

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 - September 9:** Registration
- **June 9 - September 9:** Project submission
- **By September 30:** Winner announcement
- **November 19–22:** Awards ceremony and winning prototypes presented at MADE Expo 2025

Awards

- Prototype showcased at MADE Expo 2025, with a presentation talk by the winners
- Publication in a book-catalogue
- 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**

