



FuoriSalone: Minamora, the design seat designed for Expo by Benedetta Tagliabue

Italcementi and Studio Miralles-Tagliabue EMBT have designed a special "seat" for Expo 2015 in i.design Effix, a very high performance cement mortar that offers unprecedented creative opportunities for architects

Bergamo, April 14, 2015 - A new seat with a lean and slender form has been developed with Expo 2015 in mind by Studio Miralles-Tagliabue EMBT in collaboration with Italcementi Group.

It is a work of art made of i.design Effix, the innovative very high performance mortar produced by Italcementi which is capable of combining the durability of a cementitious material with the workability of a plastic material.

It is possible to see a preview of the natural white prototypes of this work at the FuoriSalone in Milan from April 14 to 18, among the works on display at the 'Cortile d'Onore' of the University of Milan.

The work is called **Minamora**, a name which, in Italian, conjures up the auspicious concept of falling in love "M'innamoro", but actually comes from the Japanese word "Minamo" which means water surfaces. The concept of Minamora, in fact, revolves around the image of **Water**, free form, or rather free from form, which is able to generate waves, react to the wind and interact with the surrounding world by creating its own flows. Another feature is the "suspension" between the two layers of the seat and the space that is created at the centre of the seat itself.

Thanks to the use of i.design EFFIX, it was possible to accompany the curvilinear and fluctuating shape of Minamora producing the two layers of the seat with a thickness of just 4-6 cm.

And, as studio EMBT cares to emphasise "*we deliberately designed and engineered an alternation of voids to give people who sit on these benches the feeling of being surrounded by water surfaces.*"

i.design EFFIX provides added value to the architectural projects for interiors and exteriors in urban environments: facilities for design stores, private residences, corporate offices as well as public amenities. The material is easy to work, making it particularly suitable for the construction of small prestigious architectural elements, streamline, slender, and with smooth or worked finishes. Plasticity and performance that allow it to tackle difficult new challenges, such as the **Italian Pavilion at Expo 2015**. The biodynamic cement used for the outer rendering of the building is, in fact, a new formulation material and a direct "descendant" of i.design Effix.

Benedetta Tagliabue - Studio EMBT

Benedetta Tagliabue graduated in architecture at IUAV in Venice is the owner of the international architecture studio Miralles Tagliabue EMBT, founded in 1994 in collaboration with Enric Miralles with headquarters in Barcelona and, since 2010, in Shanghai. Among her most renowned projects: the Scottish Parliament Building in Edinburgh, the Diagonal Mar Park, the Santa Caterina market in Barcelona, the University Campus of Vigo and the Spanish Pavilion for the Shanghai World Expo 2010, winner of the prestigious international RIBA award as "Best International Building of 2011". The studio is currently working on the construction of the Business School at the University of Fudan in Shanghai, office towers in Taiwan and Taichung, the public spaces in the HafenCity district of Hamburg and Paris metro station of Clichy-Montfermeil (1st prize in the international design competition). Studio EMBT focuses on the architectonic design and public spaces, requalification, industrial and interior design. Benedetta Tagliabue's architectural poetics has always paid great attention to context, receiving many international awards in the category of design and planning of public spaces. Benedetta Tagliabue is also director of the Enric Miralles Foundation, established to promote the experimental architecture as envisaged by the husband and partner, Enric Miralles.

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Media Relations

Tel. +39 035 39 69 77

Mail ufficiostampa@italcementi.it



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