



Italcementi Group and Triennale Architettura. Exhibition “Porto Poetic”

Milano, 13 September 2013 – The collaboration between Italcementi Group and Triennale di Milano is part of a wider cultural program centered on architecture as a driver for sustainable territorial development. A number of initiatives have been recently taken, among which the exhibition “**Porto Poetic**”, on display **from September 13 to October 27, 2013**.

The partnership of Italcementi Group with Triennale di Milano 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, Italcementi has been promoting a wide range of initiatives, focusing on architecture and economy, from exhibitions, seminars and meetings to the editorial production of the *arcVision* magazine, books, a dedicated web site, and the **arcVision Prize – Women and Architecture**, an international annual award for a female architect whose research and design work displays outstanding qualitative excellence and attention to the key issues in building construction: technology, sustainability, social and cultural implications.

Italcementi’s relationship with the building community began years ago with its experimental work on cement-based composite construction materials with Gio Ponti and Pier Luigi Nervi for the Pirelli tower in Milan and the Papal Audience Hall in Rome, and continued with the Guggenheim Museum by Frank O. Gehry in Bilbao, the Bibliothèque Nationale de France by Dominique Perrault in Paris, the OAKA by Santiago Calatrava in Athens, the MAXXI by Zaha Hadid in Rome, through to its recent collaboration with Richard Meier on **i.lab**, the Italcementi research and innovation center in Bergamo, one of the first buildings in Europe to obtain LEED Platinum certification, the most prestigious international recognition for sustainable construction.

Italcementi laboratory research and experimental field work have provided a foundation for the complex design ideas of today’s leading architects: development of sophisticated products and advanced structural and technological solutions; optimization of construction techniques and green methodologies and materials for sustainable buildings. For Italcementi, **Research, Innovation and Sustainability** represent the future in construction materials.

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



Italcementi Group is the fifth largest cement producer in the world. The Group companies combine the expertise, know-how and cultures of 22 countries in 4 Continents, boasting an industrial network of 53 cement plants, 10 grinding centres, 7 terminals, 449 concrete batching units and with an overall staff of about 19,000 people. In 2012 Italcementi Group had sales amounting to about 4.5 billion Euro.