



RIEDER

Press release

reclaim, repurpose, rebuild

At the Orgatec 2018, Rieder will be presenting innovative up-cycling ideas and introducing new developments focused on the role of wall and facade surfaces when designing pleasing interiors and urban spaces.

“Environmental certificates with barely any impact on governance and the use of recycled paper are not enough to rescue our planet,” explained Wolfgang Rieder, CEO of the Rieder Group. Rieder is therefore not only using its presence at the Orgatec to promote its new products and colour worlds, but also wants to discuss with architects and designers specific actions for reducing the consequences of climate change and improving our environment.

The opportunity for this is provided by the WORK presentation from Vitra, the leading furniture manufacturer, during which the merging of office space and public space will be addressed from a holistic perspective in conjunction with selected partners from the fields of design, architecture and technology. Rieder interprets the issue in its own individual manner. Changes in the working world cannot be viewed in isolation from the mega trends of our time, which pose major challenges to our society. Globalisation, digitalisation and flexibilisation also offer opportunities, not least when it comes to one of the greatest threats to our planet – climate change.

Protecting the environment is a significant aspect of Rieder’s corporate policy. “As a businessman, I feel responsible for our environment – both in terms of protecting it and shaping it,” explained Wolfgang Rieder. He strives to find solutions and not delegate responsibility. From a global perspective, 40 percent of waste comes from the construction industry. This is largely pre-consumer waste, which has already been created before the product receives the construction site. It is also waste that is created during reconstructions or at the end of the building life cycle.

How can this waste be used meaningfully for new applications and how can we construct our buildings in a forward-looking manner so that they are better equipped for future reconstructions? Rieder’s focus at the Orgatec is on the terms *reclaim*, *repurpose* and *rebuild*. Our efforts to reduce environmental impacts to a minimum resulted, through interdisciplinary collaboration and various considerations on how to improve resource efficiency, in the creation of *scrapcrete*, a genuine product that will be presented in public for the first time at WORK. These are offcuts from the glassfibre reinforced concrete range that, thanks to an innovative cataloguing method, are prepared for new applications. For the materials composed of minerals there is therefore not only the option of recycling but also upcycling in the form of smaller elements that can be used for numerous applications and design options.

The architecture and design-loving company is interested in a meaningful and aesthetically sustainable use of its products. Because buildings are the cornerstones of a city. They not only serve the purpose of their constructors and direct users but are also very effective in many respects.

STAY AWAY FROM LONELY PLACES: the visual poetry of Ron Terada, a Canadian artist, underpins Rieder’s desire to improve the atmosphere in urban and internal spaces. Because



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the texture, colour and design of wall surfaces have a significant impact on how a room is perceived. At Rieder, the building envelope is viewed as a versatile organ of a structure that, like human skin, can interact with the environment in a number of ways.

In this context of the reference to what is familiar and established, the communication between interiors and exteriors, and the creation of feel-good spaces, the company has created *scrapcrete* and other new products. These include *concrete skin breeze* with its small gaps that create a balance between shielding and providing transparency, and the new *öko skin planks* that come in three different widths and offer architects numerous new opportunities for designing delicate facades. The warm tones of the new *brick* and *timber* colour collections are inspired by traditional construction methods involving wood and bricks and the diversity of colours in the natural world. They therefore also act as a visual statement for taking greater care of our environment.

Further information about Rieder can be found under www.rieder.cc. The image material is intended for use exclusively in the context of the press release. Please note the corresponding copyright.

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