December 2002/4

THE WHITE SITE

NEWSLETTER FROM AALBORG WHITE®

A striking white concrete building celebrates its 10th anniversary

By Hans Bruun Nissen, AALBORG WHITE® *Technical Team*

We congratulate the courthouse in Holstebro on its first 10 years, and hope it will continue to function in an aesthetically pleasing way for many years to come.

The courthouse in the Danish town of Holstebro is a worthy representative of white concrete buildings. The building was completed in 1992 and won a Danish Precast Concrete Association award the same year. The famous Danish architects 3×Nielsen A/S designed the deconstructive-style building for the Danish Ministry of Justice, and the project was realised in a masterly way using **AALBORG WHITE®** cement.

Towards the end of the post-modernism era, a new architectural style, known as deconstructivism, emerged in Central Europe. In deconstructivism, sectioned buildings, in which independent units are combined to form freely-articulated structures, replace traditional, rigid building designs. In deconstructive buildings, individual sections attain their own identities.

3×Nielsen designed the three courtrooms, judges' quarters, jury rooms and administrative offices in separate sections of the building. These monolithic, white concrete sections are united by a single, free-floating, aluminium roof, shaped as a giant wing. Beneath the wing, glass walls connecting the various sections create a common lobby with cloakrooms, waiting rooms and access to other parts of the building. The way in which the white concrete monoliths penetrate the glass walls emphasises the use of glass as a membrane to break down the strict distinction between outside and in.

The building is a dramatic representative of deconstructivism, and contains many impressive features. A good example is the three large, black concrete columns at the entrance to the building. The columns, which have a high-gloss, polished finish, are based on **AALBORG WHITE®** cement, and they deliberately do not quite reach, or support, the wing-shaped roof.

A lot of effort was put into designing the in-situ moulds for the special, carefully-segmented white concrete facades. The architects worked with the idea of using the joint holes left by the moulds to obtain an aesthetic effect on the facades. Special stainless steel plugs were also designed to cover the joint holes.

On visiting the building, it is evident that this is a striking example of how well white concrete ages. Although **AALBORG WHITE®** cement was used, standard dark aggregates were added to the mix in order to achieve the special off-white look. The building sections have not been treated or cleaned in any way over the years, and both interior and exterior white concrete facades remain in mint condition.

Contents:

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.

Malaysian bridge with a difference

– the latest addition to the Putrajaya landscape

By Yeap Chin Seong, Aalborg RCI White Cement Sdn. Bhd., Malaysia

Construction projects are often inspired by a particular style, providing a theme for architects and designers to follow. But as modern design becomes more global, projects are subject to multiple influences – and new looks often result. One such example is the proposed bridge at Putrajaya, which has two sources of inspiration – one Greek, the other Malay.

The bridge has several Greek architectural characteristics – the Hellenic column in particular. On the other hand, the textile-motif embellishment and imposing tower, resembling a minaret, are distinctly Malay. The bridge will span a man-made lake, and will be 240 metres long and 33 metres wide.

The use of prefabricated elements, such as the precast concrete and steel superstructure, will allow construction to proceed without being hampered by other work in progress. The extensive use of prefabricated materials will not only hasten the construction process, but will also give the bridge a distinctive architectural identity.

AALBORG WHITE® cement has been chosen for all precast concrete elements, and about 12,000 m3 creamy yellow concrete will be produced in total.

The use of one single AALBORG WHITE® mix design will ensure that texture, colour and strength remain consistent and uniform throughout the entire 12-month production period.

During the final stages of construction, the concrete will be embossed with a Malay textile pattern using a special paint, thus emphasising the Greek-Malay inspiration.

ARTicles of AALBORG WHITE®

Concrete sculpture with embedded heating and lighting

By Gurli Brogaard, Marketing Coordinator

Model scaled 1:10.

A concrete sculpture by the Norwegian designer Helena von Bergen was officially unveiled in the shopping precinct in Frederikstad, Norway, on 26 October 2002. "Sofakroken" (Sofa Corner) is not a permanent feature, but a temporary building permit was obtained for the project. The entire sculpture is based on AALBORG WHITE® cement.

The sculpture consists of a sofa in red concrete with embedded heating. The special orange-red colour was achieved by the addition of red iron oxide and lemon-coloured pigment. A large blue concrete cushion with a mosaic of green flowers lies on the sofa alongside a remote control, also cast from coloured concrete. The sofa stands on a white concrete "floor" inlaid with panes of blue glass under which small spotlights are installed. The floor, like the sofa, is heated by embedded cables. The sofa faces a TV, made from black concrete, inside which a real TV shows films.

Contrast and symbolism

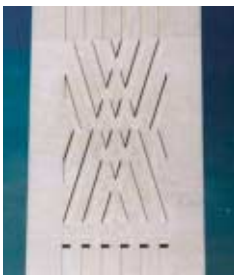
The bright colours were chosen to make passers-by relate to the sculpture. The colour choice emphasises the contrast between sofa and bench – sofas in private homes are generally colourful while benches in public surroundings are traditionally neutral and attract little attention. The TV symbolises that presently we live in a media age, where borders between the private and public domain are constantly changing. That which was private yesterday is today freely-available common property.

The sculpture is scaled 1:1.3, making the sofa almost 3.5 metres long. The floor on which the sofa stands is about 5.5 × 4.5 metres. Sofas with heating cables and cushions are available direct from the designer – just send an e-mail to helenavb@online.no.

Helena von Bergen is a student at the National College of Art and Design in Oslo, and Sofa Corner, which she has been working on since 2000, is her master's project.

Impressive Russian monument

By Audrius Svencionis, **AALBORG WHITE®** *Sales Team*



St. Petersburg is the second largest city in Russia with 5 million inhabitants. It was founded in 1703 by the Russian Czar, Peter the Great, on the Finnish Gulf coast where the river Neva runs into the Baltic Sea.

To commemorate its 300-year anniversary, the city built a 27-metre arched monument on the island of Krestovskiy. The monument was inaugurated on 27 May 2002, and attracted much attention from the public and the Russian press. The arch is one of the largest white cement projects in Eastern Europe.

The Russian architect Igor Gunst designed the monument, and decided to build it in white concrete. The St. Petersburg company, Metrobeton, supplied **AALBORG WHITE®** cement for the production of white concrete. In the foundations of the arch, the builders embedded a metal capsule containing a "letter" addressed to future generations of St. Petersburg inhabitants. The entire project took a year to implement.

The arch is topped with gold-plated carillon bells. Twenty three of the bells were produced in the Netherlands and are computer operated. The remaining eighteen bells were produced in Russia and are operated manually. The bells will be used to play both church and secular music.

The Eastern European market for white cement

By Audrius Svencionis, **AALBORG WHITE®** *Sales Team*

The Eastern European market for white cement can best be described as a developing market. Until now, the consumption of white cement has been limited in comparison with Western Europe, but consumption is expected to increase faster than GDP in Eastern European countries as they progressively adopt the standards and consumption patterns of Western Europe. It is important to achieve consumer approval on the Eastern European market for **AALBORG WHITE®** cement as this is a precondition for achieving and maintaining a strong market position.

Today, the most important Eastern European markets for **AALBORG WHITE®** cement are Poland, the Czech Republic and Hungary. Together, they account for about 90% of **AALBORG WHITE®** cement sales in Eastern Europe. This is partly because of the market shares that have been achieved in these countries and partly because a tradition of using white cement has arisen there. At the same time, these countries are among the most populous in Eastern Europe (exclusive of Russia).

It has also become customary to use white cement in Estonia, and per-capita consumption is now greater there than in Poland. However, as the country is small, absolute quantities remain limited. The Russian market has great potential, but it is a difficult market, where patience and luck are often necessary to achieve results. This, however, will not deter us, and our plans for the Russian market are suitably ambitious. In the long term, we believe that Russia will become one of the most important markets for **AALBORG WHITE®** cement in Eastern Europe.

White cement is mostly used in Eastern Europe for producing dry mortar mix, but in countries like Hungary and Lithuania it is customary for individuals to purchase relatively large quantities of white cement from retail outlets for private building projects and the renovation of apartments. However, this sector is dwindling as consumers increasingly turn to ready-to-use dry-mortar products instead.

Other white concrete applications are more susceptible to competition from grey concrete despite the fact that final results are often inferior to those that could have been achieved with white concrete. The improved quality is often insufficient to cover the difference in cost. Here, both producers and consumers must be persuaded of the excellence of white cement, but it can rightly be expected that consumers will in future become more and more conscious of quality and less sensitive to price.

Keep your eyes "WHITE" open

...and win a digital camera!

AALBORG WHITE® needs the help of our distributors in gathering information about exciting and unconventional use of white cement worldwide.

If a distributor informs us about a project in which **AALBORG WHITE®** cement has been, is being, or will be used as an important component, and we choose to use this project for further reference, we will reward the effort with a quality digital camera.

This is an ongoing process, so 10 times a year we will send out an email reminding our distributors of the project. Expect the first email soon, and prepare to keep your eyes **"WHITE"** open...

AALBORG WHITE®

Leo Leacock has passed away at the age of 71

– just recently he contributed an article to The White Site

By Jørgen Norup, Executive Vice President, Customer Relations, Aalborg Portland A/S

It is with great sadness that we must bid farewell and pay tribute to Mr Leo Leacock, the AALBORG WHITE® distributor in Barbados, who passed away so suddenly at the age of 71.

Mr Leacock was a well-known executive within the Barbados building industry, and took great pleasure in promoting the use of AALBORG WHITE® cement in that part of the world. Just recently Mr Leacock contributed an article to The White Site – see the September issue – proudly featuring white concrete houses and hotels.

Mr Leacock had been an importer of AALBORG WHITE® cement since 1962. His son, David, will continue the business.

We will miss Leo Leacock, may he rest in peace.

New production line in Malaysia

The Aalborg Portland Group's new production line for white cement at the cement plant in Ipoh, Malaysia, was officially inaugurated on Saturday, 2 November 2002. The new production line makes the Group the world's largest producer of white cement.

The Aalborg Portland Group has thus realised a major project in Malaysia, making Aalborg Portland not only the leading exporter in the world but also the world's largest producer of white cement. The Malaysian cement plant was acquired two years ago as part of a global strategy for the Aalborg Portland Group. The building of a new white cement plant in Egypt is also part of this strategy.

The production line at the Ipoh plant, north of Kuala Lumpur, was commissioned by Aalborg RCI White Cement. Engineering services, equipment, and product and equipment warranties were provided by F. L. Smidth, while construction and installation were carried out by local companies.

The 200,000 ton capacity at the new Ipoh plant boosts Aalborg Portland's overall capacity to 1.5 million tons, distributed among production facilities in Aalborg, Egypt (Sinai), USA and Malaysia.

Next issue

Aalborg Portland invests in DKK 200 million white cement kiln in Aalborg.

Precast elements a success in Finland.

New marketing material

By Gurli Brogaard, Marketing Coordinator

Two new brochures are now available.

World White is a presentation of Aalborg Portland and is intended mainly for our foreign customers and business associates, while The Individual Touch is directed specifically towards architects and other project planners.

The brochures can be downloaded from the www.AalborgWhite.com website, or they can be ordered in hard copy by sending an e-mail to sales@AalborgWhite.dk.

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