



News release

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Ecobuild exceeds expectations

Ecobuild exceeded all expectations last week, delighting exhibitors, delivering standing-room-only audiences at conference and seminar sessions, and providing visitors with an unrivalled array of information, contacts and experiences.

Highlights from the exhibition floor – over 1,300 suppliers, offering an incredibly diverse range of products – included the StramitZED from eco-architect Bill Dunster, a code level 6 home that can be built for just £135,000, constructed using straw cassettes within a timber frame. Continuing the timber theme, Pasquill's engineered timber structure was a show-stopper, a stunning hyperbolic paraboloid which demonstrated both the design possibilities and the great structural spans that can be achieved with glulam.

Energy, both generating and saving it, was a prominent theme, with numerous technology options on display by with suppliers of PV and solar, and energy-efficient boilers, heating and hot water systems. Visitors keen to take advantage of the opportunities afforded by the Feed-in Tariff flocking to Ecobuild's *Solar hub* and *Practical installer* attractions for expert advice and the chance to get hands-on.

Cityscape, which this year took *Greening the city* and *Enhancing biodiversity* as its themes was an enormous hit, packed with apprentice bee keepers and others keen to bring life to even the grittiest urban environment. And at *Natural, traditional...sustainable*, crowds of enthusiastic visitors were treated to demonstrations of straw bale construction, dry stone walling and cob brick building.

Away from the exhibition floor, Ecobuild's conferences and seminars gave visitors the most impressive free education programme. Over 130 sessions, delivered by 750 speakers, took place over three days, all packed to the rafters whether it was Professor Brian Cox asking *Can science save us?* or an in depth look at latest building regulations in *Regulations revealed*.

Whilst visitor numbers are still to be announced, they have certainly outstripped the organiser's forecast of 50,000 over the three days, further underlining Ecobuild's position as the biggest event for sustainable design, construction and the built environment in the world, and highlighting the sector's commitment to the sustainability agenda.

Ecobuild's new location at ExCeL proved to be popular too. Exhibitors and visitors alike commented on the ease of navigation, the standard of the facilities, and the buzzing atmosphere that reached out into every corner of the event, from the central boulevard to the furthestmost seminar room.

Reflecting on Ecobuild's first time at its new home, managing director David Wood said, 'We are enormously pleased that exhibitors and visitors have turned out in record numbers to take part in this year's Ecobuild and that ExCeL has been so well-received. But the venue is just a part of the experience of course. We've worked hard at putting together a proposition that specifiers from across UK construction – and increasingly, further afield – find compelling when there are so many other competing pressures on their time. Continuing to strengthen that proposition remains our top priority for Ecobuild 2012 and beyond.'