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Lafarge A&C Division  
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Readymix Qatar

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## **The Emir of Qatar walked over Artevia® in the opening of the Arab Museum of Modern Art**

As a first of its kind in the region The Emir of Qatar, HH Sheikh Hamad bin Khalifa Al Thani, opened during the month of December The Arab Museum of Modern Art, “Mathaf” in Arabic, located in Education City - Doha with the ambitious goal to foster creativity, promote dialogue and inspire new ideas about modern and contemporary Arab art in Qatar

The museum is housed in a school building redesigned by noted French architect Jean-Francois Bodin in association with Burns and McDonnell and Qatar Foundation

Artevia range was specified in the project since it's inception in Paris and was finally deployed on the project site by the Readymix Qatar team thanks to the good coordination between the Lafarge marketing division in Paris and the marketing team in Readymix Qatar

A total of 2,635 sqm of Artevia® Exposed was applied in the floor and in some short walls of the main entrance and surrounding areas of the museum to combine the colours and the rustic aspect of the project. The Artevia® range used was a natural and beautiful combination of gray and beige aggregates with light gray concrete colour

Loren Zanin, VPGM said “This achievement recognizes the company effort in innovation and the continue work with Lafarge to develop VAP products for the Qatar market.” Daniel Mendible, marketing manager added “In Readymix Qatar we are continue working with contractors, consultants and architects to show them the enormous potential of Artevia® for applications in all kind of jobs in the market, since individual villas to large key projects”

Artevia® range was transferred to the Qatar BU in early 2010 and currently has four different applications, Artevia® Exposed, Artevia® Print, Artevia® Colour and Artevia® Polish.

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