

# ENERGY FOR CREATIVITY

## ITALCEMENTI GROUP

With an annual production capacity of more than 61 million tons Italcementi Group is one of the world's largest cement producer with a strong focus on innovation and sustainable construction materials.

For Expo 2015 taking place in Milan on May 1st – October 31st, Italcementi's research expertise has resulted in creating an innovative and sustainable material for architecture: biodynamic cement. Its properties and features make this product unique, and it has been used for the entire external surface and the inner facings of Palazzo Italia.

Universal Exhibitions have been historically connected with Italcementi: from the silver medal at 1867 Expo in Paris, through to the international success of the Italian Pavillion in transparent cement, the symbol of Expo Shanghai 2010, to the new biodynamic cement that characterizes Palazzo Italia at Expo Milano 2015: performances and solutions that implement the architectural and engineering quality that Italy is able to express.

With its materials and know-how, Italcementi has always been at the side of architects developing innovative projects with a high technology content. A dialogue that started long ago with the experimental work with Gio Ponti for the Pirelli Tower in Milan and Pier Luigi Nervi for the Paul VI Audience Hall, and continued with the Guggenheim Museum by Frank O. Gehry, the Bibliothèque Nationale de France by Dominique Perrault, the Oaka by Santiago Calatrava, the Maxxi by Zaha Hadid, to the cooperation with Richard Meier on the Dives in Misericordia church in Rome and i.lab, Italcementi Group research and innovation centre. Through the activities of i.lab, rated Leed Platinum, the Group intends to anticipate market trends and requirements promoting the concept of sustainable construction.

This marked propensity for product innovation has led over the years to the development of a wide range of unique and innovative products: photocatalytic cement, based on the TX Active principle, able to help improve air quality with its de-polluting and self-cleaning properties; i.light, the transparent cement used for the exterior walls of the Italian Pavilion at Shanghai Expo 2010, highly appreciated by the world of architecture; i.design EFFIX for creative applications, used by designers to create interior decoration complements; i.idro DRAIN, the draining cement for the construction of roads and pavings that respect the natural cycle of water; and, finally, the innovative product used for the construction of Palazzo Italia at EXPO 2015, biodynamic cement i.active BIODYNAMIC: an innovative mortar characterized by high mechanical strength and smoothness, for use in the construction of non structural, thin architectural elements of complex geometries.

The Group has recently launched i.nova, the innovative market approach based on 11 families of performance to offer suitable solutions to satisfy the different requests of the building community.

In 2013 Italcementi established the international award arcVision Prize - Women and Architecture, which aims at enhancing the figure of the female designer in contemporary world architecture, with a special focus on the qualities a modern architect requires to develop originality in her profession as she pursues advanced, non-conventional solutions and develops a particularly strong and mature sensitivity to the human and social context.

Italcementi

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**INTERNI**

**MONDADORI**