





given any desired texture.



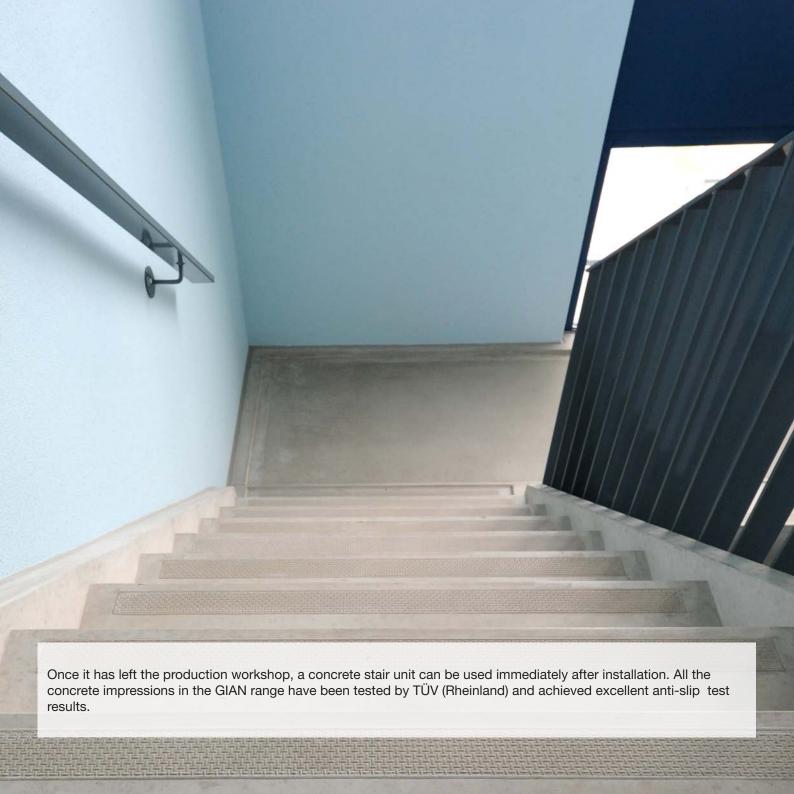




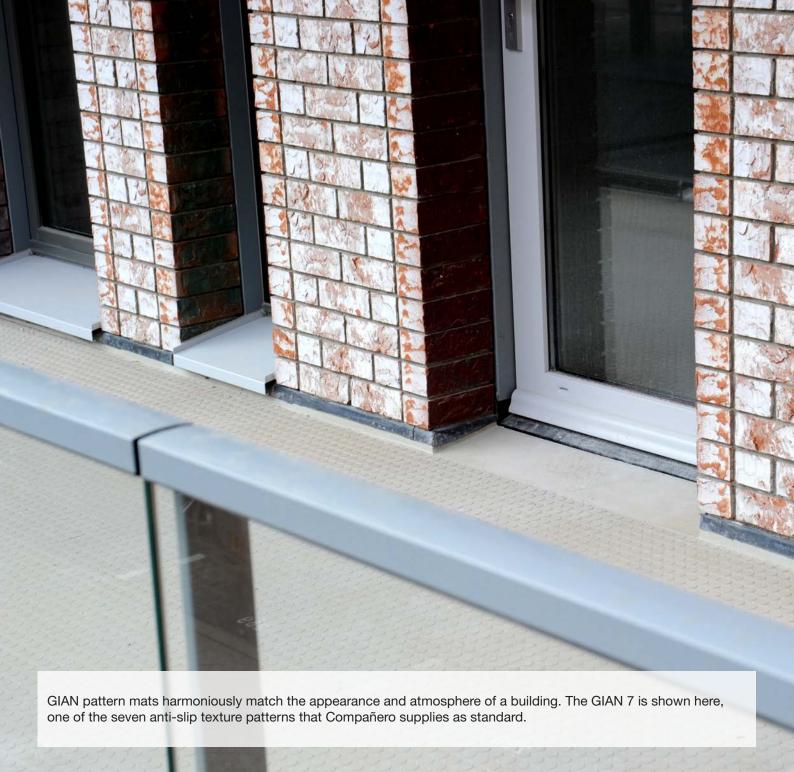


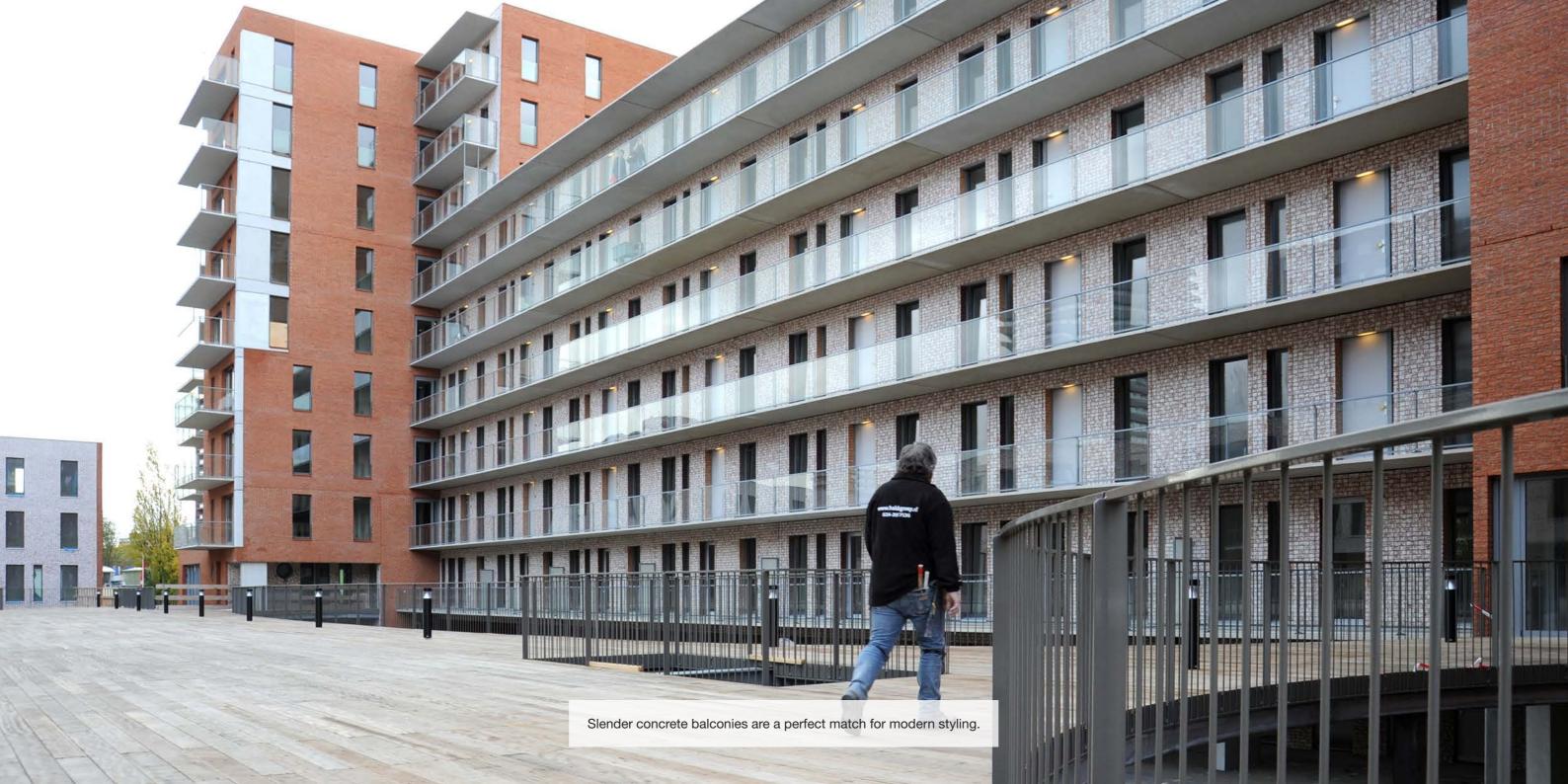








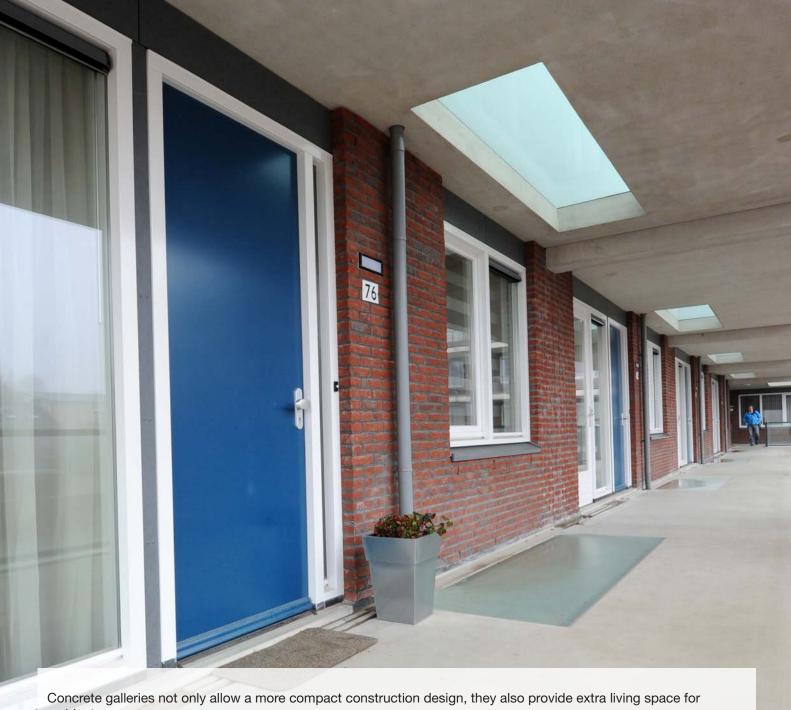












residents.











## Revealing the soul behind hard-faced concrete

"I have tried to portray concrete emotionally, as an experience, in this book. I want to show that it is a versatile material, shaped by highly skilled craftsmen, which can be used to create a strikingly different urban living environment."

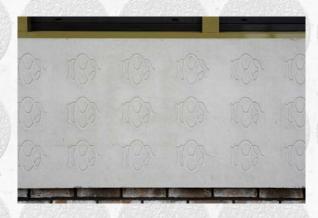
Fabienne de Boer (31) regularly does photographic work for Compañero. She met the company's managing director, Maarten de Graaf, in 2007 and has collaborated with this innovative company based in Utrecht ever since.

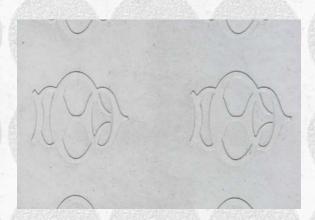
"If you had asked me to say something about concrete back in 2006, my first thought would have been: What could be more boring? Concrete is cold and grey; I had no connection with it whatsoever. But Maarten's idea intrigued me. He wanted to reveal the soul behind hard-faced concrete. I normally photograph human subjects so I found that approach quite appealing.

So, to start the ball rolling for Compañero, I accompanied him on trips to different concrete factories. They turned out to be very interesting places: large, eerily lit spaces, moulds made in an intensive manual process ... I would never have thought that producing concrete was such a highly skilled task.

The next step was to take photographs of buildings. Although I do not see myself as an architectural photographer, this was a logical step within the context of this assignment. So I accepted the challenge. What I really wanted to show is that these are environments where people live. I achieve this by looking for specific details or by including people in the photographs. My objective is to bring concrete to life with my photos."







GIAN Concrete Art is the strikingly unusual result of a technique that has been developed by Compañero. The GIAN texture mat allows the customer's choice of words, symbols or images to be left as a permanent impression in the concrete surface. This technique is as versatile as concrete itself.

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