



PRESS RELEASE

Permasteelisa is the protagonist of London's new smart district

Permasteelisa has signed a €70 million contract for the design, supply and installation of the façade of the new "Battersea Phase 3A" by the architect, Frank Gehry.

London, 1 August 2018 – Once again **Permasteelisa** brings "Made in Italy" to London with an ambitious project, "**Battersea Phase 3A**", part of the bigger transformation of Battersea Power Station. The contract, worth **more than 70 million euros**, involves the design, supply and installation of more than **27,000 sqm of extremely complex façade** that will define the buildings designed by the **Gehry Partners** architectural firm.

Inspired by London's typical **regency style**, the façade has been designed to **take full advantage of the brightness of the buildings**, thanks to the special undulating shape created by the protruding and receding volumes of winter gardens and terraces. The choice to use **white aluminum panels** for the façade allows filling the common areas between the buildings with a warm and enveloping light coming from the sun's rays reflecting on the façade. Finally, its undulating shape evokes the flowing sails of ships that has inspired many of Frank Gehry's works, the most important of which is perhaps the **Walt Disney Concert Hall**, which was also created by Permasteelisa.

"We are proud to continue our long collaboration with Frank Gehry," said the **CEO of the Permasteelisa Group, Riccardo Mollo**, "demonstrating once again our ability to turn the ideas of the most visionary architects into reality by applying innovative technologies that also allow us to uphold the highest standards in environmental sustainability."

Permasteelisa has put in place its know-how and expertise to fully satisfy all the architectural and performance specifications that characterize this project, confirming once again the company's proven experience in transforming even the most complex architectures into reality, through the advanced engineering of forms .

Battersea Phase 3A represented a great challenge for Permasteelisa's designers and engineers, in particular:

1. the project aims to achieve the **BREEAM "Excellent" certification**, so the visible panels are equipped with low-E coated, extra-clear glass with high thermal and solar performance to maximise the light coming in, while preserving energy savings;
2. the innovative design has required the engineering and production of **2,900 units**, with aluminium profile equipped with double-glazed or opaque infill, **all different from each other** and openable both with a folding or sliding panel;
3. the undulating shape of the façade required about **3,000 aluminium closed infill "boxes"**, characterised by a **unique and non-repetitive, customised shape**. These boxes create the undulating and sinuous shape desired by the Architect.

The design and production of the façade will take about 18 months, and will involve about 70 professionals from the technical office in Italy, for a total of about 600 drawings and numerous 3D studies. **The installation of the first panel** is planned for **the second quarter of 2019**, and the installation will take about one and a half years.

Logistics will play a fundamental role. In fact, the construction site is hard to access and is also very “crowded” due to a number of buildings being constructed at the same time.

Situated along the south bank of the River Thames, **Battersea Power Station** was designed according to strict principles of environmental, economic and social sustainability, with the aim of offering high quality residential solutions in the centre of the Nine Elms district. With about **4,000 residences, as well as 250 shops**, offices, leisure facilities, bars, hotels and restaurants, the area will be a city within a city with seven hectares of public space.

For further details, please contact:

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About the Permasteelisa Group:

Permasteelisa Group is a worldwide leading Contractor in engineering, project management, manufacturing and installation of architectural envelopes and interior systems. The Group brings its Know-How and expertise to all projects, in particular when dealing with Special Features Buildings, beginning with the design development phases all the way to the successful completion, achieving the customer's expectations.

Today, Permasteelisa is a global integrated Group present in four continents with a network of over 50 companies in more than 30 countries, generating a total turnover of around 1.5 billion euro a year. The Group employs more than 6,000 people worldwide in its Engineering & Design centers and in the 10 manufacturing plants equipped with the most modern and advanced technologies.

The mission of the Permasteelisa Group is to design and build innovative and avant-garde architectural works alongside the world's greatest in contemporary architecture, by using advanced technologies and eco-sustainable solutions. The quality of our architectural envelopes and interiors is guaranteed by our rigorous quality control system. Besides, it's constantly improved through R&D in new design and construction technologies and through the use of innovative materials. The use of environmentally friendly materials and eco-sustainable processes, as well as our commitment in energy saving, protect the environment and make the buildings themselves more comfortable and efficient.

Among Permasteelisa Group's projects are some world-renowned contemporary architectural works, such as the Sydney Opera House (the first building to make extensive use of the curtain walls), the Eight Spruce Street (a.k.a. Beekman Tower) in NYC, The Shard and 20 Fenchurch Street in London, the Unicredit Tower in Milan and Intesa Sanpaolo HQ in Turin, as well as the revolutionary Guggenheim Museum in Bilbao, the extraordinary Walt Disney Concert Hall in Los Angeles and the Museum of Modern Art in New York.

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