



## Italcementi Group for Milan Architecture La Triennale

New frontiers for the construction industry are pointing clearly and powerfully towards sustainability. As a bearer of this philosophy and a forerunner of the sustainable and smart use of cement, Italcementi Group participated, in the early 2000', in the construction of the Dives in Misericordia Church in Rome. Within the scope of this project, designed by Architect Richard Meier, the Group created and supplied several high-tech and eco-friendly materials: among them, the white photocatalytic **TX Active** cement, the environmentally friendly product capable of abating organic and inorganic air pollutants and preserving the aesthetic quality of the finished products over time.

Over the years, Italcementi laboratories have developed significant research projects that have led to the formulation of advanced innovative materials for application to major infrastructure projects.

A story that began years ago with the experiments on concrete by Gio Ponti and Pier Luigi Nervi for the Pirelli Tower and the Paul VI Audience Hall and that has successfully consolidated, among other things, through the cooperation with Frank O. Gehry on the Guggenheim Museum, Dominique Perrault on the Bibliothèque Nationale de France, Santiago Calatrava on the OAKA, Pei Cobb Freed & Partners on the National Constitution Center study, Murphy on the Bangkok airport and Zaha Hadid on the MAXXI.

Another recent significant step of this strategy is **i.lab**, the new Research and Innovation Centre of Italcementi, designed by Richard Meier and recently completed within the area of the Kilometro Rosso Science & Technology Park in Bergamo. A place of great architecture, technological excellence and environmental responsibility, i.lab has received important awards including the Leadership in Energy and Environmental Design LEED Platinum certification - the world's highest energy and environmental assessment standard for the construction industry - as well as the European Green Building Award and the Green Good Design Award.

Italcementi considers Research, Innovation and Sustainability as the future of building materials. Over the years, TX Active products have been followed by such products as **i.light** transparent cement, used for the first time on the Italian Pavilion at the Expo 2010 in Shanghai. i.light allows the transmission of light through the combination of special plastic resins and innovative mortar; **i.idro DRAIN**, an innovative formulation of concrete with excellent water drainage capabilities; **Effix Design**, a mortar featuring high strength and aesthetic performance and designed for the construction of non-structural concrete elements, urban furniture pieces, decorative and artistic elements.

*A company that looks to the future is a company that encourages and supports economic and industrial development focusing on the preservation of natural and cultural resources. This is the vision that led to the creation of i.lab, Italcementi's own Research and Innovation Centre. i.lab is an engine of growth and competitiveness, a place dedicated to research and the transfer of technology in the building materials sector, where cement is the element that generates sustainable architecture and smart buildings. Not simply a commodity, but a versatile material that accompanies mankind throughout the history of construction (Carlo Pesenti - Chief Executive Officer Italcementi Group).*

Italcementi Group views **Architecture** as a tool for transforming the territory in a sustainable way and **Innovation** as an opportunity of continuing dialogue among all the players involved in the building community. The goal is to combine the technological quality of cement as a product and the aesthetic dimension of the great masters of today and the architects of tomorrow. The cooperation with the **Milan Triennale** fits into this context through a series of events where dialogue and exchange of ideas meet the world of international design.