



THE POWER OF
ALUMINIUM

IMAGINATION • INSPIRATION • INNOVATION

11 June 2007

Students urged to explore aluminium's potential

Students are being urged to explore the potential of aluminium by using their imagination to prepare entries for a new Awards initiative being staged next year.

The Power of Aluminium – formed to promote the use of aluminium extrusion by more engineers, designers and architects – wants to see students in each of those disciplines get to grips with the world's most versatile metal.

Head of The Power of Aluminium Andy McLoughlin said: "We'd love to see students exploring new ways in which aluminium and aluminium extrusion can be used, and we know there are talented future engineers, designers and architects at university departments here and on the Continent.

"It's an attractive, versatile and long-lasting material, that can be found in some of the UK's most striking buildings, including Lord's cricket ground, the Royal Ballet School and the new Wembley Stadium."

The Power of Aluminium is also seeking backing from sponsors, industry experts and leading designers for The Power of Aluminium Awards, to be held in 2008.

With up to £60,000 total prize money, the Awards ceremony is already attracting interest among prospective entrants across seven key categories, including Building and Construction, Transport, and Consumer and Engineered Products.

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McLoughlin said: "The organisation has come a long way since being formed, and it is pleasing to see it attracting the support and backing needed to make it a success in promoting this most important, attractive and versatile of metals. We are still seeking further sponsors and supporters for the Awards, to join us in celebrating design excellence in their arenas."

The Awards will also encourage and promote the ongoing use of aluminium across a range of industries and has already received backing from the Council for Aluminium in Building, Aluminium Stockholders' Association, Aluminium Finishers' Association, and finishing company Powdertech.

Popular designer Wayne Hemingway will present the Awards, and help promote aluminium and aluminium extrusion. He is also chairman of Building for Life, an organisation comprising the house-building industry, government and campaigners, and with a shared commitment to quality in new homes.

And Geoff Doyle, who boasts more than 25 years' experience as a metallurgist – 20 of them working in the aluminium industry – is The Power of Aluminium's own technical expert. Sponsors and supporters are being offered the chance to tap into his wealth of knowledge, including free-of-charge design consultancy.

Doyle has also played a key role in developing the <http://www.powerofaluminium.com> website, which is believed to be the most comprehensive source of aluminium-related technical information and best practice knowledge anywhere in the world.

For further information, please call The Power of Aluminium Hotline on 0121 450 4260.

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