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Case Study
Colombia Special

LANXESS
Energizing Chemistry



Plaza de la Libertad in Medellín

Cultural identity translated to architecture

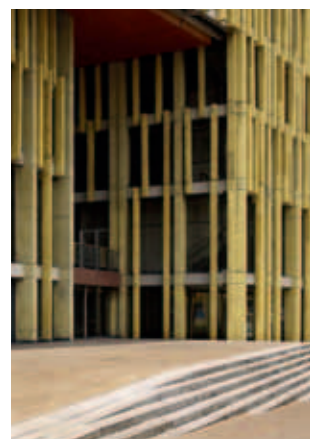
Symbol of a free spirit.

Located in the center of Medellín, a flourishing metropolis in the center of Colombia, is an architectural monument to the “Antioqueña” tradition. Covering 12,000 m², Plaza de la Libertad is an imposing building complex that is also a powerful expression of an ideal as lofty as its heights: human kind in harmony with the environment. The natural surroundings are reflected in the building’s shapes. The structures of the two towers, which rise to a height of 24- and 17-story towers, respectively, deliberately evoke associations with trees and their barks. In the true tradition of a monument, Plaza de la Libertad has many layers of meanings. The monumental complex are reminiscent of a forest and the towers of tree trunks with their barks.



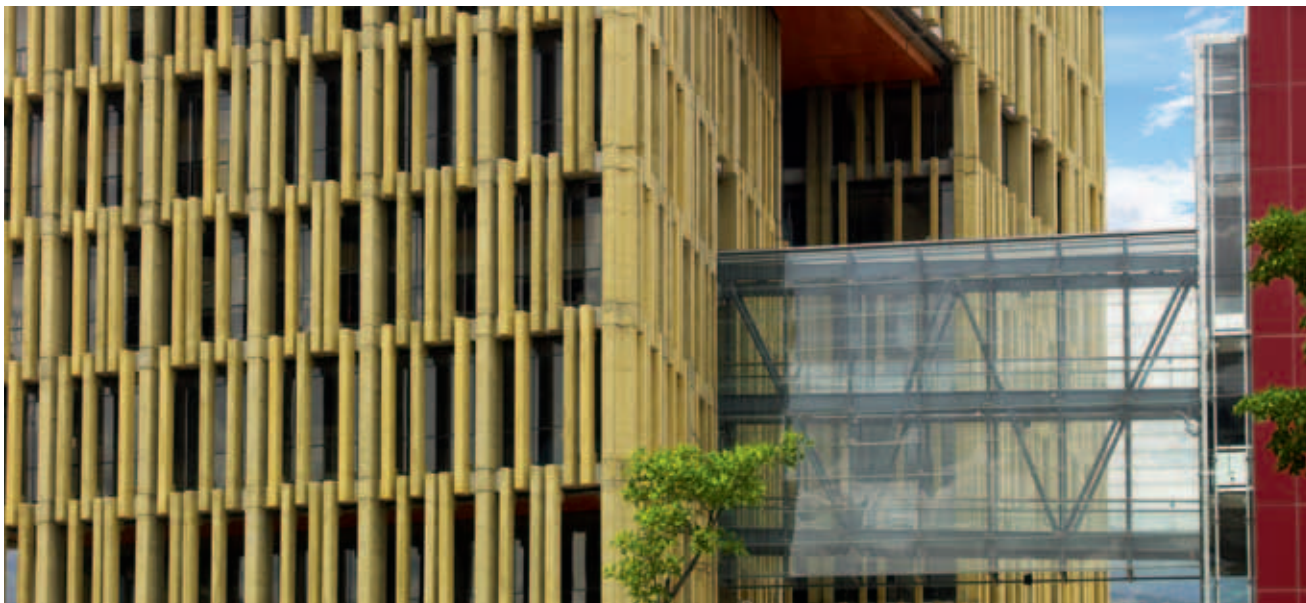
**The building as a whole is as monumental as giant tree trunks;
its details as filigreed as branches.**

**An architectural invitation for
encounter.**



**Bold structure
with a message**





The conceptual design language of the integrally colored concrete deliberately evokes the branching structures in natural surroundings.

Faithful coloration lends authenticity

The avant-garde meeting place is also home to various government institutions, a business hotel, television studios, businesses, a cultural center, an open-air theater and exhibitions. The color of the building itself is inspired by nature. The structural elements of Plaza de la Libertad are based on a temperature-regulating and extremely weather resistant concrete colored with some 60 metric tons of Bayferrox® 918 LOM in the main building, and seven metric tons of the pigments Bayferrox® 130 M and Bayferrox® 318 M in the auditorium. The choice of shade has proved to be a wise one. Years of exposure to the city's pollution have not resulted in any visible blemishes to the structure's appearance. Another aspect of the use of integrally colored concrete – one that also helps to reduce costs – is the fact that unlike paint, it requires no follow-up maintenance. Furthermore, the facades have been designed to conserve resources, reducing conventional HVAC and lighting costs by around 40 percent. This project was honored with the first prize in an international competition by a Colombian National Association of architects. It was built under Colombian national association of architects Alejandro Toro Posada in association with Opus studio of architecture.

“An urban ecosystem as a meeting place and place of expressive power.”

*Alejandro Toro Posada,
Architect and Interior Designer*

Alejandro Toro Posada graduated as an Architect from Pontificia Bolivariana University before obtaining his Masters in Interior Design from the Savannah College of Art and Design in 1990.

Other focal points of his studies were business administration and the administrative development of small and medium-sized businesses. His studio contains 15 years of works of varying levels of complexity like medical centers, open plan offices, comercial fit-ins and high-ended houses.

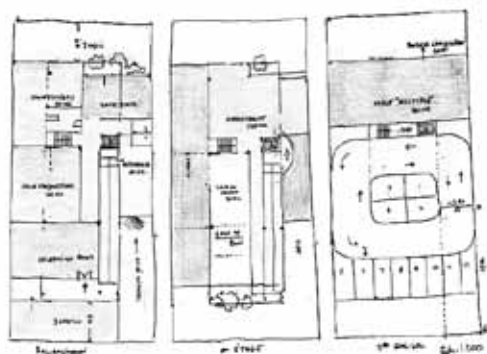
Alianza Francesa in Bogotá

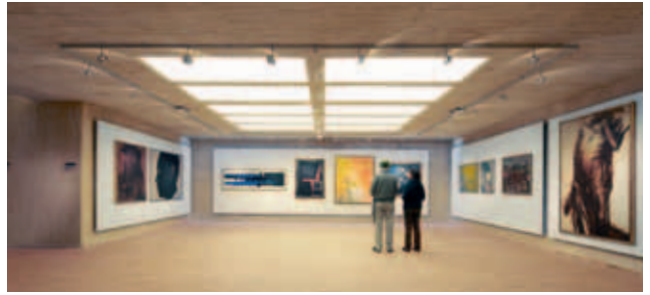
Lively alliance of form and color.

Bridge between cultures.

The Alianza Francesa is more than just a newly-created space for over 12,500 students and 10,000 books. Above all, it is an impressive legacy of Colombian star architect Rogelio Salmons, who died in 2007, and a homage to his native country of France. Intended as a place for cultural exchange, the stately, 5,300 m² structure glows in the warm ochre yellow of its sole construction material: concrete. Because light is used to interpret each room differently while at the same time the texture of the concrete walls (which were integrally colored with Bayferrox® pigments) allude to the grain of the timber cladding, the building comes across as extremely lively. An architectural concept that exudes openness – with a nod toward its design and function as an international venue for cultural exchange. The centerpiece and intersection of the Alianza Francesa is the ramp connecting the six stories. It allows the building to “breathe in” natural light,

almost like a living organism. The ramp and corridors together prove to be a sophisticated bioclimatic system that completely eliminates the need for air conditioning.





Lifelike: Integrally colored concrete with an unmistakable texture.

“The rooms are filled with changing colors that, over the course of the day, reflect the time and tell a story.”

Rogelio Salmona, architect
Maria Elvira Madriñan, architect

Born in Paris in 1929, Rogelio Salmona studied architecture at Universidad Nacional de Colombia. He collaborated with Le Corbusier in the early 1950s and later opened his own office in Bogotá. He is known for such works as home for Gabriel Garcia Marquez in Cartagena and the Colombian National Archive. Salmona's awards include the Alvar Aalot Medal in 2003 and the Colombian National Prize for Architecture, which he received multiple times. After Salmona's death, Maria Elvira Madriñan – his wife and also an architect – took charge of construction of the Alianza Francesa.



Plaza de la Libertad

Project data

Architecture that conveys lightness and freedom.

Alianza Francesa

Project data

Integrally colored concrete brought to life in the changing light.



Building

Alianza Francesa

Location

Bogotá, Colombia

Architecture

Rogelio Salmona

Principal

Central Administration of the Alliance Francaise in Colombia

Project participants

Surtiquimicos S.A., Concretos ARGOS

Construction period

2008–2010

Area

5,300 m²

Amount of concrete

4,011 m³

Amount of pigment

12 metric tons

Form supplied

20 kg and 25 kg paper sacks

Pigments



Bayferrox® 918 LOM



Bayferrox® 130 M



Bayferrox® 318 M

Building

Plaza de la Libertad

Location

Medellín, Colombia

Architecture

Alejandro Toro Posada

Principal

City of Medellin, Antioquia Local Administration

Project participants

Surtiquimicos S.A., Concretos ARGOS

Construction period

2007–2011

Area

12,000 m²

Amount of concrete

3,005 m³

Amount of pigment

67 metric tons

Form supplied

20 kg paper sacks

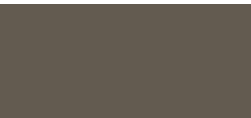
Pigments



Bayferrox® 918 LOM



Bayferrox® 130 M



Bayferrox® 318

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Edition 1/2012

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