**Cosentino Group, the protagonist at ‘World SB14 Barcelona’ the World Sustainable Building Conference**

* **The global company, together with the Make it Right Foundation, – the non-profit organisation founded by the actor Brad Pitt – organised one of the Conference’s most important presentations.**
* **The presentation, which focused on access to sustainable and ecological homes for low-income families, included speakers such as Tom Darden, Executive Director of Make It Right; Craig Turner, the Foundation's Construction Manager; American architect John C. Williams, and Valentín Tijeras, Cosentino's Product and Innovation Director.**
* **Yesterday, on the last day of the conference, the multinational offered a second debate, centred, in this case, on the importance of designing and implementing sustainable processes for large-scale buildings and modular designs.**

**Cantoria, 31th October 2014.** – [The Cosentino Group](http://www.grupocosentino.es/), world leader in the production and distribution of innovative surfaces for architecture and design, was one of the main protagonists at the [World Sustainable Building Conference (World SB14](http://wsb14barcelona.org/)) – ending today in Barcelona – thanks to the extremely interesting presentations it put together for this event.

One of the conference’s most outstanding presentations was the one given by Cosentino, together with the [Make it Right Foundation](file:///C:\Documents%20and%20Settings\vfeo\Configuraci%C3%B3n%20local\Archivos%20temporales%20de%20Internet\Content.Outlook\Q8EMSLGA\makeitright.org), the non-profit organisation founded by the actor Brad Pitt.

The Foundation's top directors, Tom Darden, Executive Director of Make It Right, and Craig Turner, the Foundation's Construction Manager, addressed the topic of access to sustainable and ecological homes for low-income families in their speech. In their presentation, they maintained that it is possible to create housing projects offering high performance, energy efficient, sustainable homes of good design for people on low incomes.

Believing that quality, sustainable houses can be built for the same price as conventional ones, the directors of Make it Right showed attendees its projects in New Orleans, Newark (New Jersey), Kansas City (Missouri), and on the Fort Peck Indian Reservation in Montana.

The panel was joined by American architect John C. Williams, founder of the architecture firm of the same name based in New Orleans, and Valentín Tijeras, Cosentino's Product and Innovation Director.

The conference was the result of the collaboration created between Cosentino and ‘Make it Right’ in 2010. The multinational donated its product, [Eco by Cosentino®](http://www.ecobycosentino.es/) – a revolutionary surface made from recycled materials – to be used for the bathrooms and kitchens of the houses that the foundation built in New Orleans following the catastrophic damage caused by Hurricane Katrina in 2005.

As Tom Darden stated, *'Eco by Cosentino is the perfect material for sustainable architecture, not only for its sustainable nature but also for its aesthetic quality and its excellent properties and performance'.* *'It's a perfect example of our value proposition: quality, design and sustainability are not incompatible with the cost of our homes. From our point of view, houses that are built with an attractive design play a key role in creating sustainable communities. The fact that Frank Gehry, Shigeru Ban and David Adjaye work with us is a statement of intent',* said Darden.

Meanwhile, Valentín Tijeras reiterated '*Cosentino's commitment to sustainable architecture and design. We're not only talking about Eco here, but to say that all the company's processes and activities are defined by criteria of sustainability and respect for the environment. For us it is a source of pride to work hand in hand with Make it Right, an organisation that promotes buildings that are LEED Platinum certified'.*

Yesterday, the Spanish multinational offered a second debate, moderated by architect and Cosentino partner, Adelina Salinas, in this case based on how design influences the implementation of sustainable processes within the retail, franchising and hotel industries.

Stressing the importance of implementing these sustainable processes for large-scale buildings or modular ones, the discussion featured David Iglesias, partner at Alonso Balaguer y Arquitectos Asociados; Maria Teresa Valiño, from Valora Consultores; Luis Ortega Cobo, an expert on Energy and Sustainability at International Hospitality Projects (IHP), and Santiago Alfonso, Cosentino's Director of Marketing and Communications.

The World Sustainable Building Conference – which was formally closed by Isabel García Tejerina, Minister of Agriculture, Food and the Environment – is the largest gathering in the world on sustainable construction, and is where the most important and influential international institutions in this field meet. This year's edition was attended by over 20,000 visitors, coming from more than 50 countries.

**About Cosentino Group**

Cosentino Group is a global, family-owned company that produces and distributes high value innovative surfaces for architecture and design. As a leading company, Cosentino imagines and anticipates together with its customers and partners design solutions that offer value and inspiration to people’ lives. This goal is made possible by pioneering brands that are leaders in their respective segments such as Silestone®, Dekton®, Eco by Cosentino® and Sensa by Cosentino®. Technologically advanced surfaces which allow create unique designs for the home and public spaces.

The group bases its development on international expansion, an innovative research and development programme, respect for the environment and sustainability, and its ongoing corporate commitment to society and the local communities where it operates, education, equality and health & safety.

Cosentino Group currently distributes its products and brands in more than 80 countries, and directly manages from its headquarters in Almeria (Spain) its own facilities in more than 20 of them. 90% of Cosentino Group’s turnover comes from international markets.

[www.cosentinogroup.net](http://www.cosentinogroup.net)

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