



**Italcementi innovation at *Milano Capitale del Design*<sup>®</sup> 2009**

**The Group presents the new materials which are the result of the i.nova research.**

Milan, 21 April 2009 - Italcementi, the world leader in the production of innovative materials for the building sector, is participating together with the architect Mario Cucinella at the Fuorisalone at Milan Capital of Design 2009<sup>®</sup>.

The courtyard of honour at the University in Milan (Via Festa del Perdono 7), provides the backdrop for the installation entitled "A Dream House" that presents the 100K€ House, the eco-friendly "low cost" housing project designed by Cucinella, in partnership with Italcementi.

The installation (6.70x6x6.20 meters) is made from the best and most recent results of the daily commitment by Italcementi to research and innovation: the now famous smog-eating cement called TX Active<sup>®</sup>, an innovative thermal product produced specifically for the 100K€ House and a new "transparent" cement.

These are three new building materials for architects and designers, especially designed for "good building" practices that take into account both the aesthetic and environmental aspects of building.

These solutions are the result of i.nova., the innovation network set up by Italcementi which intends to provide an innovative contribution to systems, technologies and products which focus on Sustainable Development. I.nova. is a real-life worksite projected towards the future and articulates its multitude of activities in an attempt to pursue excellence in construction and economic performance, whilst maintaining objectives such as the protection and improvement of living conditions of local communities.

Italcementi has focused its best resources on this project along with the multidisciplinary expertise of its engineers, architects, chemists, physicists and geologists who work in teams to achieve ambitious results. A total of 170 researchers work at the laboratories in Bergamo and Guerville (Paris) and over the past 10 years have produced a portfolio of over 50 patents.

A new research center ITCLab - Innovation and Technology Center is currently being built on the outskirts of Bergamo. The structure of 11,000 m<sup>2</sup>, designed by

Richard Meier, integrates with the Kilometro Rosso Science & Technology Park and will host over one hundred employees and researchers.

Italcementi has always collaborated with important figures in the architecture world. From the historic partnership during the realization of the Pirelli skyscraper, and the Sala Nervi at the Vatican, to the most recent Dives in Misericordia Church in Rome, a symbol of the Jubilee 2000 designed by the American architect Richard Meier and the first example of use of the TX Active® white cement which is used today to cover the installation of the 100K€ House at the Fuorisalone.

Italcementi now supports the housing project by Mario Cucinella, and has created a new material that guarantees the energy efficiency of the building. It uses a low thermal conductivity solution which allows you to retain heat in winter and remain cool in summer, with obvious benefits for the utility bills, the level of comfort of the inhabited areas and also for the environment as there is a reduction in CO2 emissions .

Italcementi is also looking forward to engaging in new challenges in the future. The requirements of the Italian pavilion at the Expo Shanghai 2010 has led to the development of a new "transparent" cement, which has competitive costs and offers technical solutions which are totally new to the market.

After its participation at the UIA Congress in Turin, the Venice Biennial, Batimat in Paris and Construmat in Barcelona, Italcementi confirms its continued commitment to the world of architecture at *Milano Capitale del Design*® 2009 and the desire to maintain a constant dialogue with the building community in order to discover together the most appropriate and practical route towards a future focused on energy saving and sustainable development.

**ITALCEMENTI GROUP ON THE INTERNET:**

[www.italcementigroup.com](http://www.italcementigroup.com) e [www.italcementi.it](http://www.italcementi.it)

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**Italcementi Group** è il quinto produttore di cemento a livello mondiale. Le società del gruppo integrano l'esperienza, il know-how e le culture di 22 paesi in 4 continenti del mondo, attraverso un dispositivo industriale di 63 cementerie, 13 centri di macinazione, 5 terminali, 614 centrali di calcestruzzo e 125 cave di inerti. Nel 2008 Italcementi Group ha registrato un fatturato consolidato vicino ai 6 miliardi di euro. Italcementi è parte del Dow Jones Sustainable Index World, l'indice benchmark delle migliori società mondiali nell'applicazione dei criteri di Sviluppo Sostenibile.

