

PRESSRELEASE

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Materia opens your eyes to a new world

From 6 - 10 February, Materia transforms Jaarbeurs Utrecht (Netherlands) into an inspiring world of innovative materials once again. At Material Xperience 2017, architects and other creative professionals can find the newest techniques, applications and materials with which they can design the buildings of the future.

With the 12th edition of this annual material event, Material Xperience opens the eyes to a new world. The visitor can find super isolation made of seaweed, energy generating glass bricks, indestructible coating, 3D printed ceramic façades. All of this with the goal to inspire designers to make the world a little brighter, more efficient and more sustainable.

Curated Materia exhibition

One of the popular reasons to visit Material Xperience 2017 is the curated Materia exhibition. Here, the most innovative and spectacular materials from the Materia collection that were scouted over the past year by Materia's editors, are exhibited. Together with life-sized exhibition pieces, the visitor will marvel at everything that is new and out of the ordinary.

Materia will show a mock-up from the world-famous glass façade from the Chanel store in the P.C. Hoofstraat, Amsterdam (Netherlands). Other exhibition pieces are 3D printed steel nodes and 3D printed ceramic stones, organic formfabric elements made of concrete with textile as reinforcement, multifunctional and transparent solar panels, transparent yet insulating concrete and 15 other large exhibition pieces.

Product launches and novelties by leading manufacturers

A lot of well-known brands use Material Xperience as a platform to launch their new material innovations into the market. Sto Isoned will introduce its new product programme 'StoBrick Cutsom', while Wineo launches the new 'Wineo 1000' floor collection. Bruynzeel Multipanel announces its new acoustic panels 'Type R' and Brinkman Baksteencentrum introduces its new facade brick called ClickBrick Binair.

In total, more than 100 leading material manufacturers will exhibit their novelties: the visitor will literally find 'the very latest' during a visit at Material Xperience 2017.

Materia Quiz and speakers programme

Material Xperience is known for its spectacular speakers programme, in which renowned (inter)national architects, scientists, designers and other experts share their knowledge and experience. In this edition, the visitor will be treated to great names such as Raffaello Galiotto, Gregor Zimmerman, and Rob Nijssse.

New this year is the interactive Materia Quiz, in which knowledge is shared in an innovative way and the discussion is triggered. Every day is centred around 2 material groups. A panel of material experts and architects, as well as the audience, will be questioned about innovation, sustainability and applications. Varying between videos, images and interesting facts, the latest innovations within the material groups will be covered. Monday 6 February will be all about 'Natural stones and Composites', Tuesday about 'Metals and Concrete', Wednesday 'Glass and Ceramics', Thursday 'Wood and Plastics', and Friday 10 February 'Naturals and Coatings'.

Visit

Material Xperience takes place from Monday 6 until Friday 10 February in Jaarbeurs Utrecht, simultaneously with 'Bouwbeurs'. For more information and a free entry ticket, visit www.materialxperience.com.

About Materia

Materia is the leading international platform for material innovation focusing on events, inspiration and co-creation. Materia promotes joint innovation for a more beautiful, more sustainable and high-quality built and finished environments. Through independent and a continuously growing collection of more than 2,700 inspiring materials, Materia connects building professionals: on a daily basis via www.materia.nl, annually at Material Xperience, and periodically through contemporary themes and events. Find more information on www.materia.nl and www.materialxperience.nl.

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