

The Italcementi Group shares its experience to design and build new ideas

## THE PORTAL [arcvision.org](http://arcvision.org)



**arcvision.org** is part of the wider Italcementi cultural program centered around *arcVision*, the magazine published by the Group since 1997. An editorial project whose purpose is to create closer ties between corporate culture and architectural culture, a multichannel tool comprising books, a magazine, international exhibitions and conferences, social media, all dealing with architectural materials, structures, technologies and systems.

Why **arcvision.org**? Because as an innovator in construction material technology, Italcementi wants to offer valuable support for the development of ideas, culture, projects and new architecture.

Why a new architecture portal? Perhaps because **arcvision.org** is not just an architecture portal, but also a platform for analysis and reflection on construction. Conventionally, architectural issues are addressed on a sectoral basis, through specialized theory- and research-based approaches. **arcvision.org** proposes an interdisciplinary narrative where architecture is portrayed not only as design, but also as materials and engineering solutions, as an economic driver, as a creative medium and a realized entity, as client and end user, as social growth and cultural reflection, as an urban development process and a tool for the community and the environment.

The intention of the **arcvision.org** portal is to provide a structure for an exploration of the world of architecture through items, topics, links and categories. A permanent work-in-progress, a notebook for quick and easy consultation. An invitation to meet and debate, to contribute to the creation of a comprehensive information collection and knowledge exchange.

**arcvision.org** is organized in eight sections, corresponding to the key areas of Italcementi's vocation for and research in construction science. They range from the arcVision Prize – Women and Architecture, now in its second year, with the works and biographies of the nominees and jury members, to an examination of the great projects and great names of architecture, including Pier Luigi Nervi, Richard Meier and Zaha Hadid, pioneers in experimental work with construction materials. From arcVision, the eponymous magazine founded in 1997 to publish articles from leading figures in industry, the economy and architecture, to a calendar of cultural events, conferences and exhibitions promoted by Italcementi, and a section entitled Performances, with technical information on innovative cements.

The **arcvision.org** portal is accompanied by a Facebook page and a Twitter account that highlight cultural initiatives and provide specific consultancy directly for designers, clients, and students looking for particular information and ideas for further thought. "Social and media" tools for discussion with an audience interested in architecture, design, innovation and sustainability. A commitment that brings together the world of technology and science and the world of architecture, art and culture: two apparently distant worlds of strategic importance for innovation and growth in construction.