

PRESS RELEASE

## **Trosifol® attended CTBUH 2016 - International Conference in China**

First time participating ‘Council on Tall Buildings and Urban Habitat’ (CTBUH) 2016 in Shenzhen (Guangzhou) / Hong Kong was a great success for Trosifol®. Only the program room accommodated 80 visitors and most of the time people were standing, listening to the presentations. Mrs. Xiaomei Lee, Principal and Managing Director of Gensler architects, talked about the Shanghai Tower. Additional guest presenter was Rudi Scheuermann from ARUP. Jennifer Schneider, Ingo Stelzer and Christoph Troska represented the Trosifol® business. Important items of the presentations were various Trosifol® technology solutions for high performance façades, e.g. structural, acoustic and hurricane glazing. It was the first opportunity to expose Kuraray and new Trosifol® Masterbrand to the high level building industry and the results were very successful. Our representatives got a lot of positive feedback from audience.

Just two weeks before, CTBUH has initiated another research project: “Cyclone-Glazing and Façade Resilience for the Asia-Pacific Region,” kindly sponsored by Trosifol.

### **Shanghai Tower “Best Tall Building Worldwide” for 2016**

During the 15th Annual CTBUH International Best Tall Building Awards Symposium, the Awards Jury named Shanghai Tower, Shanghai as the

“2016 Best Tall Building Worldwide.” The winning project impressed the Jury for a variety of reasons; as the tallest building in China, Shanghai Tower has quickly reached iconic status by rooting an innovative design scheme in traditional ‘Shanghainese’ architectural. Laminated safety glass with Trosifol®’s SentryGlas® ionoplast interlayer has played a key role in enabling the design of a twisting, all-glass double skin façade on The Shanghai Tower in China – the world’s second tallest building after the Burj Khalifa in Dubai.

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