

New LANXESS case study for modern building coloration

Bayferrox for “data highway” in South Korea

Cologne – The LANXESS Inorganic Pigments business unit (IPG) has released yet another case study as part of its Colored Concrete Works series of publications. The report focuses on how pigments from the specialty chemicals company were used in the fascinating structure Daum Space.1.

Earthy shape and color

Daum Communications, one of the biggest South Korean IT companies, accomplished the creative complex in collaboration with Minsuk Cho, South Korea’s most renowned architect. In addition to embodying Daum’s special corporate culture, the building’s design also reflects the unique landscape around the building on South Korea’s Jeju Island.

The idea behind the Daum Space.1 design was to reflect the IT giant’s horizontal organization in the architecture. The building’s elongated form spanning 132,000 square meters symbolizes a kind of superhighway. An architectural superstructure divides the site into a rural area and an urban area.

To achieve his visionary design, Minsuk Cho selected a material and color that allow an authentic rendering of the island’s typical features — the surrounding mountains, sea and caves. Concrete integrally colored with Bayferrox pigments was chosen as an analogy for the island’s volcanic rock. The owner of the architectural firm Mass Studies had the pigments for the outer shell of Daum Space.1 custom-mixed by Wooshin Pigment Co, Ltd., a LANXESS partner based in Seoul, to exact specifications and then delivered to the island. The pigments used were Bayferrox 318, Bayferrox 920 and Bayferrox 4130, which made it possible to perfectly match Jeju’s

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typical volcanic rock. Last but not least, the image of the project as an organic design also benefits from the eco-friendly properties of this building material.

The new case study “Daum Space.1” can be downloaded from the Internet in nine languages and is also available in print upon request to info@bayferrox.com.

All case studies for outstanding structures with colored concrete can be found online at www.colored-concrete-works.com.

Presentation at Metropolitan Solutions

“We would like our Colored Concrete Works publication series to inspire architects to use integrally colored concrete as a construction material,” says Thomas Pfeiffer, Vice President Region EMEA & Global Key Accounts at IPG. “But we are also talking with representatives of cities, planners and technology providers to present best-practice examples and discuss solutions, for example at the Metropolitan Solutions international trade fair in Hanover, Germany.”

Under the slogan “Focus on the city as a whole”, Metropolitan Solutions (April 7 – 11, 2014) will include a dialogue between the public sector, research and industry. ICLEI, the world’s leading network for sustainable urban development, is organizing its Global Town Hall forum at the trade fair, offering cities and industry a venue for presentations and discussions of innovative infrastructure solutions. Joining Thomas Pfeiffer to take part in a panel discussion at the event on April 10 will be Lutz Kohnert, Head of the Global Competence Center Construction at IPG. The two experts from the specialty chemicals company LANXESS will discuss urban infrastructures with professionals from around the world.

LANXESS is a leading specialty chemicals company with sales of EUR 8.3 billion in 2013 and roughly 17,300 employees in 31 countries. The company is currently represented at 52 production sites worldwide. The core business of LANXESS is the

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News Release

development, manufacturing and marketing of plastics, rubber, intermediates and specialty chemicals. LANXESS is a member of the leading sustainability indices Dow Jones Sustainability Index (DJSI World and DJSI Europe) and FTSE4Good as well as CDP's Climate Disclosure Leadership Index (CDLI).

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Forward-Looking Statements.

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Information for editors:

All LANXESS news releases and their accompanying photos can be found at <http://press.lanxess.com>. Recent photos of the Board of Management and other LANXESS image material are available at <http://photos.lanxess.com>. The latest TV footage, audiofiles and podcasts can be found at <http://multimedia.lanxess.com>.

You can find further information concerning LANXESS chemistry in our WebMagazine at <http://webmagazine.lanxess.com>.

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