

## arcVision Prize – Women and Architecture

**SUEZ CEMENT IS PROUD TO ANNOUNCE MANAR MOURSI WILL REPRESENT EGYPT IN THE THIRD INTERNATIONAL ARCVISION CONTEST DESIGNED TO SHOWCASE THE LEADERSHIP OF WOMEN IN ARCHITECTURE ORGANIZED BY ITALCEMENTI GROUP**

**22 projects from 17 countries that feature a snapshot of contemporary architecture by female architects**

**This year's contest involves the cooperation of WE-Women for Expo and the Expo Milano 2015 project with the aim to create a worldwide network of women under the theme "*Feed the Planet*"**

**Cairo, March 1, 2015** – Suez Cement Group of Companies (SCGC) is proud to announce that Egyptian architect Manar Moursi will represent her country in the third international arcVision Prize – Women and Architecture contest. The announcement was made today at a special ceremony in Cairo.

The arcVision initiative is an international architecture competition first organized by Italcementi Group in 2013 to promote women whose work introduces innovative theoretical and practical design in their field, with a specific focus on social values. Winners are recognized for their innovative and sustainable social ideas and projects that incorporate aesthetics and functionality in construction and housing. The award puts the spotlight on female architects able to combine new technology, sound environmental practices, original style and efficiency to invigorate cities and communities everywhere.

Over the last few months, an international group of Advisers recommended around forty architects, whose work was subsequently examined by a technical-cultural Commission led by **Stefano Casciani**, the award's scientific director.

The Commission then drew up a short list of nominations to be presented to the international Jury, who will meet in Bergamo from March 5 to 6, 2015. Ms Moursi was selected by the advisers for her wide breadth of work, which spans architecture, urban design and art.

In 2011, Ms Moursi founded Studio Meem, an interdisciplinary design studio based in Cairo focusing on the promotion of local ecology and the rich cultural heritage of the region through a contemporary voice. Since its establishment, Studio Meem has collaborated with a vast network of artisans, artists and landscape designers, with the conviction that dialogue and cooperation enhance creative possibilities.

*"The arcVision Award is truly a rare opportunity to celebrate the contribution of women architects in the field. It is an honor to be shortlisted for this prestigious award and to be*

*amongst some of the most talented designers in the world. Italcementi's efforts to promote the work of women architects is yet another demonstration of their enduring commitment to supporting innovative designers and creative minds. It will help spread the word about my projects and in turn allow my practice to grow,"* stated Ms Moursi during the ceremony.

Growing numbers of women are taking a prominent role in contemporary architecture, with projects that place particular emphasis on economic and cultural conditions, citizens' needs, human relations and the creation of an environment tailored to local residents. SCGC aims to foster this trend and help talented women succeed in the global architecture community.

*"We believe 'good architecture' combines creative and technical capabilities, but also imagination, emotions and the heart. These are qualities that women understand just as much as their male counterparts, whether they do so as actresses, athletes, business leaders or architects. And they often show this ability with meaning and sensitivity. SCGC strongly believes that there is an enormous wealth of talent in Egypt's architecture community, and we are committed to supporting this sector which makes a significant contribution to the economy and job creation, as well as being a chief force of beauty and cohesion for our society,"* said Mr. Bruno Carré, SCGC CEO.

The members of the all-female international Jury who will judge the upcoming global competition are outstanding professionals who have distinguished themselves in promoting a responsible and innovative vision of female professionalism. They are: **Shaikha Al Maskari** (member of the board of the Arab International Women's Forum-AIWF), **Vera Baboun** (Mayor of Bethlehem), **Daria Bignardi** (writer and journalist, ambassador of WE-Women for Expo), **Odile Decq** (owner of the Odile Decq architecture in Paris), **Yvonne Farrell** (co-founder of Grafton Architects), **Louisa Hutton** (founding partner of Sauerbruch Hutton), **Suhasini Mani Ratnam** (an Indian actress, producer and writer), **Samia Nkrumah** (president of the Kwame Nkrumah Pan-African Center), **Benedetta Tagliabue** (owner of Miralles Tagliabue EMBT) and **Martha Thorne** (director of the Pritzker Prize, the architecture "Nobel").

The final results of the arcVision Prize will be announced by the Jury on March 6 at a press conference at **i.lab**, the Italcementi Group Research & Innovation Centre in Bergamo as part of International Women's Day celebrations.

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### ***About Suez Cement Group of Companies***

With an industrial network of five production facilities in Suez, Kattameya, Tourah, Helwan and El Minya, Suez Cement Group of Companies (SCGC) is one of the largest cement producers in Egypt. The company has a long-standing history in the market, but that has not stopped it from launching new brands and products to meet changing market needs.

SCGC is home to more than 3,000 employees who participate in ongoing training and advancement programs. The group has comprehensive safety and environmental policies, which ensure employees can enjoy a safe and sustainable working environment. Communities where SCGC plants operate also benefit from the company's CSR and environmental protection activities. Furthermore, SCGC cement has made some of Egypt's most famous landmarks possible. SCGC's plans for the future involve implementing best practices in terms of serving market needs and customer demands.



**Italcementi Group** is one of the world's leading cement producers, with a strong focus on innovation and sustainable construction materials. The Group companies combine the experience, know-how and cultures of **22** countries in **4** continents, through an industrial network of **46** cement plants, **12** grinding centers, **6** trading terminals, **417** concrete batching units and a workforce of **about 18,000 people**. In **2014**, Italcementi Group consolidated sales totaled **more than 4.1 billion euro**.