



LAFARGE AND ARCHITECTS: BUILDING A CLOSE AND SUSTAINABLE PARTNERSHIP

For over 10 years, Lafarge has pursued a strategy of active partnership with the world of architecture, focusing on both newly qualified and established architects.

As the world leader in building materials, Lafarge takes the view that it is vital to work in close collaboration with architects, specifiers and users of its materials in order to improve its products and their usage through joint experiments and innovative projects.

Lafarge views construction as an integrated process which starts as early on as the architect's plans. As a result, the Group's relationship with architects extends beyond the purely technical and business framework of manufacturer and project manager. Instead, Lafarge seeks to build a close partnership.

To illustrate the Group's commitment to the world of architecture, an architect, specializing in sustainable construction, is a permanent member of its stakeholder panel. This panel aims to take a critical view of Lafarge's approach to sustainable development and to help the Group develop an even more innovative and progressive approach to its business.

This policy of collaboration with the world of architecture takes various forms:

- support for newly qualified architects
- participation in events related to architecture and construction
- organization of conferences on future issues in architecture
- support for publications on architects and architecture
- sharing expertise with architects through regular visits to the Group's Technological center near Lyons in France, where product Research and Development is carried out.

As a result of this exchange of expertise and know-how, several architectural projects have been completed which showcase Lafarge's most innovative products:

- the Footbridge of Peace in Seoul designed by Rudy Ricciotti and built in 2001 using Ductal®
- the Ille-et-Villaine Departmental archives in Rennes designed by Jean-Marc Ibos and Myrto Vitart and built in 2002 using Agilia®
- the Flower Tower in Paris designed by Edouard François and built in 2003 using Ductal®
- the layout of the permanent exhibition at the Pavillon de l'Arsenal in Paris in 2004 designed by Finn Geipel using Ductal®



Pavillon de l'Arsenal, Paris
Finn Geipel and Giulia Andi / Agence LIN
Photographer: Couette Philippe



Aware of the need to work with the various players in the construction industry, to devise and offer innovative solutions that meet the imperatives of sustainable construction, Lafarge decided to work on the concept of an ecologically responsible tower with French architect, Jacques Ferrier. The project resulted in Hypergreen – a concept of a 246m high tower which is able to generate most of the energy necessary to cover its own needs.

Hypergreen - Jacques Ferrier / Lafarge

Having used Lafarge's innovative products on several occasions, the winner of France's 2006 National Prize for Architecture, Rudi Ricciotti, said of Ductal®:

"With the advent of ultra-high performance fiber-reinforced concrete, we are about to embark on a new industrial adventure. Architects are like test pilots heading down the runway; ready to take-off...they must have total confidence in the calculations and professional skills of mechanics and engineers. It's like the transition from propellers to jet engines.

The Footbridge of Peace in Seoul spans 130m, its deck is a mere 3cm thick with a static height of 1.30m. Concrete is now blending into the landscape! "



Footbridge of Peace in Seoul built using Ductal®
RudyRicciotti
Photo: Philippe Ruault



RECENT MILESTONES IN THE PARTNERSHIP BETWEEN LAFARGE AND THE WORLD OF ARCHITECTURE

2006

Hypergreen at MIPIM

"Hypergreen", a concept of a "very tall building for a sustainable world", designed by Jacques Ferrier in partnership with Lafarge, is presented for the first time in Europe at MIPIM, a leading international real estate event.

Creation of a Chair in the Science of Materials for Sustainable Construction

In conjunction with *École des Ponts* and *École Polytechnique* and in partnership with the world's leading universities (MIT, Berkeley), Lafarge establishes a teaching and research chair in order to develop materials for more sustainable construction and provide more effective support for architects in this area.

Publication of Liquid Stone: New Architecture in Concrete

Co-authored by Jean-Louis Cohen and Martin Moeller, with Lafarge's backing, this book explores the future of concrete in architecture. The book is based on an eponymous exhibition held at the National Design Museum in Washington DC (USA).

Bétons, Étonnez-vous! Exhibition at the Musée des Arts et Métiers in Paris

Lafarge sponsors an exhibition at the Musée des Arts et Métiers in Paris on the science and art of concrete. The exhibition presents a number of new architectural projects.

2005

Architecture competition

Lafarge sponsors a competition in architecture for recently qualified architects to produce a design for the Place d'Armes in Valenciennes, France.

Journées de l'Architecture event in Paris

The Group supplies gypsum wallboards as part of a technical partnership with Jean-Christophe Quinton for *Journées de l'Architecture* in Paris.

Shanghai symposium

In conjunction with Shanghai's prestigious Tongji University, Lafarge organizes a seminar dedicated to the theme of urban planning, infrastructure and urban landscapes against the backdrop of soaring population growth in the world's leading megacities. The symposium features discussions between European and Chinese architects.

Hypergreen is previewed in Shanghai.



2004

Liquid Stone: New architecture in Concrete exhibition in Washington

Lafarge sponsors an exhibition entitled *Liquid Stone: New architecture in Concrete* at the National Building Museum in Washington, DC (USA).

Princeton symposium

To accompany the exhibition, the Group organizes a symposium on *Architecture and Technology: Concrete Futures* in collaboration with Princeton University. The event coincides with a visit to the US which brings together European and US architects.

Venice Architecture Biennale - *Sustainable metamorphoses*

Lafarge teams up with the French pavilion in a project looking at the changes needed in our towns and cities in order for them to achieve sustainable development.

2003

Partner of the Pavillon de l'Arsenal

Lafarge collaborates with the Pavillon de l'Arsenal, which showcases urban planning and architectural projects in Paris, by contributing Ductal® to the layout of the permanent exhibition.

Architecture competition held by the French ministry of culture and communication

Lafarge sits on the panel of judges of a competition on public architecture organized by the French ministry of culture and communication.

2002

Campaign for architectural quality

Lafarge is a partner in the campaign for architectural quality organized by the French ministry of culture and communication.

2001

Créargos

Lafarge creates www.créargos.com – a website dedicated solely to specifiers, architects and design practices.



NOTE TO EDITORS:

Lafarge is the world leader in building materials, with top-ranking positions in all four of its businesses: Cement, Aggregates & Concrete, Roofing and Gypsum. With 80,000 employees in 76 countries, Lafarge posted sales of Euros 16 billion in 2005.

Lafarge has been committed to sustainable development for many years, pursuing a strategy that combines industrial know-how with performance, value creation, respect for employees and local cultures, environmental protection and the conservation of natural resources and energy. Lafarge is the only company in the construction materials sector to be listed in the 2006 '100 Global Most Sustainable Corporations in the World'. To make advances in building materials, Lafarge places the customer at the heart of its concerns. It offers the construction industry and the general public innovative solutions bringing greater safety, comfort and quality to their everyday surroundings.

Additional information is available on the web site at www.lafarge.com.

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