

# ALUCOBOND® art

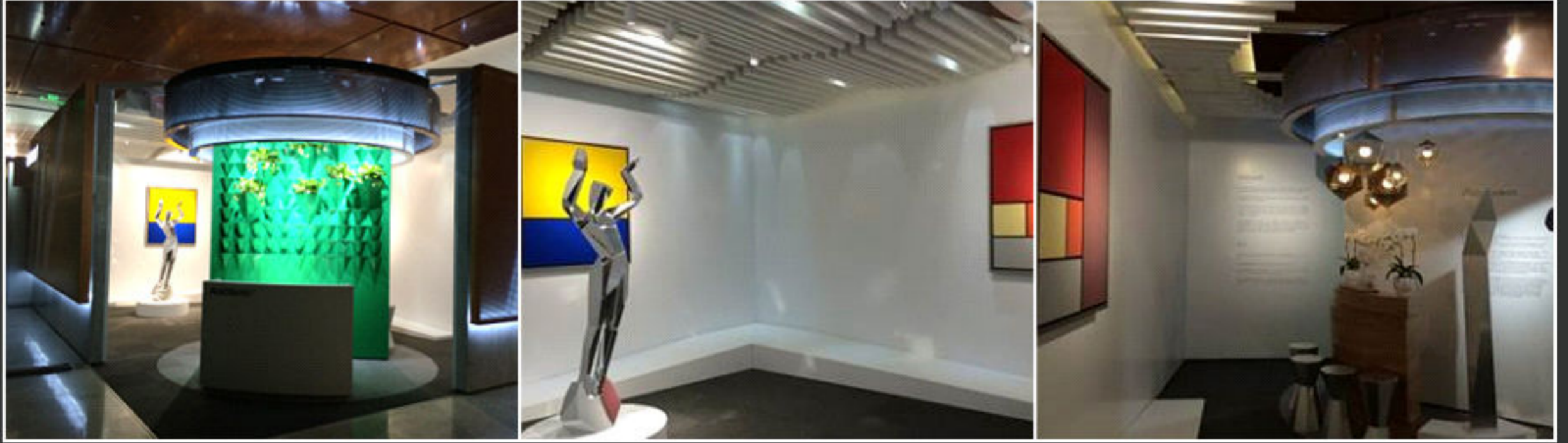
The art is unbounded, and infinite possibility is the essence of art. It is the same for architecture, which is also one form of art.

You all have known ALUCOBOND® as the pioneers of aluminium composite materials (ACM) for more than 45 years. ALUCOBOND® has not only been the most preferred brand of ACM/ACP for architectural cladding applications, but has also shaped the way that buildings are built and look worldwide.

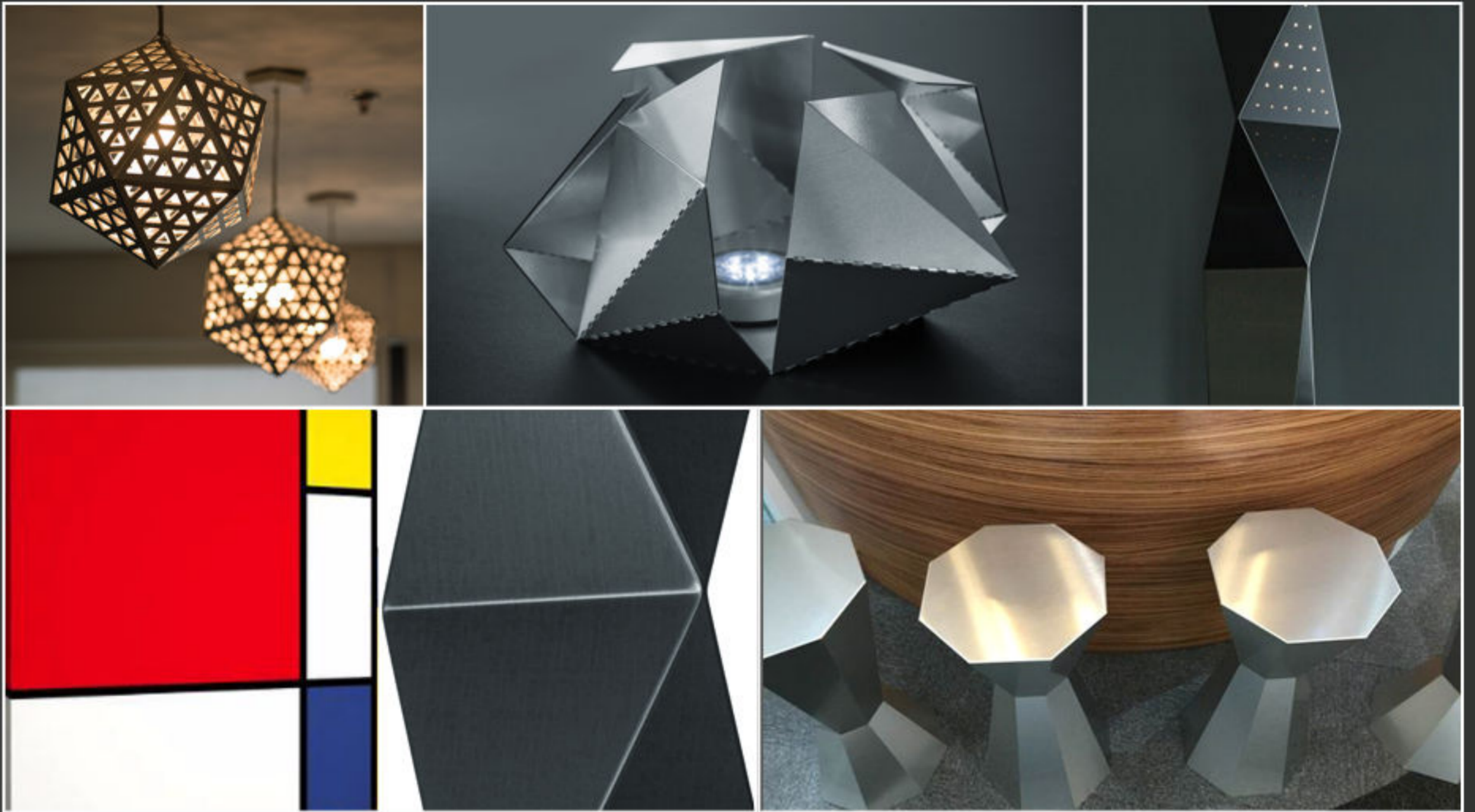
If ALUCOBOND® thinks beyond architecture, what kind of artistic possibilities will it create?

ALUCOBOND® is like an artist who is on a never-ending quest for nothing less than perfection and immaculate detailing.

This was showcased to the world for the first time during the BAU Beijing exhibition held in 2015. ALUCOBOND® wanted to step outside the normal boundaries of showcasing itself in exhibitions world over and chose to follow the unconventional method of partaking in this particular event by demonstrating a fusion between innovation and the artistic element of ALUCOBOND® materials. Each of the elements showcased in this exhibition booth was made from ALUCOBOND®.



With the aim of applying inspiration from architectural design in life and space art, to go beyond borders, seek the infinite possibility of art, and render the unprecedented life aesthetics, ALUCOBOND® developed the idea to create an art gallery revolving around the theme of "Boundaryless" therefore connecting art with ALUCOBOND®.



Dr. Tarek Haddad, *CEO Architecture and Display Asia aptly states* - "Gone are the days when creativity was limited due to a lack of innovation. ALUCOBOND® allows architects, owners, and designers to reach, their sometimes extreme goals in a non-traditional manner, being unbound from the constraints of other ACM material and producers."

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