

Klimahouse 2020 - Bolzano, 22nd-25th January 2020 -Booth D26/42

RUBNER HAUS PRESENTS SOPHIA

*In collaboration with the Roma Tre University
and with the contribution of Hevolus Innovation - Würth partner*



Bolzano, 22nd January 2020 – Inspirational space, study and experimentation room, research laboratory for sustainable and innovative living: it is called SOPHIA, Sustainability of Preamsembled Highly Innovative Architecture and is the new **Rubner Haus** project born in collaboration with **Roma Tre University** and with the contribution of **Hevolus Innovation (Würth partner)**, a leading company in the field of disruptive technologies specialized in Mixed Reality.

Sophia was presented as a preview during the Klimahouse 2020 at the Rubner Haus D26 / 42 stand and it will be built in the Rubner exhibition area by the first half of 2020 according to techniques and materials that aim to achieve maximum sustainability in terms of insulation, heat insulation and exposure to natural sunlight to ensure the best air quality inside the rooms. It will also focus on minimizing the energy necessary for its functioning.

“In recent years, we have been witnessing a rising awareness of the impact that our choices have on the environment - explains Deborah Zani, Rubner Haus CEO. We know that buildings alone represent 40% of all carbon emissions, and we also know that technology has made great strides that allow us today to use materials that were unthinkable just a decade ago. Among these, wood enables a building construction technique that has minimal impact on the environment, optimizing energy consumption and avoiding waste, reducing construction time and transport costs, and improving people's quality of life. For years now, Rubner Haus has been committing to the continuous improvement of the techniques and performance of this material. Now with the SOPHIA project there is a concrete application of all the resources and technologies

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already available today for the home of the future and a place for research and experimentation for tomorrow's materials and technologies. "

"We designed SOPHIA by deploying our university research on energy, sustainability and bioclimatic efficiency - says Chiara Tonelli, Associated Professor in Architecture Technology at the Department of Architecture of the Roma Tre University –, to guarantee high performance, fostering the environmental health in home spaces and reducing the environmental impact of buildings. With SOPHIA we look towards the future of sustainable architecture, combining technological experimentation and scouting for new components and materials. "

More specifically, Sophia will have a ground floor flooded with natural light within which there will be an educational area focused on materials and technologies that enable sustainability. There will also be a conference area for training events, meetings or conferences on the world of wooden constructions and on the evolution of this material that has become a viable alternative to more traditional structural materials. On the other hand on the upper floor, there will be the home of the future, thanks to the collaboration with leading companies in their sector such as Samsung, Minotti, Gessi, Artemide, Incontra and Kvadrat who will furnish Sophia according to the highest quality and innovative standards.

Because SOPHIA - the home of the future – is both sustainable and intelligent. Starting from its presentation: thanks to the partnership with Hevolus Innovation, you will have the chance to live an exciting Mixed Reality experience and move within the project even before its realization. The digital twin of SOPHIA, created by Hevolus Innovation (Würth partner), is a virtual reproduction of the prototype through which you will be able to see the architectural envelope of the project and move inside the several areas in full scale by wearing Microsoft HoloLens 2 or immersive Mixed Reality headsets, or by using portable iOS devices.

A cutting-edge project, implemented in a multi-device and multiplayer perspective, with which Rubner ranks among the first companies supplying wooden houses to use the Microsoft HoloLens 2 holographic computer.

In particular, the SOPHIA digital twin integrates advanced features that allow you to enhance and appreciate the spatial, material and distribution characteristics of the living prototype. Among the most innovative features: the "Night mode" button, to view the perimeter walls of light that delimit the basement volume, and the interactive maps of the project plans, to transport yourself in the rooms with a simple gesture and thus be able to explore the whole model.

Rubner Group

Born in Chienes (Province of Bolzano) from a water-powered sawmill, the Rubner Group - which had a 2018 turnover of € 314,450M - employs around 1300 people, has over 20 companies and owns factories in Italy, Austria, Germany and France with 55% of revenues being developed beyond national borders. Products range from houses and doors to the design and construction of large structural works made of laminated wood such as multi-storey buildings, schools, warehouses, industrial plants and offices, shopping centres, congress centres, gyms, stadiums and hotels. The Rubner Group companies cover the whole production chain: from the wood industry - in which RHI (Rubner Holzindustrie RHI) is active, a company specialized in the production of sawn timber and spruce semi-finished products; NORDPAN that manufactures and markets high-quality solid wood panels, both single-layer and multi-layer, and in different dimensions and qualities - to wooden structures where RUBNER HOLZBAU represents the most dynamic and technologically advanced sector of the group dedicated to the construction of large laminated wood buildings with innovative or particularly sophisticated characteristics. And again, from large 'turnkey' projects for which RUBNER OBJEKTBAU is the General Contractor of the Group entrusted with the design and construction of complex orders, to wooden houses where RUBNER HAUS has built more than 25,000 buildings and is today the only European company capable of offering three different construction solutions: Blockhaus for solid wood houses, Telaio, wooden frame construction system, Casablanca for plastered solid wooden houses; and pure wood houses thanks to the holzius patented technique, that allows you to create walls and floors in wood without the use of glue and other components. Lastly, wooden doors, for which RUBNER PORTE has gained the reputation of specialist in the production of tailor-made, high-quality doors for interiors and exteriors.

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Hevolus Innovation

Hevolus Innovation is a B2B company specialized in research and development of innovative business models for a phygital customer experience. Microsoft international partner for Mixed Reality, winner of the 2019 SMAU Innovation Award, already in the list of the top ten European suppliers of AR / VR platforms - Hevolus Innovation is a leader in the world of disruptive technologies (Mixed Reality, Augmented Reality, Virtual Reality, Artificial Intelligence, Microsoft Dynamics and cognitive services) which are used to innovate the shopping experience and business strategies in reference markets. Among its success stories: Natuzzi Group, Maronese ACF, Mondo Camerette, Veneta Cucine, Gessi. The company also deals with Corporate Open Innovation for the Würth multinational Group, with successful projects aimed at some key sectors of the group, including carpentry, construction of cruise ships and yachts, wood industry and manufacturing industry. Among the most successful solutions of Hevolus Innovation: Augmented Store, HoloMaintenance, HoloWarehouse, HevoProject. On 12th January 2020 at the international event NRF 2020 in New York, an event dedicated to operators in the retail industry, the CEO of Microsoft - Satya Nadella - spoke about the Augmented Store for Natuzzi, conceived and developed by Hevolus Innovation, as one of the most innovative global projects that are changing the customer experience in the furniture and retail industry, thanks to the use of Microsoft HoloLens2 and Azure services. For more info: www.hevolus.it



Roma Tre University is a young university, for young people. It was born in 1992 and has rapidly grown both in terms of students and number of Degree courses. In international rankings, it has an excellent rating, especially among younger universities. A dynamic, modern and international university that immediately characterized itself as a vital lever of the urban development of the Capital, within which it has become well established and whose face has changed with a persevering process of renovation and re-use of industrial abandoned buildings, transformed into factories of knowledge and research. Among its founding values, Roma Tre includes the promotion and organization of research at an international level, advanced training and the development and diffusion of knowledge, environmental protection, international solidarity, the principles of gender equality and the evaluation and incentive of merit.

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