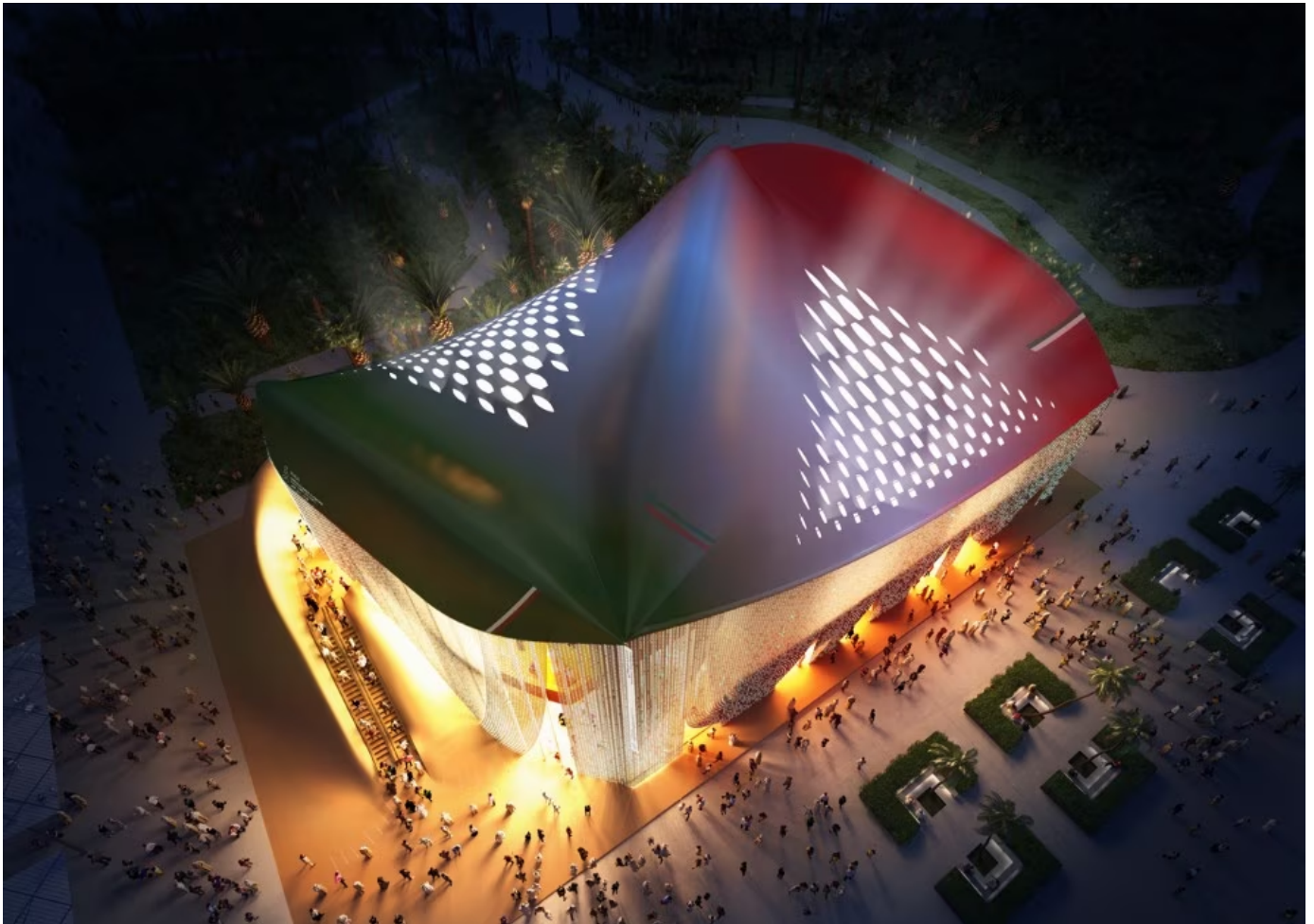


Gruppo Boero and the Italian Pavilion: a partnership for environmental innovation in Dubai

A historic brand within the Italian industry, the company has provided coatings and paintings for the lab-space representing Italy at Expo 2020. Several innovative solutions have been introduced, such as the “neomaterie” based on spirulina algae.



[VIEW ARTICLE DETAILS](#)

PUBLISHED: **16 November 2021**

SHARE:





(</en/Advertorial/2023/07/19/inside-the-iceland-parliament-hotel-in-reykjavik.html>)

(</en/Advertorial/2023/07/19/inside-the-iceland-parliament-hotel-in-reykjavik.html>)

Inside the Iceland Parliament Hotel in Reykjavik

(</en/Advertorial/2023/07/19/inside-the-iceland-parliament-hotel-in-reykjavik.html>)

The project by THG Arkitektur renovates three historic buildings in the heart of the Icelandic capital and integrates them into a new, different concept of high-end hospitality, linked to a sense of domesticity and sharing, dialoguing with the history of the place through a careful study of materials developed with Iris Ceramica Group brands.

Sponsored content

The most innovative dimension of the pavilion conceived by Italo Rota and Carlo Ratti Associati has been actually unveiled upon its official opening: a laboratory dimension where different excellences from Italian design and industry have turned their ongoing experimentations into active components of a built organism.



Photo ©Massimo Sestini for #ItalyExpo2020

The Boero group, born from an Italian company based on 190 years of expertise in production of painting and coating products, is main partner of the Italian Pavilion in Dubai, participating its realization but most of all its spirit, by both providing catalogue products and developing innovative and sustainable customized solutions.

A 6000 square-meter surface has been painted, including the structures and the three hulls creating the pavilion roof. For different interior spaces, instead (about 7000 square meters of painted surface), Boero has had the chance to employ its newly-developed “neomaterie”: raw materials and pigments based on spirulina algae, in order to propose a green alternative to traditional synthetic pigments.



Photo: ©Massimo Sestini for #ItalyExpo2020

The spirulina, a specific type of blue-green algae, already widely employed in human alimentation, can be used in different amounts in painting products to obtain different shades of green, as well as in the diagnostic field and as an organic solution to fix CO₂ and to produce a general improvement of the quality of environments.

The partner of Boero group in the development of these neomaterie is in fact TOLO Green, participating to the pavilion experiment with an algae farm divided in five pools enabling processes of transformation of the carbon dioxide produced by visitors into oxygen.



Photo ©Massimo Sestini for #ItalyExpo2020

Such investment philosophy, valorizing experimentation and innovation, is totally a part of the company DNA at Gruppo Boero, Giampaolo Iacone (general director and CFO) has remarked, thus echoing Andreina Boero, the honorary director of administration board, who has told us that a further development of neomaterie – looking forward to all possible innovations this could bring to current production processes – is between the highest interests of the company for its future projects.



Photo: Expo 2020 Dubai



[\(/en/Advertorial/2023/07/21/designing-the-house-of-the-future.html\)](/en/Advertorial/2023/07/21/designing-the-house-of-the-future.html)

[\(/en/Advertorial/2023/07/21/designing-the-house-of-the-future.html\)](/en/Advertorial/2023/07/21/designing-the-house-of-the-future.html)

Designing the house of the future

[\(/en/Advertorial/2023/07/21/designing-the-house-of-the-future.html\)](/en/Advertorial/2023/07/21/designing-the-house-of-the-future.html)

Born from the collaboration with British curator Tony Chambers, "The WOW House" is a special project involving the Design area of Accademia di Belle Arti di Macerata.

Sponsored content

SHARE:



SECTIONS

[News \(/en/news.html\)](/en/news.html)

Commenti: 0

Ordina per Meno re

Aggiungi un commento...

[Plug-in Commenti di Facebook](#)

Latest on News

[\(/en/design/2023/07/08/barbie-il-design-del-sogno-americano.html\)](/en/design/2023/07/08/barbie-il-design-del-sogno-americano.html)

[\(/en/art/2023/06/20/graziano-origa-lartista-amico-di-warhol-che-port-il-punk-in-italia.html\)](/en/art/2023/06/20/graziano-origa-lartista-amico-di-warhol-che-port-il-punk-in-italia.html)

Barbie, the design of the American dream (/en/design/2023/07/08/barbie-il-design-del-sogno-americano.html)

13 July 2023 (/en/design/2023/07/08/barbie-il-design-del-sogno-americano.html)
/ Design (/en/design.html)

(/en/design/2023/06/19/un-vinile-con-le-parole-di-enzo-mari-recitate-da-una-intelligenza-artificiale-.html)

A vinyl with the words of Enzo Mari sung by artificial intelligence (/en/design/2023/06/19/un-vinile-con-le-parole-di-enzo-mari-recitate-da-una-intelligenza-artificiale-.html)

19 June 2023 (/en/design/2023/06/19/un-vinile-con-le-parole-di-enzo-mari-recitate-da-una-intelligenza-artificiale-.html)
/ Design (/en/design.html)

Graziano Origa, the story of the artist who introduced punk to Italy (/en/art/2023/06/20/graziano-origa-lartista-amico-di-warhol-che-port-il-punk-in-italia.html)

21 June 2023 (/en/art/2023/06/20/graziano-origa-lartista-amico-di-warhol-che-port-il-punk-in-italia.html)
/ Art (/en/art.html)

(/en/news/gallery/2023/05/12/exhibitions-not-to-be-missed-now-and-this-summer.html)

Exhibitions not to be missed this summer (/en/news/gallery/2023/05/12/exhibitions-not-to-be-missed-now-and-this-summer.html)

14 May 2023 (/en/news/gallery/2023/05/12/exhibitions-not-to-be-missed-now-and-this-summer.html)
/ Summer (/en/speciali/summer.html)

Latest on Domus

(/en/architecture/gallery/2023/08/21/the-flatiron-and-its-siblings-stunning-triangular-shaped-buildings.html)

(/en/architecture/2023/08/23/who-was-saverio-busiri-vici.html)

The Flatiron and its siblings: 10 stunning triangular-shaped buildings you need to know about (/en/architecture/gallery/2023/08/21/the-flatiron-and-its-siblings-stunning-triangular-shaped-buildings.html)

24 August 2023 (/en/architecture/gallery/2023/08/21/the-flatiron-and-its-siblings-stunning-triangular-shaped-buildings.html)
/ Architecture (/en/architecture.html)

Who was Saverio Busiri Vici (1927-2023) (/en/architecture/2023/08/23/who-was-saverio-busiri-vici.html)

23 August 2023 (/en/architecture/2023/08/23/who-was-saverio-busiri-vici.html)
/ Architecture (/en/architecture.html)

[\(/en/architecture/gallery/2023/07/31/beijing-the-plastic-architecture-of-a-public-toilet.html\)](/en/architecture/gallery/2023/07/31/beijing-the-plastic-architecture-of-a-public-toilet.html)

Plasticity and inclusiveness: an experiment for a public restroom in Beijing

(/en/architecture/gallery/2023/07/31/beijing-the-plastic-architecture-of-a-public-toilet.html)

23 August 2023

(/en/architecture/gallery/2023/07/31/beijing-the-plastic-architecture-of-a-public-toilet.html)

/ Architecture (/en/architecture.html)

[\(/en/architecture/gallery/2023/07/26/brutalist-solidity-and-organic-dynamism-in-mexico-city.html\)](/en/architecture/gallery/2023/07/26/brutalist-solidity-and-organic-dynamism-in-mexico-city.html)

The organic brutalism of a building in Mexico City

(/en/architecture/gallery/2023/07/26/brutalist-solidity-and-organic-dynamism-in-mexico-city.html)

22 August 2023

(/en/architecture/gallery/2023/07/26/brutalist-solidity-and-organic-dynamism-in-mexico-city.html)

/ Architecture (/en/architecture.html)

[News \(/en/news.html\)](/en/news.html)

[Architecture \(/en/architecture.html\)](/en/architecture.html)

[Design \(/en/design.html\)](/en/design.html)

[Art \(/en/art.html\)](/en/art.html)

[Opinion \(/en/opinion.html\)](/en/opinion.html)

[Archive \(/en/from-the-archive.html\)](/en/from-the-archive.html)

[Products \(/en/product-news.html\)](/en/product-news.html)

[Foreign Editions \(/en/local-editions.html\)](/en/local-editions.html)

[Contacts \(/en/contacts.html\)](/en/contacts.html)

[Biographies \(/en/biographies.html\)](/en/biographies.html)

[Architectural movements \(/en/movements.html\)](/en/movements.html)

[Buildings \(/en/buildings.html\)](/en/buildings.html)

[Architecture Firms \(/en/speciali/best-architecture-firms.html\)](/en/speciali/best-architecture-firms.html)

[Design Essentials \(/en/speciali/design-essentials.html\)](/en/speciali/design-essentials.html)

[Urban stories \(http://urbanstories.domusweb.it/\)](http://urbanstories.domusweb.it/)

[Gio Ponti \(/en/gio-ponti.html\)](/en/gio-ponti.html)

Follow us



[\(https://www.facebook.com/Domus/\)](https://www.facebook.com/Domus/)



[\(/https://twitter.com/DomusWeb\)](https://twitter.com/DomusWeb)

Legal Note

Editoriale Domus Spa

Via G. Mazzocchi, 1/3

20089 Rozzano (Mi) -

Codice fiscale, partita IVA e iscrizione al Registro delle
Imprese di Milano



[\(https://it.pinterest.com/domusweb/\)](https://it.pinterest.com/domusweb/)



[\(https://www.instagram.com/domusweb/\)](https://www.instagram.com/domusweb/)

n. 07835550158

R.E.A. di Milano n. 1186124



Capitale sociale versato € 5.000.000,00 - All rights reserved -

[Privacy \(https://www.edidomus.it/en/policy/disclaimer.html\)](https://www.edidomus.it/en/policy/disclaimer.html) -

[Informativa cookie completa](#)

[\(http://www.edidomus.it/policy/index.php\)](http://www.edidomus.it/policy/index.php) - [Gestione Cookies](#)