



Italcementi and architecture

With its materials and know-how, Italcementi Group has always been a leading name in **innovative projects with a high technology content**. Today the Group renews the innovation challenge by offering the building community an integrated platform of services, products and solutions for architecture as a tool for the sustainable transformation of the territory. Its commitment translates into support for the main events for debate with the architectural community in and outside Italy. From participation at the Venice Biennale to cooperation with the Milan Triennale, from sponsorship of the World Architects Congress in Turin to partnership with the MAXXI museum on the exhibition on **Pier Luigi Nervi**. The Group's cooperation with American architect **Richard Meier** led to the construction of the Dives in Misericordia church in Rome and, more recently, to i.lab, the Italcementi Research & Innovation Centre. Italcementi laboratories developed the i.light transparent cement used for the Italian Pavilion at **Expo Shanghai 2010** and the biodynamic cement used for the tree-like structure of the Italian Pavilion at **Expo Milano 2015**. The Italcementi Group's international initiatives include the award for female architects **arcVision Prize - Women and Architecture**, which promotes the best social vision projects. Italcementi research and testing, in the laboratory and in the field, have made it possible to respond to the complex design questions raised by leading contemporary architects: from development of increasingly sophisticated products, to advanced structural and technological solutions; from optimization of prefabrication techniques, to green methodologies and models for sustainable buildings. Italcementi is committed to intelligent construction, based on a correct balance between science and aesthetics, statics analysis and creative inspiration. Where architecture condenses project and engineering, and achieves its formal value through its structural characteristics.

Regenerating cities and the territory

Mending the suburbs through urban regeneration, for a new Renaissance in Italy. The manifesto of Renzo Piano provided the starting point for the annual congress of the Italcementi Foundation held in Bergamo in January 2015. Italy's cities and territory need major redevelopment projects. A redevelopment that improves urban conditions and the lives of residents, especially in suburbs. This has happened and is happening in many parts of the world and in Europe: Marseilles, Berlin, London, and other cities, where old neglected areas have been

redeveloped into sustainable, more appealing residential districts, contributing to the economic and social revival of entire cities. *“This is something Italy too badly needs today: a range of bold initiatives to recover vast areas of unused or poorly used land, triggering a virtuous circle to replace buildings that no longer meet acceptable standards of structural safety, energy efficiency, and architectural, urban and social habitability,”* said Italcementi chairman Giampiero Pesenti. *“Today, innovation in materials and technologies provides us with previously unimaginable solutions, and it is important that everyone benefits from these advances, including people living in our most neglected areas.”*

The issue of cities and suburbs has deep social implications: it concerns the quality of people’s lives, safeguards for our territory, and economic growth. *“Value creation is the necessary precondition to enable corporate wealth to be shared,”* said Italcementi CEO Carlo Pesenti. *“This is an operation where collective interests interweave with corporate interests, for a social and economic Renaissance in Italy. Nevertheless, it can only be achieved through a great political-institutional vision fostering sustainable innovation in products and processes.”*

These were the core considerations at the annual congress of the Italcementi Foundation, which once again brought together some of the top names in Italian culture to discuss and develop the vision needed to trigger a new Renaissance capable of redeveloping the country’s urban fabric, involving social classes currently in conflict with the urbanization process.

Architect **Renzo Piano**, made a life senator for his contribution to architecture, has produced a video manifesto – previewed at the congress – on the concept of *mending and urban regeneration*, in other words projects in the suburbs that involve local residents.

The issue posed by the “mend and regenerate manifesto” is also the core issue of the University of Bergamo’s RIFO project promoted by Italcementi and coordinated by Prof. **Emanuela Casti**. A research initiative used to identify abandoned areas that could be redeveloped for “urban regeneration” in various cities in the region of Lombardy, and in Bergamo in particular. Under the strategy, tenements that are no longer safe or sustainable in environmental, architectural and urban terms will be demolished and replaced with buildings constructed with new materials and technologies.

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