

PRESS RELEASE

Rédais: Casal Bertone lands in Bruxelles

The Casal Bertone 2020 project – coordinated by Rédais – Abitare Sostenibile – has been chosen, alongside three other projects, to represent the City of Rome at the Open Days in Brussels

Bruxelles, October 13th 2011 – Rédais – Abitare Sostenibile (Sustainable Living) has been chosen for its “Casal Bertone 2020” project, alongside three other initiatives (Tor Bella Monaca, Ostia and Tridente), as example to represent the City of Rome at the IX edition of the Open Days in Bruxelles.

“Casal Bertone 2020”, is a project in which Rédais has included a large number of urban interventions and renovations, the first of these being the building that is in way of construction in the industrial area of Via di Casal Bertone, 66. At its completion, this building will be the first example of sustainable construction in Rome.

The Open Days meeting in Bruxelles, thus represents the optimal occasion to underline this unique undertaking brought to life by Rédais. This is only the first of many examples that defines the Rédais System”. Casal Bertone 66, is not only an unprecedented sustainable and energy efficient construction, but an entire new redevelopment that extends to the whole neighborhood throughout the future development of the first Eco-District in Rome. This last feature has given Rédais the possibility to take part in two major “Green Projects” such as the Energy Year Program and the EU based CAT MED.

The Energy Year Project is the contribution that the City of Rome and a number of virtuous local Companies, including Rédais, offers to the attainment of EU objectives in terms of overall reduction of its carbon footprint. Promoted by the EU, and presented in Malaga in 2009, the CAT MED project (Change Mediterranean Metropolises Around Time), wishes, instead, to develop collaborations between partner cities, in order to facilitate the reduction of Co2 emissions within the Mediterranean basin. In this contest the neighborhood of Casal Bertone, thanks to the building developed by Rédais and the above mentioned Eco-District, has become part of this important project, obtaining the acknowledgment as the first sustainable neighborhood of the City of Rome.

An effort, moreover, that sets Rédais in the right path underlined by this year’s Open Days. A place that represents an occasion in terms of confrontation for new generations on those necessary objectives set for the years after 2013. Objectives that Rédais has played and shared with tangible actions orientated to the extension of the term “Sustainable Living”, in line with EU indications of “smart, sustainable and inclusive growth”.

For further informations please contact
Moltiplica – Il Valore della Comunicazione Press Office
Tel: +39.06.86391527
www.moltiplica.net
Anna Rita Gervasini
Mobile +39.335.216363
a.gervasini@moltiplica.net
Matteo Tivegna
Mobile +39.393.1874105
m.tivegna@moltiplica.net