

Picharchitects renews its commitment with innovation by creating PichInnovation

From Picharchitects/Pich-Aguilera we launch our new brand PichInnovation, dedicated to innovating construction systems and the construction industry.

Innovation has always been one of the driving forces behind Picharchitects/Pich-Aguilera's architecture projects, along with sustainability, industrialization and the use of tools such as BIM.

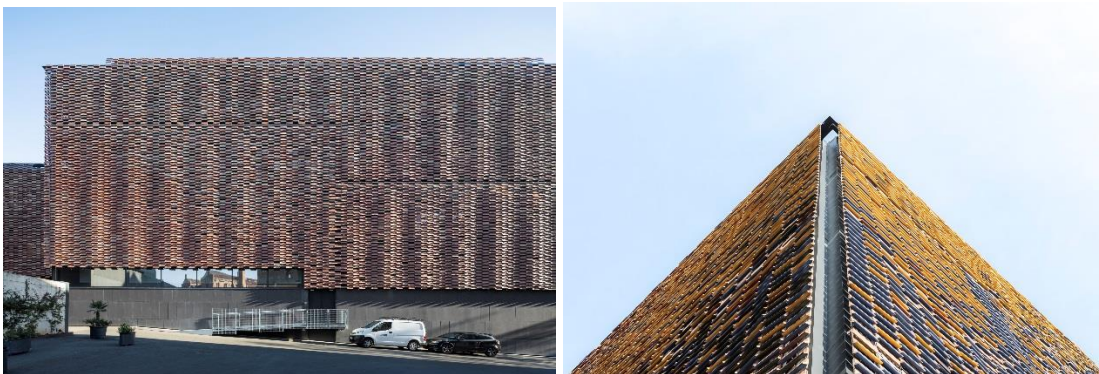
PichInnovation is established as a brand that helps the transformation of the construction sector toward a circular economy. We develop new products, construction systems, installation methods and business models, in close collaboration with our customers, manufacturers and industrialists. This is how we unite, with a multidisciplinary team, manufacturing know-how, and experience on-site.

We consider all phases of a product's life cycle, as well as its environmental impact, from production to installation, use and maintenance.

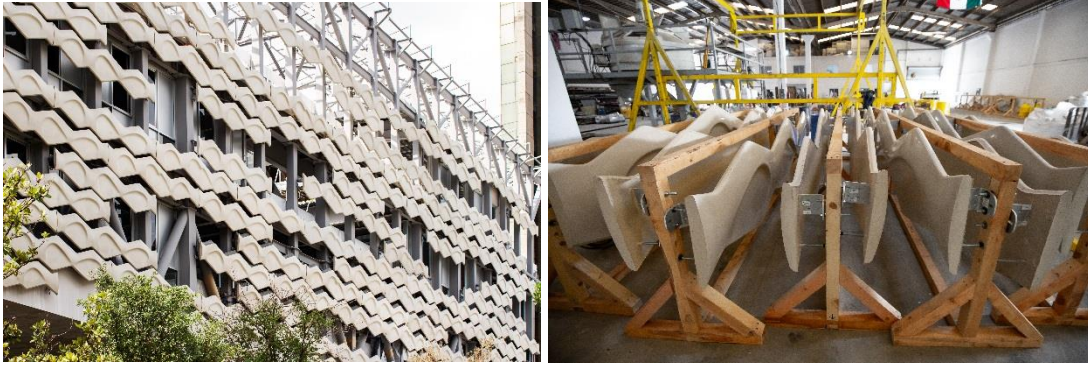
We work on both **exploitation and exploration innovation.**

In the first case, the result of our work is products or systems ready to be introduced to the market and applied in the projects of the firm

Picharchitects/Pich-Aguilera. Among them, it is worth highlighting the part of the facade of the Sant Pau Hospital Research Institute in collaboration with Flexbrick, and the prefabricated concrete façade of the OUM wellness, in collaboration with Cemex and Kinética, nearing completion of its construction, in Monterrey, Mexico.



Research and Investigation Institute of Sant Pau Hospital, Barcelona, SP - Ph. Aldo Amoretti



OUM Wellness building, Monterrey, MX - Ph. Kinetica Group

In the second case, **long-term investment is required, with studies and trials that allow transformational changes or a new product line**, which is a situation that occurs much less often.

What allows us to explore more are the European projects, such as the "PLURAL" project, which consists of the development of an industrialized façade with the integration of photovoltaic panels, ventilation units or solar protections, all in a single system marketed by Denvelops.



PLURAL pilot project prototype for an AHC residential building in Terrassa, at Denvelops facilities – Ph. Internal archive

Many companies have trusted us throughout the 35 years of Picharchitects/Pich-Aguilera experience. The experience and knowledge of the reality of construction are one of the values that we offer to our clients. This knowledge is embodied in the figures of the founders of the firm Picharchitects/Pich-Aguilera, **Teresa Batlle and Felipe Pich-Aguilera**, who in the context of PichInnovation act as consultants on technical issues and market experts in the construction sector.

The solutions developed must respect the structure of the company with which we collaborate, and its production, distribution and marketing systems. If not, it is difficult for the product to be successful. To do so, we have the help of our

commercial adviser, **Josep Torres**, a business consultant with a professional career as a top executive at an international level.

The PichInnovation Board is completed by **Joan Maria Freixes**, manager of Picharchitects/Pich-Aguilera, who acts as a financial consultant.



PichInnovation advisory team. From left: Teresa Batlle, Felipe Pich-Aguilera, Joan Maria Freixes, Josep Torres

The executive team is made up of three research architects from different parts of the world, who bring a scientific approach and a different point of view.



PichInnovation executive team. From left: Zuzana Prochazkova, Guzide Aslankaya, Letiane Benincá

Zuzana Prochazkova, head of the research department at Picharchitects/Pich-Aguilera since 2017, brings her previous experience of 3 years in a company that manufactures innovative steel-based construction systems in Istanbul, as well as her knowledge of circular business models of construction products, on which he focuses his doctorate with the International University of Catalonia (UIC).

Guzide Aslankaya has a doctorate in architecture from the Polytechnic University of Catalonia (UPC). She acts as our principal investigator, monitoring regulations, methodologies and software, and bringing excellent aesthetic sensibilities.

Letiane Benincá is finishing her doctorate in energy efficiency at the Polytechnic University of Catalonia. Her executive role is the business development of R+D+i

projects, managing, technical and scientific rigor, and communicating with the client.

In the construction sector, disruptive changes are needed to eliminate errors, waste, reduce the amount of resources used and reduce execution times.

Sustainability and innovation are the keywords of public calls and private financing. **Finally, a good time to make a strong commitment to innovation and implement solutions for a sustainable future!**