

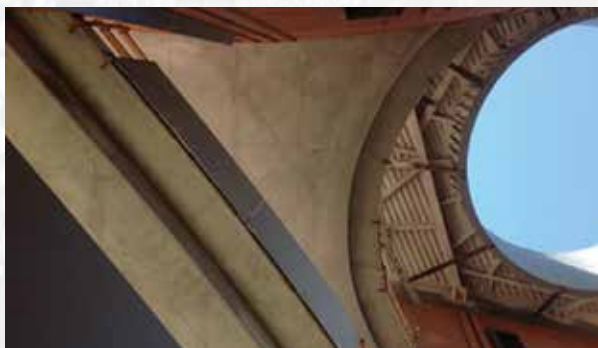


2016 Excellence in Concrete Construction Awards Gala

Honoring Concrete Innovation and Excellence across the Globe

Monday, October 24, 2016

The Concrete Convention and Exposition, Marriott Hotel, Philadelphia, PA



First Place

Palazzo Italia (Italian Pavilion Expo 2015)

Milan, Italy

Nominated by: Italy Chapter – ACI

Description of Project and Project Demographics

- Project Size: 13,000 m²
- 2500 tons biodynamic cement
- Construction Duration: 10 months



The Italian Pavilion is the throbbing heart of Expo 2015. The architectural design envisages the construction of a complex structure whose exterior and some interior spaces recall the shapes of branches in a thick forest. The entire outdoor surface and part of the interiors consist of i.active BIODYNAMIC cement panels, obtained using Styl-Comp technology from the new material developed at i.lab, the heart of Italcementi's research and innovation. The "bio" component is given by the product's photocatalytic properties, originating from the active ingredient TX Active, patented by Italcementi. In direct sunlight, the active principle contained in the material "captures" certain pollutants present in the air and converts them into inert salts, helping to purify the atmosphere from smog. The "dynamic" component is a specific characteristic of the new material, whose particular fluidity allows the creation of complex shapes like those found in the Palazzo Italia panels.

