

# iCon: Where Business Inspires Greener Environment

A new conference centre was opened in June at the new iCon business facility in Daventry, UK. The iCon Environmental Innovation Centre has 55 business units and has used green technologies and sustainable principles in its design and construction. The showcase auditorium has retractable tiered seating and can accommodate 300 delegates. One of the iCon's most interesting spaces is the 'street' which runs through the centre of the building.



Located at the centre of England in Daventry, it is a well-connected base for any green and forward-thinking business. The building's low carbon design features include a natural ventilation system and panels in the ceiling that can absorb or emit heat, depending on the temperature. The roof is made of an inflatable plastic membrane, similar to the material used on the Eden project in Cornwall.

From construction to information technology, every sector has to consider its impact on the environment, giving birth to a new range of products, services and technologies. The iCon is a home for the businesses behind these innovations – the firms that are changing the way we design, construct and manage the built environment. This ranges from construction, engineering and manufacturing companies to energy, recycling and technology specialists.

The iCon has already won two design awards; a Green Apple Award for Architecture and the Built Environment and the Milton Keynes South Midlands Excellence Award.



Richard Hardwick, Operations Manager at the iCon said: "We've been fortunate to be able to design a new conference venue from scratch, ensuring it has the facilities and versatility that modern events require. It's been fascinating to watch the iCon take shape."

iCon Chairman, David Walker, added: “The green agenda is changing the way the world does business. The iCon is a prestigious but affordable home for the businesses that are behind these innovations.”

Funding for the project came from the European Regional Development Fund (ERDF), the East Midlands Development Agency and the West Northamptonshire Development Corporation.



The iCon team recently showed off the new venue at Ecobuild 2011.

<http://www.icon-innovation.co.uk>

<http://www.conference-news.co.uk>

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