



Innovative Nature-Inspired Design

Palazzo Italia Expo 2015, Milan, Italy

The Palazzo Italia features a complex architectural design, with its exterior and select interior spaces resembling branches in a dense forest adorned with i.active BIODYNAMIC cement panels. These panels, infused with TX Active photocatalytic properties, maintain the facade's brightness by capturing pollutants in the air and converting them into inert salts. This process contributes to reducing smog, particularly in the heavily trafficked streets of Milan, making the Italian Pavilion a symbol of cutting-edge design and environmental consciousness.

Orchestrated by Expo 2015 Spa, the project spanned ten months and covered 13,000 square meters, with architecture by Nemesi & Partners Srl and engineering by Bms Progetti Srl and Proger Spa. Italiana Costruzioni served as the general contractor, while Styl-Comp executed the concrete using materials that Italcementi supplied. (Now Heidelberg Materials)

The Palazzo Italia was the Overall Excellence and Decorative Concrete winner in the 2016 ACI Excellence in Concrete Construction Awards. See video.



A pioneer in sustainability

Heidelberg Materials uses its combined forces to lead the field in decarbonizing the industry. Developing sustainable and intelligent heavy building materials, we provide the **Material to build our future.**

TX Active®: good, clean design

When applied to various materials, photocatalysis creates a "self-cleaning" effect. While early photocatalytic cements were effective in keeping surfaces clean, the levels of photoactivity achievable with TX Active cement is such that it actually abates the organic and inorganic substances responsible for air pollution.

