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fermacell Project & Solution

Media Plaza Jaarbeurs, Utrecht, The Netherlands

- Project completed in 2008
- **fermacell** Flooring Elements 2 E 34 (3,000 m²)
- **fermacell** Gypsum Fibreboards 15 mm (3,000 m²)

Media Plaza Jaarbeurs, Utrecht, The Netherlands

The Project

Anyone walking into Media Plaza in the Jaarbeurs complex in Utrecht is struck at once by its futuristic appearance. During the recent rebuilding, the theme of Fire & Ice was created in spectacular fashion with colour, lighting, materials and shapes. Not visible, but certainly as impressive, is the floor construction.

Architects from 123DV succeeded in reshaping a 4,000 square metre, bare exhibition salon into a futuristic venue for innovative congresses, workshops and seminar theatre. Intense colours like red, yellow, orange and black predominate in the foyer. The curved shapes used express fire while in the salons the right-angled



details and white colours express ice. What is unique is the fact that the atmosphere, look and the mood of the plaza can be adapted at any moment with the help of lighting. The psychology of colours has been put into practice here and the theme of fire and ice has been taken in to account.

Project Requirement

The Media Plaza is used for seminars, exhibitions and trade fairs, so high demands were placed on the floor. First of all, the floor had to withstand very heavy loading. Apart from that, there were strict requirements with regard to impact noise reduction. Media Plaza is based on the first floor of the Jaarbeurs building where a traditional screed on the existing concrete floor would have been too heavy.

The solution was found in **fermacell** Flooring Elements and a load-spreading layer of **fermacell** Gypsum Fibreboards. The 45 mm **fermacell** Flooring Elements consist of a 2 cm thick damping underlay of wood fibre with two Gypsum Fibre-

boards of 12.5 mm glued onto it. As an extra stabilising layer in Media Plaza, outfitters Muis Inrichtingen in Purmerend installed a 15 mm thick **fermacell** Gypsum Fibreboard, fully glued and riveted. With a total system thickness of 6 cm the floor has been made so that it can withstand extreme loading.

Solution

After treatment with a fibre-bound levelling agent, the fermacell floor was finished with a white levelling screed from Senso. fermacell was installed in the then still empty salon. Afterwards, the enormous space was divided with partition walls. The fermacell floor construction has been used in many projects but rarely in one with such a huge space.

The result is truly fantastic and meets the high expectations of both the Architect and the Building contractor, the Media Plaza offers 17 varied salons and 3 multifunctional foyers.

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Project details	
Project type	Conference centre
Client	Stichting Media Plaza, Utrecht
Architect	123DV Architectuur & Consult, Rotterdam
Main contractor	VIOS Bouwgroep, Utrecht
Outfitting	Muis Inrichtingen, Purmerend
Delivery	2008

Fermacell GmbH
Düsseldorfer Landstraße 395
D-47259 Duisburg

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