



## **Semana de la Madera (The Wood Week)**

**Santiago, Chile**

**August 23-27, 2017**

[Website](#)

The Wood Week is the meeting in Chile where all facets of the wood industry converge to show the potential of wood and wood products in architecture, design, engineering and innovation. It is also the forum where the latest international trends in wood products are presented and where professionals, students, suppliers and the general public can exchange views on this material. The Wood Week offers a unique opportunity to discover the infinite possibilities of this versatile, ecological and sustainable material, with a distinct national context.

The objective this year is to promote the valorization of wood as a renewable, sustainable, and ecological positive material that is endowed with a marked national identity. Its versatility and unmatched warmth - in addition to its many technical advantages, such as its low thermal conductivity and high seismic resistance, among others -, make wood an ideal material for both construction and sustainable design.

Michael Green, Canadian architect, internationally recognized as the main promoter of high-rise wood construction, will be the featured speaker at the Architecture Seminar in Semana de la Madera. In 2014 he led the planning/ construction of the Wood Innovation Design Center (WIDC) in British Columbia, Canada, a building of 8 floors and 30 meters high, that for a time enjoyed the title of being one of the tallest wooden buildings in the world. However, Green wanted to further the design concept and last year completed the T3, the tallest wooden building in the United States, with seven floors. All this impulse for the construction in height has unleashed an amazing race to reach higher and higher, and globally there are now wood buildings that rise to 14 and 18 floors.

In Chile, Radiata Pine is the main species used in construction and the Chilean regulations require the use of treated wood, The Wood Week is a great opportunity for Lonza Quimetal to educate specifiers and consumers about the benefits of treated wood, including through an industrial display.