



Press release 3rd November 2010

MAXXI, National Museum of XXI Century Arts, Italy, wins World's Best Culture Building at World Architecture Festival Awards 2010

- 'Mature work emerged out of a highly original process –

MAXXI, National Museum of XXI Century Arts, Italy, designed by Zaha Hadid Architects, has won the 'World's Best Culture Building' award at the prestigious World Architecture Festival Awards (WAF Awards) 2010.

The Museum addresses the question of its urban context by maintaining a link to the former army barracks and continues the low-level urban texture set against the higher level blocks on the surrounding sides of the site.

The presentation of the WAF Awards is taking place during the biggest global celebration of architecture - the World Architecture Festival, which is being held at the Centre Convencions International Barcelona (CCIB) this week.

MAXXI was chosen by some of the world's most distinguished architects and renowned industry experts, beating off competition from a shortlist of 14 entries.

The jury found that the Culture category created juxtapositions difficult to reconcile. The judges said: "MAXXI, National Museum of XXI Century Arts was found to be a mature work emerging out of a highly original process. It is the outcome of a serendipitous marriage between a sympathetic programme and the demands of a building type which allows for sculptural interpretive spaces."

Speaking at the WAF Awards 2010 Paul Finch, WAF Programme Director, said: "World Architecture Festival brings international architecture to the forefront, against the backdrop of Barcelona's breathtaking architecture. Yet again we received a huge response to the fiercely contested WAF Awards, with over 500 entries from 61 different countries. The geographical range and quality of this year's designs were exceptionally high, with a great deal of entries from "new" economies, both by local

architects and international practices. Our congratulations go to the winners for a project that is truly exceptional.”

The WAF Awards see unsung local buildings take on internationally acclaimed projects in what is the world's biggest architecture contest. Unlike other architectural competitions, architects present their work in front of leading industry judges and a live public audience as they compete for the accolade of 'World Building of the Year'.

This is the 3rd year the World Architecture Festival Awards have been presented. Previous winners include 'World Building of the Year 2008' - Luigi Bocconi University, Milan, designed by Irish practice Grafton Architects and 'World Building of the Year 2009' - Mapungubwe Interpretation Centre in South Africa, designed by Peter Rich Architects of Johannesburg.

-Ends-

Notes to editors

1. Images of the winning buildings can be downloaded from this site:

<ftp://ftp.emap.com/>

Username: worldarchitecturefestival

Password: 34mpK1%y

Folder: WAF 2010 project entries

2. For further press information on the World Architecture Festival Awards contact Tilly Shirlaw at FD on +44 (0) 207 269 9352 or Tilly.Shirlaw@fd.com or Joanna Spinks on +44 020 269 9348 or Joanna.Spinks@fd.com

4. WAF Award categories include:

Completed buildings

Civic and community

Housing

Learning

Culture

Landscaping

New & old

Display

Office

Production

Health

Shopping

Sport

Holiday

Transport

House

**Interiors and fit out
Design**

Future projects

Structural

Offices

Masterplanning

Spans

Hotels and casinos

Landscape

Towers

Health small

Infrastructure

Metal

Health large

Competition entries

Concrete

Bars and restaurants

Residential

Timber

Culture and civic

Commercial

Glass

Retail small

Cultural

Tensile

Retail large

Experimental projects

Composites

Masonry