INTERNATIONAL CEMENT CONFERENCE

Cemtech

PRODUCTION EXPERTISE - MANAGEMENT SKILLS

Cemtech Dubai 2018 – Parallel Session

Enhancing the visual impact of cement plants

Led by Thierry Bogaert, Bogaert Architecture (France)

Monday, 19th February 2018
11.00 - 12.30
JW Marriott Marquis, Dubai

Free to registered delegates

Cemtech MEA 2018 will include a special parallel session tailored to introduce participants to the concept of industrial architecture and the role it can play in enhancing the visual impact of cement plants.

A plant is located in a natural setting. Its visual impact may influence the relationship it has with community in a positive or a negative way. Industrial operators need to be aware of the image the plant conveys and how the community perceives it, and to implement on-site measures to improve public image, working environment and practices.

In this seminar, Thierry Bogaert presents a framework designed specifically for cement plant owners to identify and plan appropriate measures to enhance the visual impact of cement plants.

The first stage of the approach consists of detailed reconnaissance and analysis of the cement plant, identifying, evaluating external and internal factors which have affected the image of the plant, or are likely to do so in future. Measures that can improve the plant's visual impact, working environment and practices will be explored, identified and prioritised.

The second part of the method contains advice and recommendations to help plant owners decide on a course of action. These may include:

- establishing or updating a master plan
- analysing morphological characteristics of buildings
- cleaning and house-keeping
- making a good impression
- effective use of colour
- effective use of lighting
- effective use of landscaping
- entrance design, signage and layout
- improving internal signage / industrial tourism.

About Bogaert Architecture

Thierry Bogaert is an industrial architect with 25 years of experience working across several continents. His Paris-based company participates regularly in the design and renovation of industrial facilities along with their visual regeneration. With over 60 major schemes in over 20 countries to its credit to date, including many in the cement sector, Bogaert Architecture has developed a method of analysis and action specifically dedicated to industry, aiming at a better performance and a better image of the industrial site.

For more information, see: **www.Cemtech.com/MEA2018**