

POLITECNICA INNOVATES AND EXPANDS KERAKOLL'S PRODUCTION HUB

Green areas, state-of-the-art production systems for sustainable growth of the group's Modena plant

Modena, 27 February 2024 - Innovation, sustainability and growth in production potential for the Kerakoll plant in Sassuolo-Fiorano Modenese. These are the objectives of the design intervention developed by Politecnica, one of Italy's leading integrated design companies - architecture, engineering and town planning - **for the production site of the leading manufacturer of sustainable building materials**. The intervention will lead to the doubling of the company's production capacity with the construction of new spaces, a new building dedicated to employee services and the **regeneration of the existing area in order to improve the quality of the site for workers, visitors and citizens in general**.

The intervention consists of four main points: the expansion of the existing central plant by constructing a new production building, the construction of a multifunctional service area, which will house rooms for laboratory use, offices, changing rooms and a refreshment room for employees, the construction of a large storage warehouse, and the reorganisation of the entire courtyard and parking areas in a green key. A project, therefore, that identifies itself as an expansion of the area for production use and at the same time aims to improve the well-being of workers by providing the manufacturing complex with common spaces and services.

The project integrates elements of innovation and sustainability, dressing existing spaces with new functionality and generating more comfortable places.

The new production building will be connected to the existing one through a green ridge equipped with spaces for rest and relaxation, to generate an architectural whole with the rest of the production complex. This green axis, together with the general design of the external areas and the new trees, will make it possible to achieve a permeable surface of about 27,000 square metres, more than 35% of what is required by the standards.

The building recalls, in its forms, the industrial context in which it is inserted, declining the design geometries in a manner consistent with the principles of transparency, essentiality and integration in the urban context, with particular attention to greenery and nature, which becomes an integral part of the architecture of the building itself.

From the combination of simple functional requirements, the building takes on a powerful architectural image and connection with the entire production system, becoming the new access point for the corporate population and providing spaces that aim to implement corporate welfare, where people and their well-being are at the centre

"This is a project that represents the sharing of common values that we have with Kerakoll: innovation and sustainability for a development that generates benefits for the entire territory," commented the Politecnica designers. "To realise it, we started a constructive dialogue with local institutions in order to be able to create new spaces necessary for production, but above all in harmony with the territory and the needs of the community."

The project will also create a green lung around Kerakoll's new pole, thanks to the planting of about 140 new trees and the creation of green areas designed to blend in perfectly with the architecture of the buildings in a linear landscape typical of the Po Valley. Rows of trees,

Strategically positioned, they will form new spaces, mark out paths and promenades to accompany the view of the plant and break down the architectural impact typical of heavily industrialised areas.

With a view to sustainability and renewable energy, Politecnica has designed a **photovoltaic** system for Kerakoll **capable of producing 1.6 megawatts** and a specific **heat recovery system** to serve compressed air production, **tailored to the characteristics of the company's production process**. This system will generate a **far higher** share of renewable energy than required by current industry standards and will compensate as much as possible for the energy needed to run production. In fact, the amount of energy will come from the production of compressed air and the direct expansion heat pump generation system, added to the energy produced by the photovoltaic system. **In** addition, in order to allow for reduced energy consumption, the entire production area will be implemented by an internal lighting system equipped with presence sensors, unique in its kind when applied in the production areas.

This project will also have a positive impact on employment, generating job opportunities and local economic development: in fact, 100 new employees are expected to be hired by 2030. The project will be built on an 8-hectare site and will cover an area of more than 26,000 square metres, with work to be completed by 2025.





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POLYTECHNICS

Politecnica is one of Italy's largest integrated design companies - architecture, engineering and urban planning. Independent, it is headed by 46 partners, engineers and architects, who have signed works in over 60 countries worldwide with an annual turnover of over 25 million euro (2022). It has three offices in Italy (Modena, Milan, Florence) and an international presence in 10 countries and 3 continents (Angola, Belize, Denmark, Jamaica, Grenadines, Guiana, Equatorial Guinea, Kenya, Romania, Sierra Leone). Politecnica develops projects in the public and private sectors, in education and health, industry, services, infrastructures and - with the international division - has carried out civil and infrastructural works in numerous developing countries as part of projects financed by international donors.

With more than 300 people including designers, planners, engineers, consultants and specialised technicians Politecnica integrates different skills - from plant engineering to town planning, from structural to architectural design - thanks to teamwork and complementary professionalism.

Politecnica places the wellbeing of communities and people at the centre of its interventions, in order to make its contribution to achieving the Sustainable Development Goals - SDGs - presented in the UN 2030 Agenda, ratified by 193 countries around the world. Politecnica is committed to building infrastructures that connect peoples and communities more easily, enabling exchanges and relationships, inclusive and safe public buildings that facilitate social exchange, technologically innovative healthcare facilities for patients, and buildings for education and teaching that foster sociality and interchange.

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