

Italcementi for architecture & design

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 research and innovation centre.

Through the activities of **i.lab**, rated Leed Platinum, Italcementi 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.

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