies, Bruno Carre, and Eng. Seif Allah Abul Naga, Head of the Egyptian Architects Association, signed a partnership agreement that aims to launch the first local competition in the field of architecture under the name Arc Vision Egypt – Women and Architecture; with the aim of recognizing every year the best architectural project done by a female Egyptian architect in light of Suez Cement's desire to support female architects who particularly sense the needs of individuals and human relations and can design environments that are suitable for their occupants.

Eng. Seif Allah Abul Naga, Head of the Egyptian Architects Association, stated that the Arc Vision prize expresses great concern and awareness of the significance of innovation and the proactive expression with society needs, as the prize encourages contributions in economic development through architecture and construction technology in all its types: housing, public buildings, cultural, educational, sports and environmental and others that serve the needs of the people in local societies and improving the quality of life in general, as it is an effective prize, especially when presented to female architects.

Suez Cement's prize will be granted to projects that reflect the widest possible scope of architectural interference, especially focusing on construction plans that use local resources in an innovative way and other projects that are a source of inspiration for others so that they can be repeated in other locations.

During the celebration, Carre honored two of the Egyptian architect designers and they are Shahira Fahmy and Mona Zakareya, who participated in the competition among 19 competitors in the final phase of the first edition of the Arc Vision prize; and the projects were evaluated by a high level jury headed by Martha Throne, Executive Director of the Pritzker Architecture Prize.

## شراكة بين «السويس للأسمنت» و«جمعية المماريين المصريين»

الرياضة، الاجتماعية، البيئية، أو غيرها التي تخدم احتياجات الناس في المجتمعات المحلية أو الإنسانية في تحسين جودة الحياة بصفة عامة) - أنها جائزة فعالة وحضارية، وخاصة عند تقديمها لسيدات معماريات من الجنس اللطيف.

وسوف تمنح جائزة السويس للأسمنت للمشروعات التي تعكس أوسع نطاق ممكن من التدخلات المعمارية، وخصوصاً التركيز على خطط البناء التي تستخدم الموارد المحلية بشكل مبتكر، وغيرها من المشروعات التي تكون مصدر إلهام لآخرين حتى يكرروها في أماكن أخرى.

وخلال الاحتفالية، قام كاريه بتكريم اثنتين من المصممات المعماريات المصريتين، وهما شهيرة فهمي ومنى زكريا، اللتان شاركتا ضمن 19 متسابقة في المرحلة النهائية من النسخة الأولى لجائزة arcVision. وقد تولت تقييم المشروعات لجنة تحكيم رفيعة المستوى ترأستها مارثا ثرون (مديرة جائزة بريتزكر للعمارة).



وقد يروون كاريه العضو المنتدب لمجموعة شركات السويس للأسمنت، والمهندس سيف الله أبو النجا، رئيس جمعية المماريين المصريين، اتفاقية شراكة تهدف إلى إطلاق أول مسابقة محلية في مجال العمارة تحت اسم arcVision - مصر، المرأة والمعمارية، بهدف الاعتراف كل عام بأفضل مشروع معماري تقوم به مهندسة معمارية مصرية في ظل رغبة «السويس للأسمنت» في دعم المماريات المصريات اللاتي يشغرن على وجه الخصوص باحتياجات الأفراد والعلاقات البشرية ويستطعن تصميم بيئات تتلاءم واحتياجات شغلها.

وقال المهندس سيف الله أبو النجا رئيس جمعية المماريين المصريين إن جائزة arcVision تعبر عن اهتمام كبير ووعي بأهمية الابتكار، والتعبير المتفاعل مع احتياجات المجتمع - فالجائزة تشجع للمساهمات في التنمية الاقتصادية الاجتماعية من خلال العمارة وتكنولوجيا البناء بتوحيدها (أسكان، المباني العامة، الثقافية، التعليمية، الاجتماعية،