

Press release, September 22, 2017

3D Construction Printing

Disruption in construction: Massive media coverage of the initial 3D printing of The BOD – Europe’s first 3D printed building in Copenhagen.

- Disruptive element is fueling the interest; More than 100 reports in the national and international media
- Extensive TV coverage of the event in Danish, Russian, Polish and Lithuanian TV
- See new video from the start of the 3D printing here: <https://3dprinthuset.dk/the-bod/>

The initial 3D printing of Europe’s first 3D printed building, The Bod, in Copenhagen, which was celebrated at an open house and media event last week, has been extensively covered by Danish as well as international media. Several Danish TV and radio channels were on site to cover the event live, and their footage was later used by the international media. 3D construction printing represents a clear disruption of the construction sector, which has remained virtually unchanged by the digital revolution happening elsewhere.

The event was organized to celebrate that 3D printing of The BOD had begun and had gathered more than 100 attendees and multiple representatives from the press, especially radio and TV. Since last Monday the interest from the international media has exploded and TV news broadcasts from several countries aired the story. Large interest was noted especially in China, Russia, Romania, Lithuania and Poland, where several TV channels covered the story.

The international attention has to some extent surprised 3D Printhuset, who is responsible for the project. Asger Dath, communications manager in 3D Printhuset added: *“We believe that the disruptive element of our project is what is fueling the media interest, but we are none the less surprised about the massive TV coverage and especially the coverage in Poland. We understand that we got good coverage in Romania, as our architect, Ana Goidea, originally is from Romania, but the large Polish interest is somewhat of a mystery to us”.*

When finished at the end of the fall, The BOD will serve as an office hotel. Although The BOD will only be a very small building, Henrik Lund-Nielsen, CEO of 3D Printhuset, was convinced of the large importance of the building as a demonstration project, demonstrating disruption in real life construction. Henrik Lund-Nielsen said: *“We are extremely proud to be doing this demonstration project, demonstrating for the first time in Europe, that a building can be made with the disruptive 3D printing technology and still live up to the strong regulations we have here. We hope to inspire others with this project and welcome any chance to discuss with interested parties how 3D construction printing can be applied in Europe on a grander scale. The construction sector is ripe for disruption, so let’s get going.”*

After the top of the foundation was 3D printed last Monday, the rest has been casted and insulated using traditional techniques. Now electricians and plumbers are finishing their part related to the foundation, and once they are finished after next week, 3D printing of the walls will begin. Once the building is entirely finished, 3D Printhuset will rent out work spaces at the building, but the letting will first happen after a period of time to allow national and international visitors a chance to study the building when complete.

See video from the start of the 3D printing of the building here: <https://3dprinthuset.dk/the-bod/>

For further information, please contact:

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www.3DPrinthuset.dk/The-BOD/

The BOD

Architect: Ana Goidea, MAA

Address of The BOD:

Kattegatvej 2
2150 Nordhavn, Copenhagen
DENMARK



The BOD (“Building on Demand”) building in Copenhagen Harbour with curved 3d printed walls and sloped roof (Architect Ana Goidea, MAA)



Large amount of attendees and media at the opening of The BOD – Europe’s first 3D printed building – to the public



Extensive radio and TV media coverage of the live 3D printing of The BOD – Europe’s first 3D printed building.



Henrik Lund-Nielsen, CEO at 3D Printhuset being interviewed to national Danish TV at the opening of The BOD