



# Close co-operation with educational institutions

One of AALBORG WHITE®'s marketing strategies is to influence trends and attitudes towards concrete through co-operation with architecture and design students. Through this we can influence what the world will see, feel and experience executed in concrete in the future.

One of the many activities in the last 3 year has been a continuous cooperation between Aalborg Portland and Aarhus School of Architecture. 6 workshops of between 2 days and 3 weeks have been held, there has been a complete term with concrete as a theme and there have been individual competition assignments for students.

Most recently, the co-operation has resulted in wonderful graduation projects with concrete buildings and a large research project for 'Exploration of Concrete's Aesthetic Potential'.

The current research project is being run by Professor Karl Christiansen and lecturer Anders Gammelgaard from Aarhus School of Architecture in co-operation with Dalton Beton-elementer A/S and Aalborg Portland A/S and will continue to January 2006.

*Continues page 12*

*6 workshops have been held, there has been a complete term with concrete as a theme and there have been individual competition assignments for students.*





# Trendsetters of future design



*Continued from page 11*

The research is integrated into tuition and for a large part of the spring term, students have carried out a major part of the creative and pioneer work in finding concrete's potential for the future.

The results of student assignments are exhibited in the School of Architecture's courtyard in Aarhus and is now made

available as test objects for another research project, where accelerated patination is the goal (read more about this in the article 'The visible concrete surface' on page 18).

One example of this year's graduation projects is a wonderful new Visitor Centre for Aalborg Portland, executed in

organically shaped white concrete. The project can be viewed on the school of architecture's web site at [www.aarch.dk](http://www.aarch.dk) and will also be displayed at Aalborg Portland later in the year.

