



# T H E WHITE SITE

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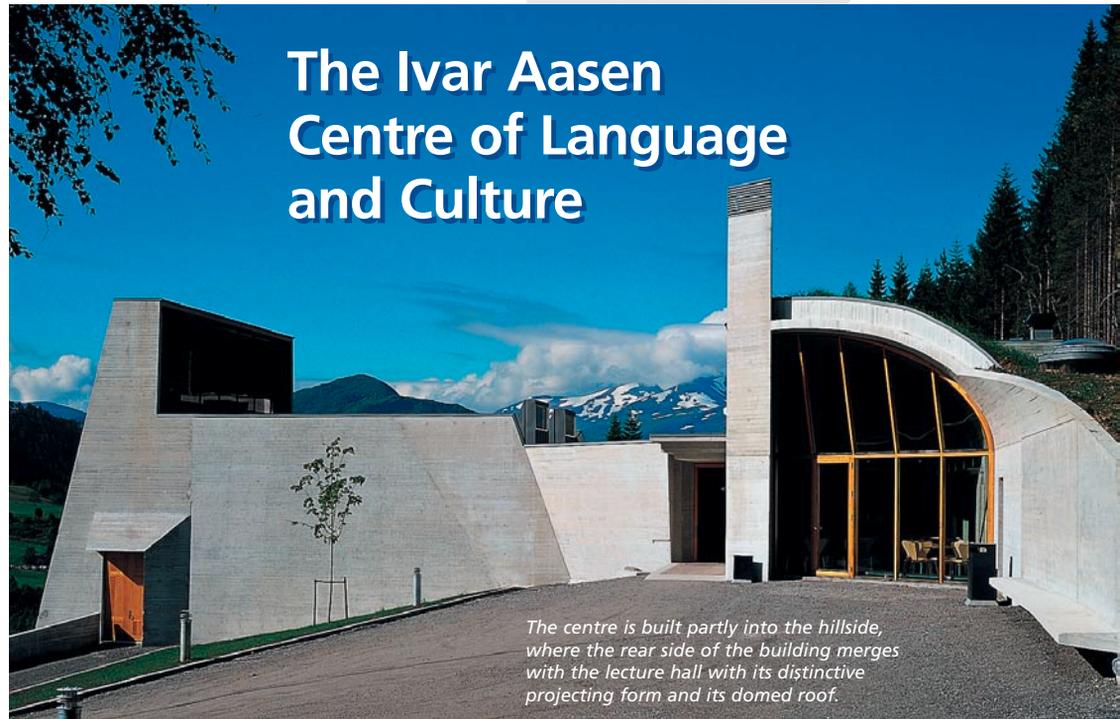
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AALBORG WHITE® is white cement – a product of nature's own raw materials, refined with unparalleled technology, for use in the creation of beauty and functionalism.

## NEWSLETTER FROM AALBORG WHITE®



### The Ivar Aasen Centre of Language and Culture

*The centre is built partly into the hillside, where the rear side of the building merges with the lecture hall with its distinctive projecting form and its domed roof.*

*By Helle Nørgaard, AALBORG WHITE® Sales Team*

A white concrete building that has received several architectural awards is the Ivar Aasen Centre of Language and Culture in the Norwegian municipality of Ørsta. It was designed by the world-famous architect Sverre Fehn who is renowned for his distinctive choice of materials. He is best known for his use of white concrete which he has here combined with wood and glass.

Fehn, who has designed several cultural buildings, uses the buildings' architecture to reflect their purpose. This is why he created the Ivar Aasen Centre in the form of open books to show that the museum is dedicated to Ivar Aasen, the famous Norwegian linguist who researched and developed the "New Norwegian" language and who thus had an immense

impact on Norwegian culture. The museum is a documentation and adventure centre for New Norwegian culture.

The white concrete was cast on site from AALBORG WHITE® cement and local light-coloured aggregates. The centre is built into a south-facing hillside, creating a unique interplay between landscape and building. The white concrete surfaces lead daylight into the building, while the wood shuttering provides the surface of the building with an exciting structure.

All in all, striking architectural expression manifested in a homogenous whole in which mouldable concrete ensures excellent structural properties with elegant surfaces while at the same time creating an outstanding yet simple combination of the individual building elements.



Photos: Jiri Havran

*The building is beautifully situated in the Norwegian landscape.*

## AALBORG WHITE® marketing material urging readers to think innovatively

By Gurli Brogaard, Marketing Coordinator

What do a seagull and a bench have to do with AALBORG WHITE®? Readers of The White Site have doubtless noticed the introduction to the [www.AalborgWhite.com](http://www.AalborgWhite.com) website. The seagull is, of course, the symbol and the bench the reality. With the theme "Think – Think again", we hope to inspire new applications for white cement and concrete.

The three theme variants can be ordered as ready-to-use advertisements contained in PDF files by sending an e-mail to [marketing@AalborgWhite.dk](mailto:marketing@AalborgWhite.dk). They are also available on CD ROM in high-resolution versions for poster and placard production.



## Seminar for influential decision-makers in Switzerland

By Helle Norgaard, AALBORG WHITE® Sales Team

On 6 June 2002, Jura Cement, the sole distributor of AALBORG WHITE® in Switzerland, held a seminar for architects, planners and engineers titled "White cement in concrete architecture".

At the seminar, participants from all over the country were introduced to white cement applications. Anton Wey from Element Wey AG gave

an account of his experiences with the use of white cement in building elements. Discussion was lively at the subsequent reception. Traditionally, the Swiss have not used much white concrete, but we now look forward to seeing some handsome white buildings being constructed in Switzerland!

## ARTicles of AALBORG WHITE®



## The Visitor II

By Tommy Bæk Hansen, AALBORG WHITE® Technical Team

Each year, students at the school of architecture in Lund, Sweden, individually produce a piece of concrete art in order to investigate and test the possibilities offered by concrete. This year, a temporary sculpture for a square in Lund was designed and produced jointly for the first time. This new work was titled "The Visitor II".

It consists of 27 different white concrete elements which appear to be spread haphazardly across the square but nevertheless form an entity. The dark graphic pattern is formed by black rubber.

More information about the project and additional photographs are available at [www.AalborgWhite.com](http://www.AalborgWhite.com)



AALBORG WHITE®

## AALBORG WHITE® preferred by the construction industry of Barbados

By Hans Bruun Nissen, AALBORG WHITE® Technical Team

A historic decision to convert an old colonial-style property into Barbados' first inland hotel resort could only be realised by using superior building materials. Nothing less was appropriate for a home once owned by the late British prime minister and aristocrat, Sir Anthony Eden, and since preserved as a rural tourist attraction.

In the process of emphasising these historic qualities, the architects Gillespie and Steele had little hesitation in choosing AALBORG WHITE® cement as the preferred building material for this sophisticated luxury retreat.

AALBORG WHITE® was supplied through Mr. Leo Leacock, the well-known business executive in the area. His intimate knowledge of a vast array of building products and applications proved invaluable in supplying AALBORG WHITE® to the builders at Vila Nova, which is now a five-star restaurant and hotel.



AALBORG WHITE® cement was also used by Larry Warden Limited in the reconstruction of the Sandy Lane Hotel, the island's most celebrated coastal resort.

Mr. Leacock anticipates that AALBORG WHITE® will command increasing attention, mainly in the building industry's upscale sector. He bases his opinion on the fact that time continues to prove the structural durability that goes along with the ability of AALBORG WHITE® cement to retain beautiful and high-quality surfaces.





AALBORG WHITE®

## Certification of AALBORG WHITE® in Latvia and Lithuania

By Audrius Svencionis, AALBORG WHITE® Sales Team

Last year AALBORG WHITE® received its first EC certificate of conformity with the new European cement standard DS/EN 197-1. The certification means that the product can be CE-marked.

In April this year corresponding national product conformity certificates for AALBORG WHITE® cement were issued in Latvia and

Lithuania. This is expected to have a positive effect on sales, since public construction project entrepreneurs normally demand that the products used have national certificates. Even more importantly, national certificates are as a rule required for products offered in retail shops. Today, AALBORG WHITE® is the only white cement brand having national certificates in Latvia and Lithuania.

## New kiln line almost ready in Malaysia

Mr. Bo Ankerfelt reports that the new kiln line in Ipoh is coming on stream according to plan. The official inauguration will be on November 2, 2002. The Aalborg RCI company in Malaysia will thus be quadrupling its annual production capacity to 200,000 tonnes.

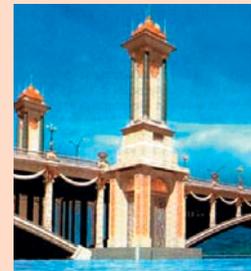
## New AALBORG WHITE® trailer in the Czech Republic

To meet the increased demand for bulk white cement on the Czech market, AVAS spol. s r.o., the AALBORG WHITE® distributor in the Czech Republic, has invested in a new semi-trailer.



## Next issue

In the next issue of The White Site we will feature the construction of a bridge in Malaysia using precast elements of white concrete with embossed gold paint.



## Exports from Sinai White in full swing

The official export permit from the authorities was obtained in the month of June, and since then exports of white cement from the plant in the Sinai Desert are building up at a steady pace. Celebrations of the first export shipment took place at the plant near the town of El Arish from where bulk as well as bagged consignments of white cement under the AALBORG WHITE® brand are being shipped.

## New managing director of Sinai White

The Executive VP for Production in Aalborg Portland, Mr. Flemming Oest, has moved to Cairo to take up the position as managing director for the Sinai White Cement Company. Flemming is on a time contract and will eventually return to Aalborg. The White Site wishes Flemming and his wife, Gulla, the best of luck and success in their new environment.

## New general manager of Lehigh White Cement Co.

Mr. Stan Cramer has been appointed new general manager of Lehigh White Cement Co., replacing Mr. Jim Brown. Stan comes from the Heidelberg organisation and has 22 years of experience in the cement field. The White Site welcomes Stan to his new job.

## New engineer/architect employed at Technical Team

Mr. Hans Bruun Nissen joined the AALBORG WHITE® Technical Team on August 1, 2002. Hans brings extensive experience from the concrete industry and from the School of Architects in Aarhus with him to the position. His main responsibilities will be to increase the awareness of white cement and concrete solutions – to begin with mostly in Northern Europe. The White Site welcomes Hans to his new job.



Hans Bruun Nissen

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