

THE WHITE SITE

July 2006/2



Old riverbed turned into
an architectural flagship

International workshop
in Rome

PlayWave – A sculptural wave

It is all about inspiration



AALBORG WHITE®

AALBORG WHITE® is white cement – made from nature’s own raw materials, refined by supreme technology, and used for beautiful and functional solutions.

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Old riverbed turned into an architectural flagship

One of the defining examples of modern Spanish architecture – The Ciudad de las Artes y las Ciencias, was inaugurated in the years between 1998 and 2002.

This architectural flagship was designed by one of the world’s most sought-after architects, Santiago Calatrava, whose inimitable style can be found in over 20 cities across the globe. New projects include the transit hub on the site of New York’s World Trade Centre, and the futuristic Fordham Spire in Chicago which will become North America’s tallest building. After studying architecture in his home town of Valencia, Calatrava studied civil engineering at the Swiss Federal Institute of Technology.

Calatrava’s great strength is his ability to use today’s most versatile building material, concrete, to achieve his unmistakable post-modernistic style in which he mixes large monolithic curves with intricate, almost filigree buttresses and arches. The concrete is invariably white, creating a unique atmosphere of light and space with deceptive illusions of distance and scale.

Calatrava’s city within a city in Valencia consists of five major elements, which “aim to bring culture to the people and encourage public participation in a unique architectural environment with free public access to large areas”.

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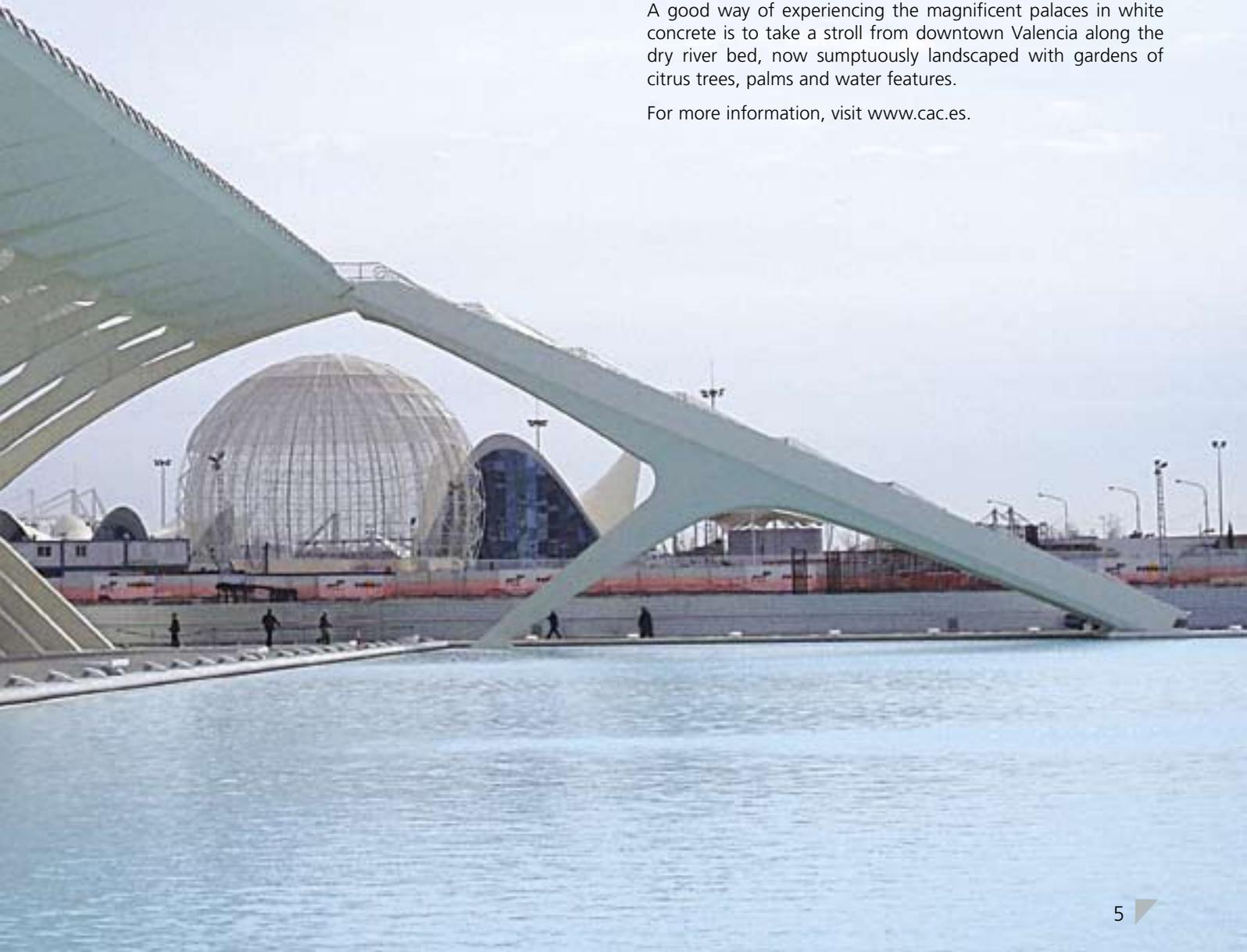
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El Museu de les Ciències Príncep Felipe

The science museum, which is portrayed in this article offers all kinds of activities and initiatives relating to the evolution of life and the communication of scientific and technological knowledge. It is an outstanding new-generation, hands-on museum with interactive exhibits, whose motto is "Touching, thinking and feeling are all compulsory".

A good way of experiencing the magnificent palaces in white concrete is to take a stroll from downtown Valencia along the dry river bed, now sumptuously landscaped with gardens of citrus trees, palms and water features.

For more information, visit www.cac.es.

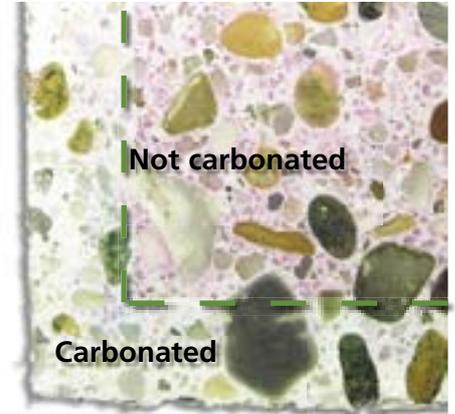


Concrete absorbs CO₂

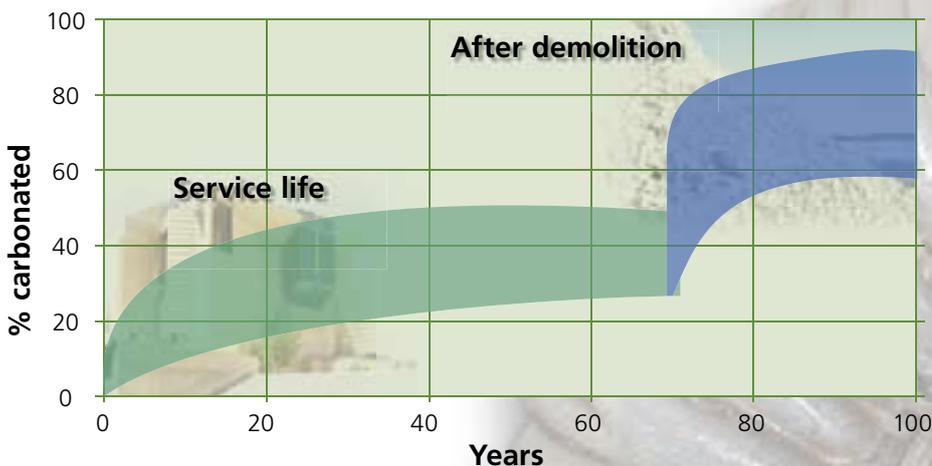
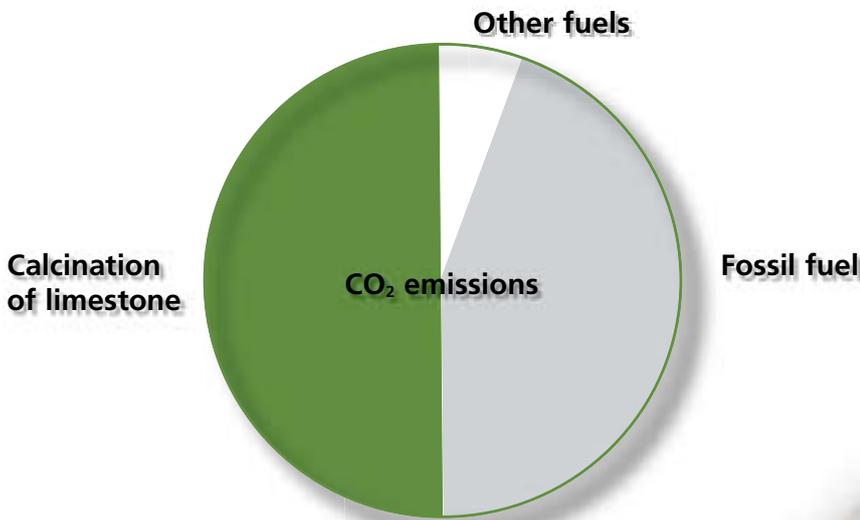
Concrete is an environmentally friendly material, even with regard to CO₂ emissions! In fact, a large percentage of the CO₂ emitted in the calcination of limestone is reabsorbed during the life cycle of concrete. This was the conclusion of a project by the Nordic Innovation Centre in which Aalborg Portland Research and Development Centre (RDC) participated together with other cement companies and research institutions.

In addition to the burning of fossil and bio fuels, the calcination process in a cement plant gives rise to CO₂ emissions. Calcination is the chemical process whereby limestone is decomposed into lime and CO₂. This is a necessary reaction in the production of cement

The production of 1 kg cement gives rise to around 1 kg CO₂. Half of this derives from calcination.



The CO₂ emitted in the calcination of limestone is reabsorbed by the calcium present in cement. This reaction takes place within concrete and mortars and is called concrete carbonation.



The carbonation of concrete increases significantly after demolition of concrete structures if the concrete is crushed for recycling.

Because more than 90% of demolished concrete is recycled in Denmark, a significant percentage of the CO₂ released by the calcination of limestone during

cement production is reabsorbed within 100 years.

In fact, an even larger percentage of the CO₂ released during calcination could be reabsorbed by concrete within 100 years if handling procedures for crushed concrete that maximize the CO₂ uptake were implemented.

Underground parking – just a carpark?

Imagine yourself driving through a beautiful city with plenty of appealing sights. You enjoy your ride to the city centre and wonder where to park your car. You decide on an underground carpark. It is an efficient and easy way to park, although you expect it to be dark and dingy; a place you just want to leave as soon as possible.

Wouldn't it worthwhile changing that perception, given the large amount of users of such structures? Shouldn't the appearance of the carpark match the beauty of the surroundings?

The floors combine red and grey concrete, showing the route through the carpark by clearly demarcating the parking spaces. A render based on white cement has been applied to columns and floors in a raw but delicate finish exposing the bright aggregates contained within it.

Light is drawn down from the square at ground level through long, elegant glass apertures in the ceiling.

Sundstorggaraget, winner of "Årets Bygge 2003" for the best construction project in the Swedish construction industry, has changed my perception of an underground carpark.



Sundstorggaraget in Helsingborg was opened in 2003. It is an architectural underground carpark with a focus on aesthetics and perception, in harmony with the square at its top.

As you approach the square by car, the entrance to the carpark is marked by rising white walls and a 16 metre high ventilation shaft in white concrete. The shaft was cast in two stages with self-compacting concrete and its appearance is unbroken white. Its colour, structure and shape stimulate your vision.

Once past the entrance, you are led into the building by confidence-inducing white chequered panels. This feeling is confirmed when you arrive on the first parking level. The combination of deliberately muted colours and the lighting create a friendly atmosphere.





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International workshop in Rome

In March 2006, a 7-day white concrete workshop was arranged in association with the Aarhus School of Architecture and the Facoltà di Architettura Valle Giulia in Rome.

The workshop aimed to explore the future industrial potential of concrete. Organic shapeability in relation to existing and future technologies was the main

theme of a workshop under the title of Industrialized Individualism.

10 students from Denmark and 10 from Italy were teamed in pairs – one from each country. Their assignment was to design and construct a modernised version of the Greek column in white concrete.

In the design phase in the first 5 days the students worked with 1:15 scale models, going on to construct full-scale moulds in polystyrene and wood. The students then mixed, poured and demoulded the concrete during the last 2 days – thus getting a feeling for the full process of creating white concrete objects.

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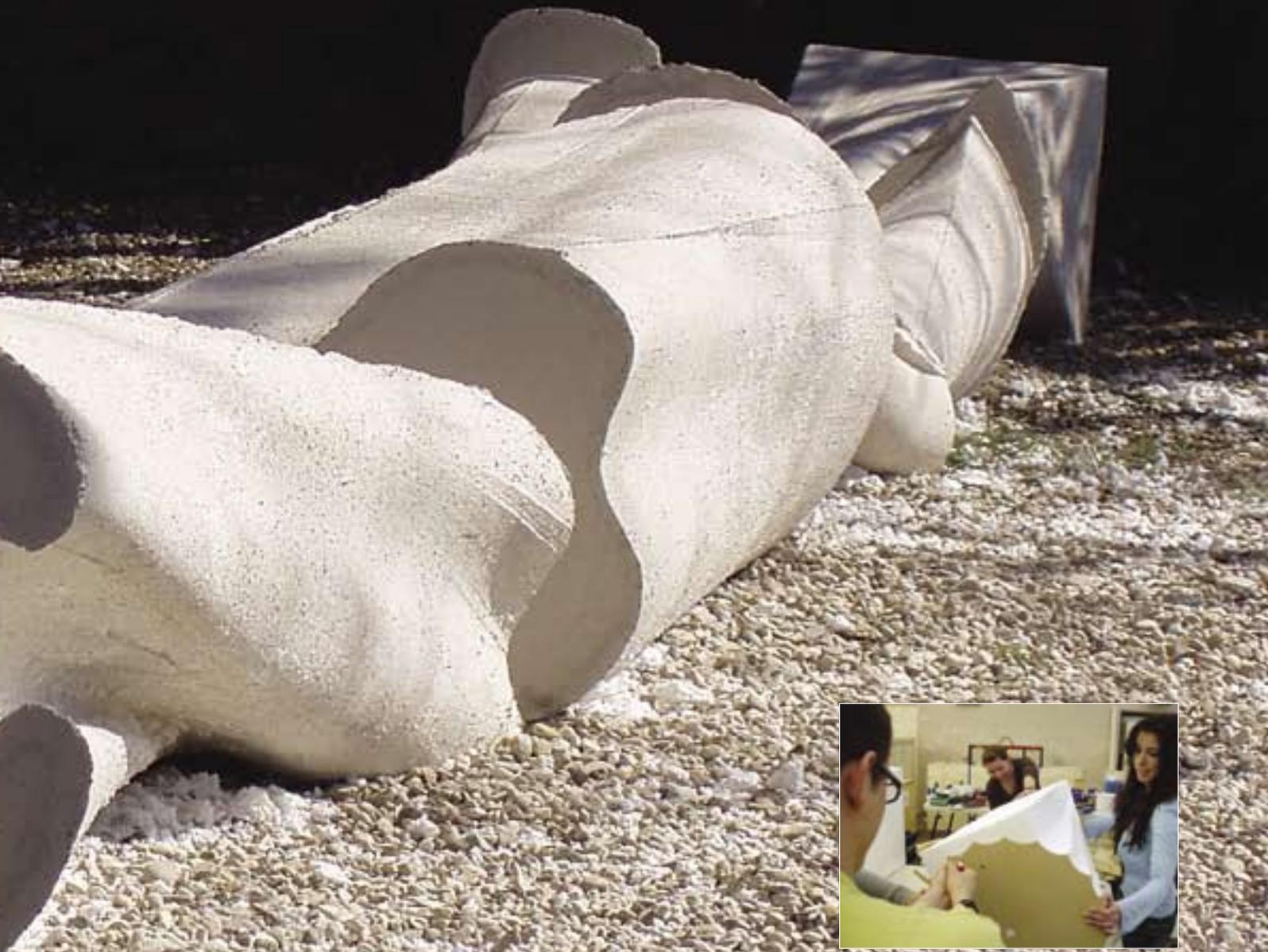
The workshop has focused a lot of attention on relations between countries, products and students and on the aesthetic potential of white concrete in particular.

The 10 unique white concrete columns will be on permanent display in front of the faculty in Rome.

You can view photos from the workshop at www.AalborgWhite.com.



The students assignment was to design and construct a modernised version of the Greek column in white concrete.



A sculptural wave

PLAYWAVE



The company Playscapes Denmark works at the interface of art, rest and play in the form of sculptural areas and elements. Among its range is PlayWave, a 4 metre long sculptural wave in coloured white concrete.

Multifunctional design

PlayWave is a multifunctional element which can be coloured, combined and used in numerous ways. It is thus suitable for many different settings and can be used for rest, play or aesthetics.

PlayWave can function as a streamway or staircase or paved surface. As an element for lying down and resting. As a balance beam, or, when raised up, as a climbing frame or a frame for swings, as a private den or as a landmark. The possibilities are many.

Concrete of elegance

The sculptural wave is proof that concrete is not just about flat surfaces. It shows how it is possible to work plastically with concrete and create sculptural forms. With PlayWave, concrete acquires an organic, playful, aesthetic expression. It is a concrete of elegance, which only improves in appearance as the years add their patina.

The light reflects the white colour and underlines the shapes in the element, while a completely smooth surface makes it appear silky-soft. One of concrete's special characteristics is that it can look soft and inviting while really being a hard and robust material.

In this way, concrete combines aesthetics with safety, durability and minimal maintenance. A combination which makes concrete an excellent choice, both for art and for elements for rest and play.

Valuable signals

In PlayWave, Playscapes Denmark has a unique aesthetic element which, in line with the company's goals, signals creativity and originality in its unconventional use of concrete.

Read more on www.playscapes.dk.





IT IS ALL ABOUT INSPIRATION

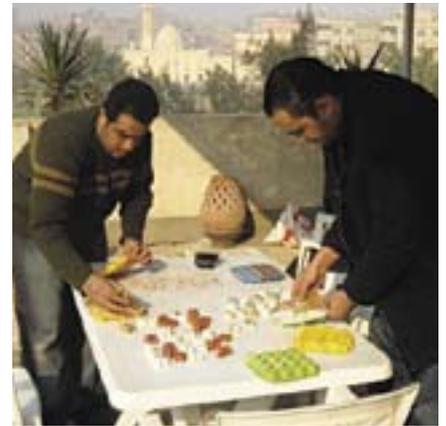


Family

aha2@sinaivhitecement.com



When Sinai White Cement Company began the work of establishing an inspirational showroom at its Cairo office, a group of internal staff who had all participated in the AALBORG WHITE® Academy's Dragon Gate Basic Diploma seminar, decided to construct a few of the displayed items themselves.



They gathered for two hours to recount some of the inspiration they had received at the seminar, thus inspiring the participants to realize and put into practice the great flexibility and potential of white cement. All the group members added their own personal touch to the concrete, preparing the mixture themselves and casting it into various moulds. Soon everyone was working together in small groups building a large barbecue and working hard to bring the product to life.



Everyone was laughing and enjoying working together in a harmonious and almost magical way, which made the job easy and enjoyable. The whole team agreed to suggest similar activities on a regular basis in order to stay close to the product and its possibilities.

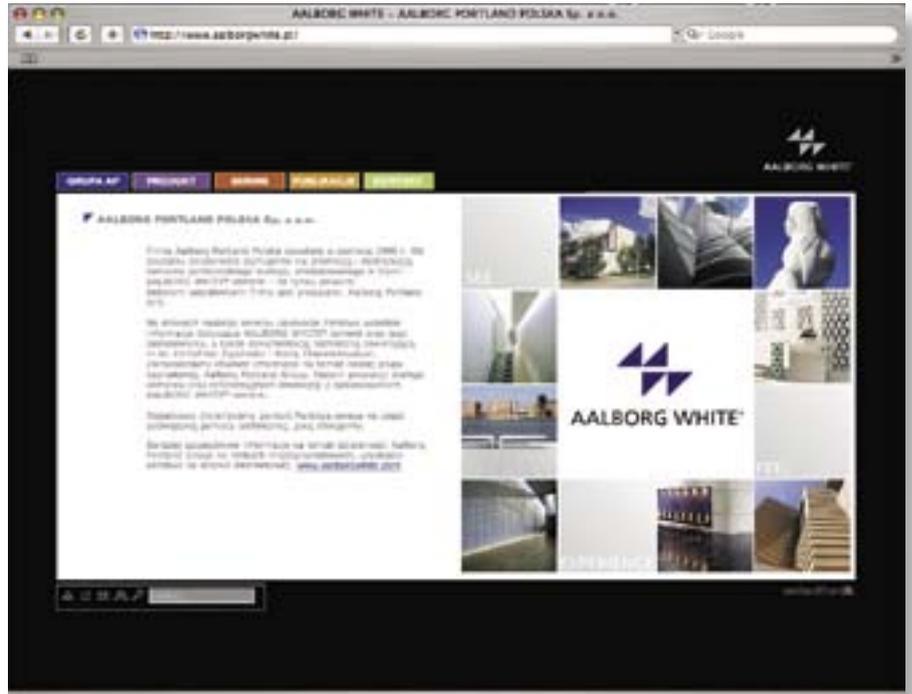


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New homepage for Aalborg Portland Polska

The strong development in Poland, especially within the last two years, has positioned Aalborg Portland Polska as the leading supplier of white cement on the market. To support this position and to accommodate a rising need from Polish customers, it was decided to set up a Polish website to include information about the company, product information and documentation, services etc.

The website was officially launched on 7 April 2006. Aalborg Portland Polska hopes that the website will be beneficial for existing customers and as such will strengthen good relations.



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10 years of AALBORG WHITE® in Poland



Growing, growing and...

The Aalborg Portland Polska company celebrated its 10th anniversary in June 2006. Tomasz Stasiak, who has been leading the company from the outset, and his staff have done an excellent job promoting AALBORG WHITE® cement during this 10 year period. - So excellent that shipping and delivering AALBORG WHITE® cement to local customers have set new records this June.

The activity level in Poland is high and a bright future lies ahead for Aalborg Portland Polska.

From left: Tomasz Stasiak, Anna Zareba & Beata Godlewska.



Maciej Lichocki.

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New appointments at Aalborg



1 February Charlotte Schjødt Jensen has been employed as CRM coordinator in Sales White Cement – Aalborg White Europe & Americas (AWEA). Charlotte will assist the salesforce by further development and maintenance of sales concepts and tools and will be responsible for development and implementation of CRM.

In addition to this Charlotte will be a member of the back office sales team.



1 March Erik Pram Nielsen has been employed as Technical Consultant in Sales White Cement – Aalborg White Europe & Americas (AWEA). In cooperation with the sales force, Erik will be responsible for creating technical solutions with our customers as well as growing the market for AALBORG WHITE®.

We wish both Charlotte and Erik welcome to the team and good luck in their new jobs.