

# B-PALACE ART

---



## B-PALACE ART 2025

**Promoted by** Cromatica - Marcegaglia Steel and Sandrini Metalli

**Objective:** to enhance the secondary facades ("B-sides") of buildings through creative projects using steel printed with Cromatica technology and shaped with SANDCustom solutions.

With these claddings, surfaces become storytelling elements capable of giving new expressiveness to spaces. Streets, cities, and urban landscapes turn into opportunities to redevelop and reinvent the territory by reclaiming its identity.

### Key Dates

- **April 9, 2025:** Contest launch and online publication
- **April 9 - May 9:** Online pre-registration
- **May 9 - June 9:** Registration
- **June 9 - July 9:** Project submission
- **By July 31:** Winner announcement
- **September 3:** Awards ceremony at Casa Marcegaglia
- **September 3-7:** Temporary exhibition at Casa Marcegaglia and publication of the book-catalogue
- **November 19-22:** Winning prototypes presented at MADE Expo 2025

### Awards

- Prototype showcased at MADE Expo 2025, with a presentation talk by the winners
- Temporary exhibition at Casa Marcegaglia, with a presentation talk by the winners
- Publication in a book-catalogue released during Festivaletteratura 2025
- Inclusion in the Cromatica – Marcegaglia Steel and Sandrini Metalli commercial catalogue

### Evaluation Criteria

- Conceptual and narrative content
- Originality of the concept
- Technical quality of the proposal
- Communicative power and inspiration

---

For more information, the full rules, and registration, visit **b-palace.art**

