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20 Oct 2010 - United Kingdom

Snohetta and PCT demonstrate benefits of composites in Architecture



Premier Composite Technologies (PCT) a supplier of advanced composite structural components for the Marine and Architectural markets are celebrating a successful launch to the European market at 100% Design London, having entertained a number of high name architects such as Foster + Partners, Zaha Hadid Architects, Aedas and famous sculptor Oro-ito on their stand.

PCT launched with a big splash in London by collaborating with award winning, Norwegian architect, Snohetta to create an inspirational stand that was designed and manufactured entirely out of advanced composite materials, in a bid to highlight the benefits of working with advanced composites over more traditional materials such as steel and concrete.

The design and execution was a huge success and the stands perforated side wall (featuring bonded windows in the trademark Snohetta repetitive geometric pattern) which twisted into a self supporting horizontal desk was one of the main attractions of the show. Indeed the organizers were so impressed with the design that they approached the Snohetta representative Thomas Fagernes, to open the press conference at the exhibition and to also take part in a number of televised interviews on the stand for key titles such as Architects Journal and RIBA Journal.

Says Hannes Waimer, MD, Premier Composite Technologies; "100% Design London was the ideal platform for us to launch the PCT brand to the European architectural market and to demonstrate the benefits of working with composites. The Snohetta design was visually stunning and was a tangible example of the complex aesthetic possibilities that can be created using these materials".

About Premier Composite Technologies: Premier Composite Technologies (PCT) is the leading global supplier of lightweight composite structures for the Architectural and Marine markets. Its comprehensive product range for architects includes facades, cladding, roofing panels, primary structures and interior design finishes all designed, engineered, manufactured and installed by PCT's specialist team from advanced composites materials. The PCT head office and manufacturing sites are based in Dubai, UAE where they also build there are renowned lightweight carbon racing yachts

Source : Premier Composite Technologies

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