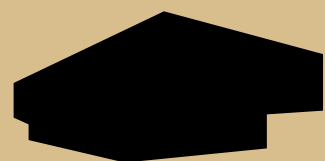


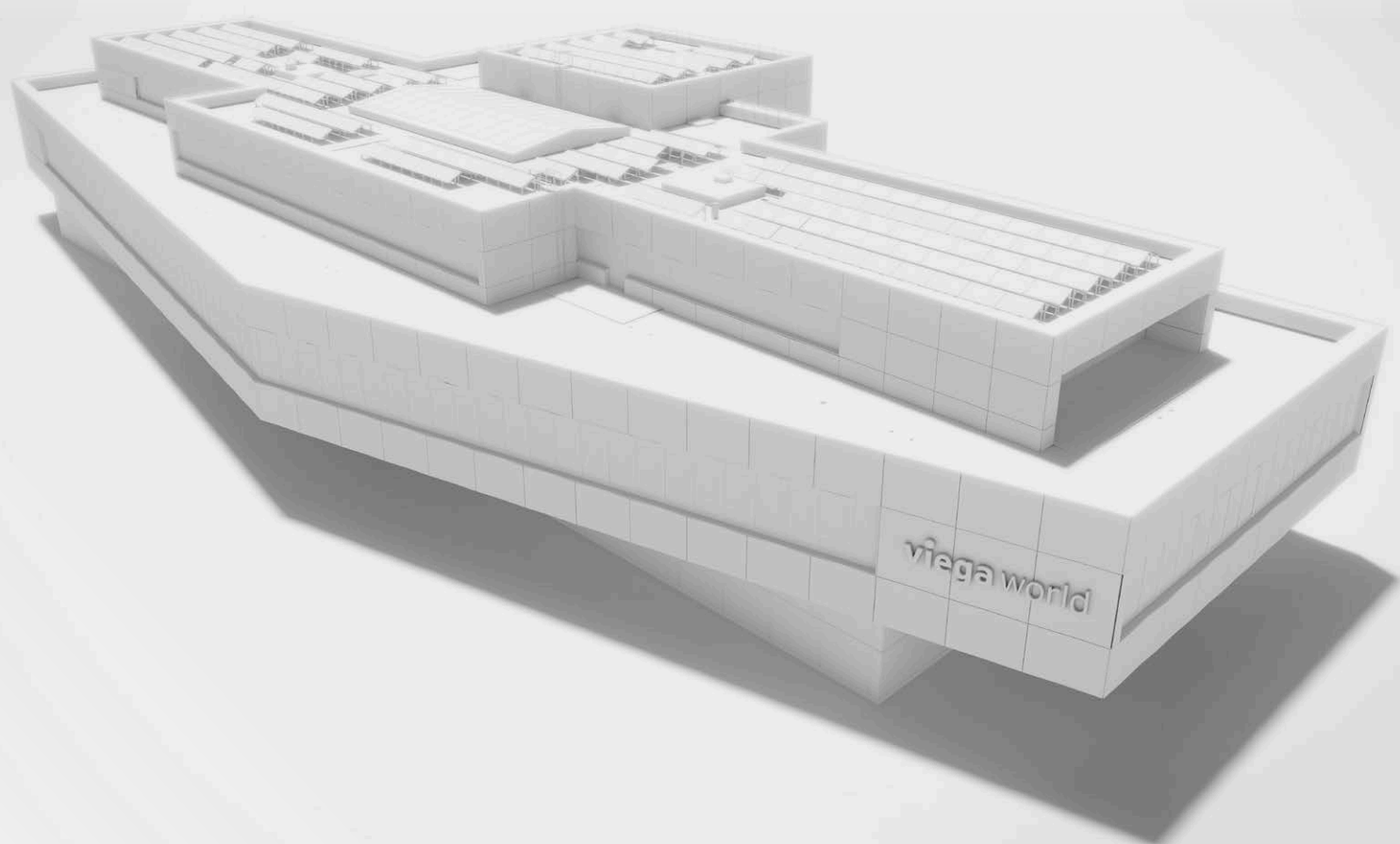
**THE  
NEW HEART  
OF OUR  
BRAND.**



**VIEGA  
WORLD**



**We are Viega.** We're installing lifelines for the buildings of tomorrow. With our Viega World, we have planned and constructed a building that looks far into the future. At the new heart of our brand, we are working together to tackle the challenges that the future of construction will bring and deliver the latest expertise in the areas of drinking water hygiene, energy efficiency and digital construction.





viega world



**Nothing about Viega World was left to chance.**

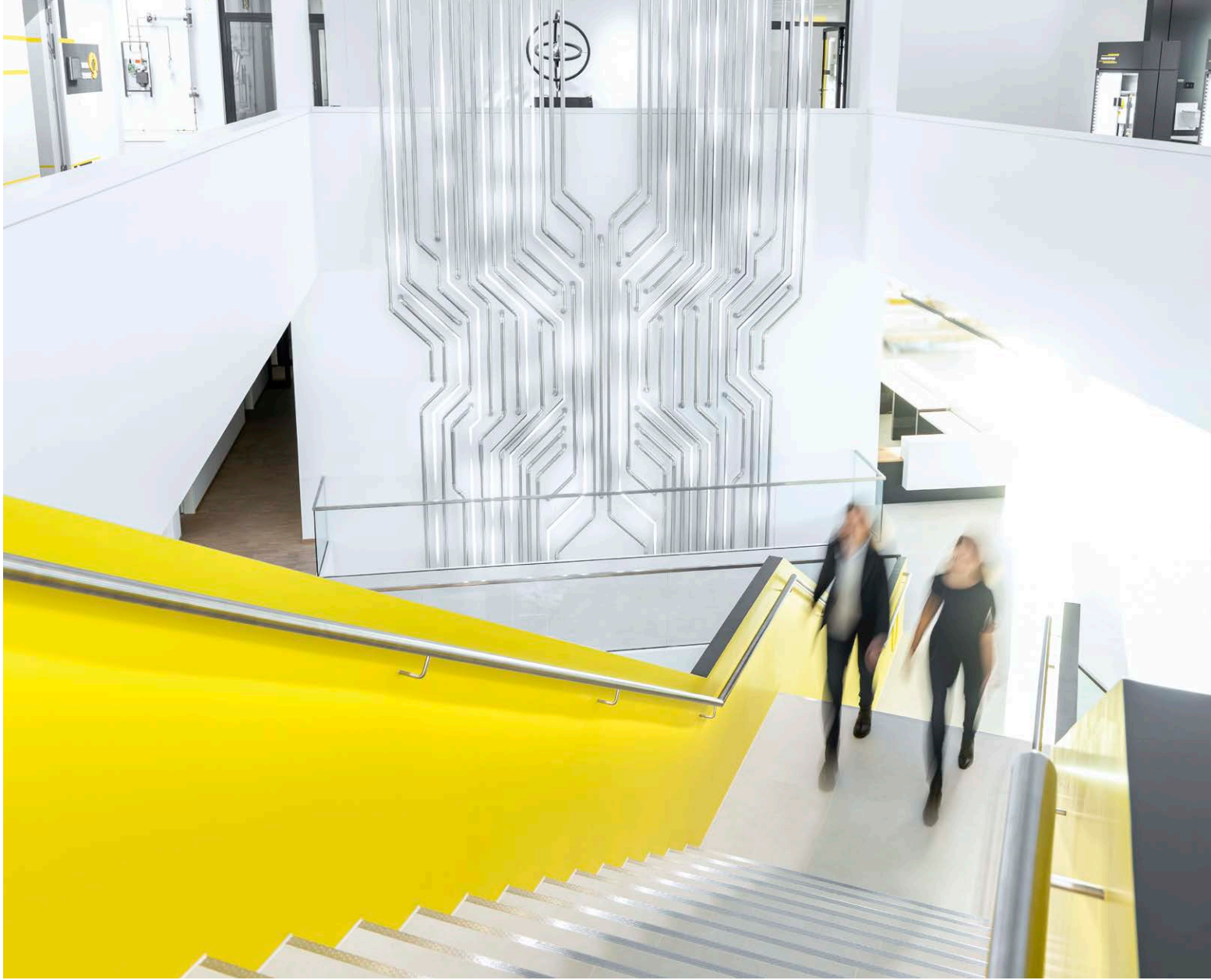
Working in line with our motto *Connected in quality*, we carefully planned and implemented every last detail – no matter how small – according to the highest quality standards. Welcome to Viega World!

# HOW DOES A BUILDING BECOME THE HEART OF A BRAND?



By being as multi-layered as the brand itself. It encompasses all levels of knowledge that are crucial for the future of construction and presents them in a way that is comprehensible, fascinating and tangible all at once. Take Viega World, for example. As a unique seminar centre, it showcases how Viega, over the course of 125 years, has become an innovation leader in our industry.





At Viega World, you can experience the lifelines for the buildings of tomorrow.



We are conscious of our responsibilities in the area of sustainable development: Our metal connectors are highly durable and can be recycled as part of the circular economy. Discover the building technology of tomorrow in an impressive and sustainable showcase.



# EXPERIENCE THE HEARTBEAT OF THE FUTURE.

**Viega World** is an interactive seminar centre and the reference project for digital construction – created explicitly for our partners and the entire industry worldwide. As a place for sharing expertise, the building also enables visitors to put their theoretical training into practice on its technical systems. What's more, Viega World is an ode to sustainable practices – which have been implemented and achieved in such a consistent manner that the building now acts as a model for holistic and efficient construction.



Take a peek behind the curtain of Viega World: explore the 3D model on one of the tablets provided or take advantage of cutting-edge technology in your own training session with a friendly atmosphere.

# A BUILDING AS AN EXPERIENCE – THANKS TO VISIBLE LIFELINES.



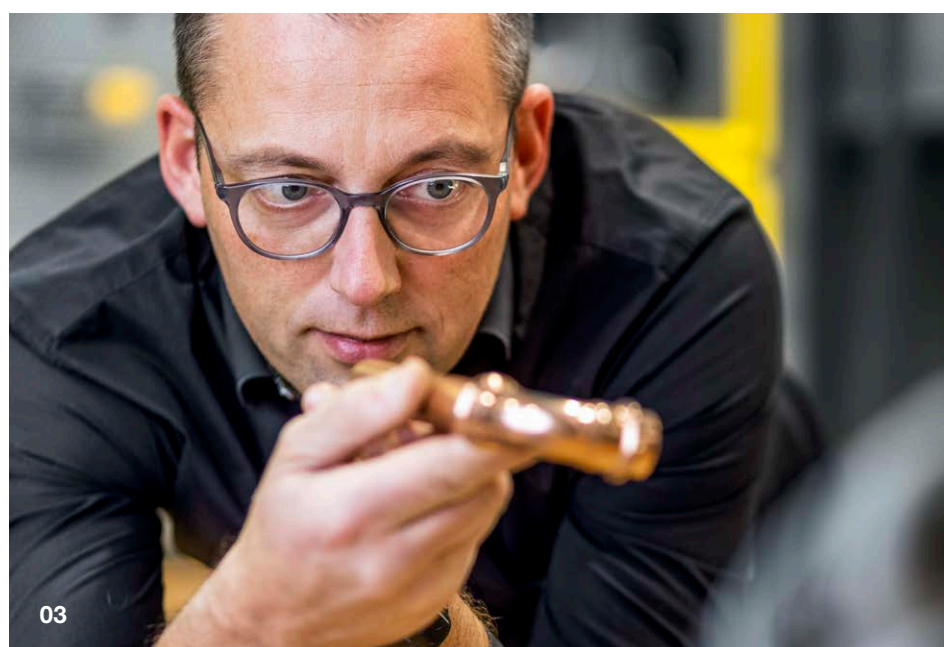
**Visiting Viega World** means embarking on a journey of discovery. There, you can find out how we used building technology as a structure enhancer throughout the entire planning process and how we made it visible. You can also experience the building and its building services engineering (BSE) in real time, through performance data tracked continuously on monitors. It's an approach that provides entirely new insights.





Efficiency at your fingertips: the Viega World technology centre.

Immerse yourself in all things relating to open building services engineering (BSE) **(01)** in Viega World – or take a 360° tour through the essential components which make up a building, such as the pre-wall technology **(02)**. Viega World provides a unique insight into building technology in its entirety and offers the opportunity to observe the installation details in practice at first hand **(03)**.



# A NEW DIMENSION OF KNOWLEDGE TRANSFER.

**Viega World** offers a brand-new seminar experience. Thanks to its open and transparent building concept, visitors can explore and experience the building services engineering facilities – complete with installations, technical centres and networked concepts – as never before. Seminar participants can witness the thermal separation of hot and cold piping in open shafts; meanwhile, the heating utility room demonstrates how solar energy is used almost without any losses for providing hot water or for heating and cooling the building.

**Specially equipped laboratories** simulate complex thermal and hydraulic relationships as well as impressive drinking water installations. Our solutions are presented in transparent detail. Not only that, but you can even test our products extensively on workbenches, which are just as much a part of our future training concept as product presentations or 3D simulations are. Our key areas of expertise are there to experience directly on and in our building.



Available to experience at Viega World:  
circulation temperatures at the touch of a button.

**People always  
remember things  
that they experience  
first hand.**





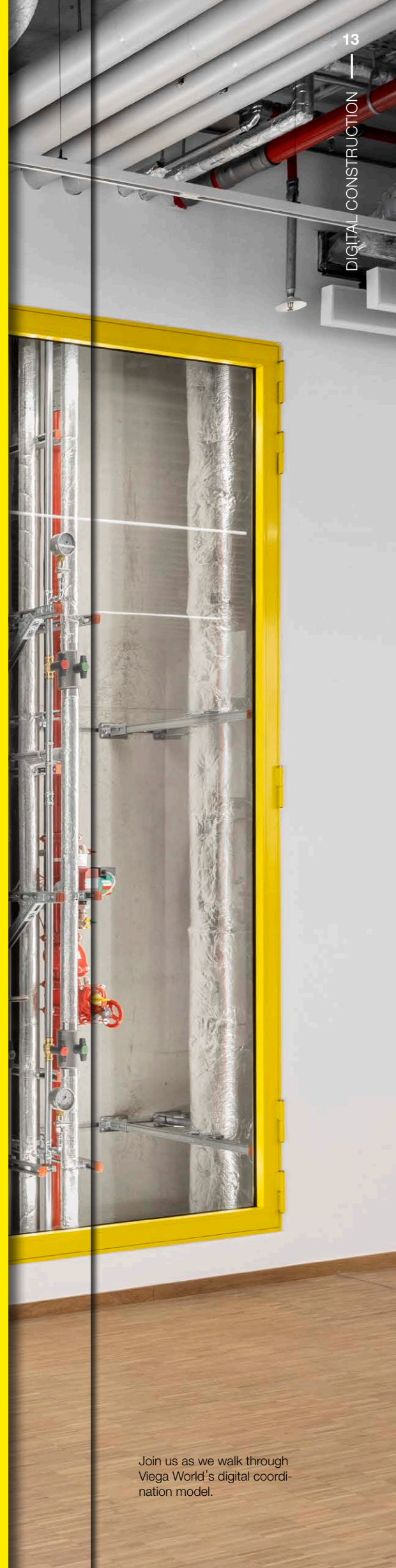
A fascinating take on drinking water hygiene:  
Viega World's Aqualab.



THE REFERENCE  
PROJECT FOR  
**DIGITAL**  
**CONSTRUCTION.**

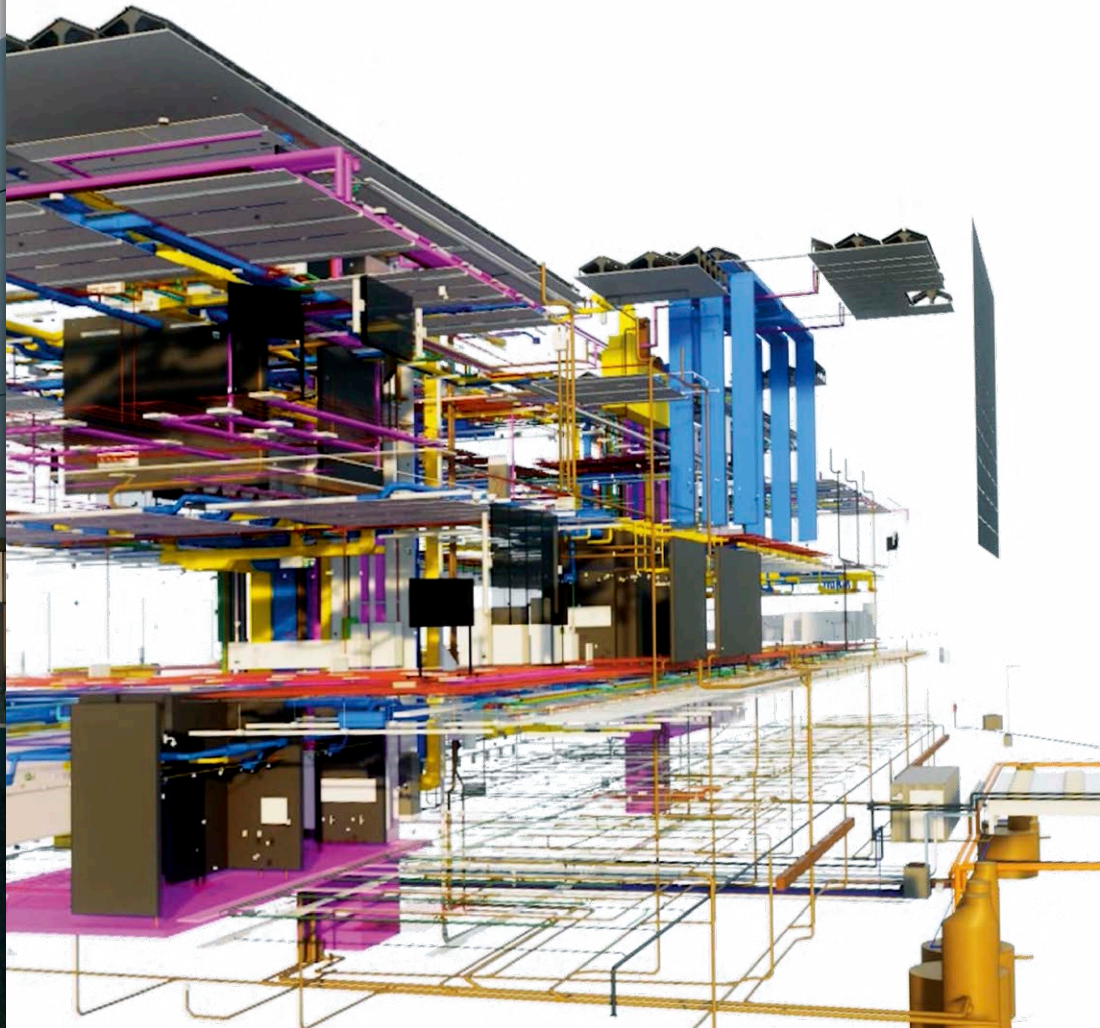
### **The future of construction.**

Digital construction has become an essential. With Viega World, we have created a building that can be used a model across industries in the future to showcase the advantages of integrated construction and operation planning through the working methodology of Building Information Modelling (BIM).



Join us as we walk through Viega World's digital coordination model.

Using a digital model, it was possible to consider the entire life cycle of the Viega World building as early on as the planning phase.



# THE RE PROJE DIGITA CONST

**When a building like Viega World** is planned not only with a view to its entire life cycle, but also with multiple applications and sustainability in mind, digital construction with BIM clearly has the upper hand.

Before construction began on Viega World, the planning process focused on a digital model in which all the necessary planning information and data were recorded and analysed. This meant that all the parties involved in the construction were able to access the latest information whenever they needed it. Every trade worked together in an open file that immediately shared any progress with the other participants. This joint approach to planning and digital networking developed a collaborative project structure that can be adapted to any other construction project.

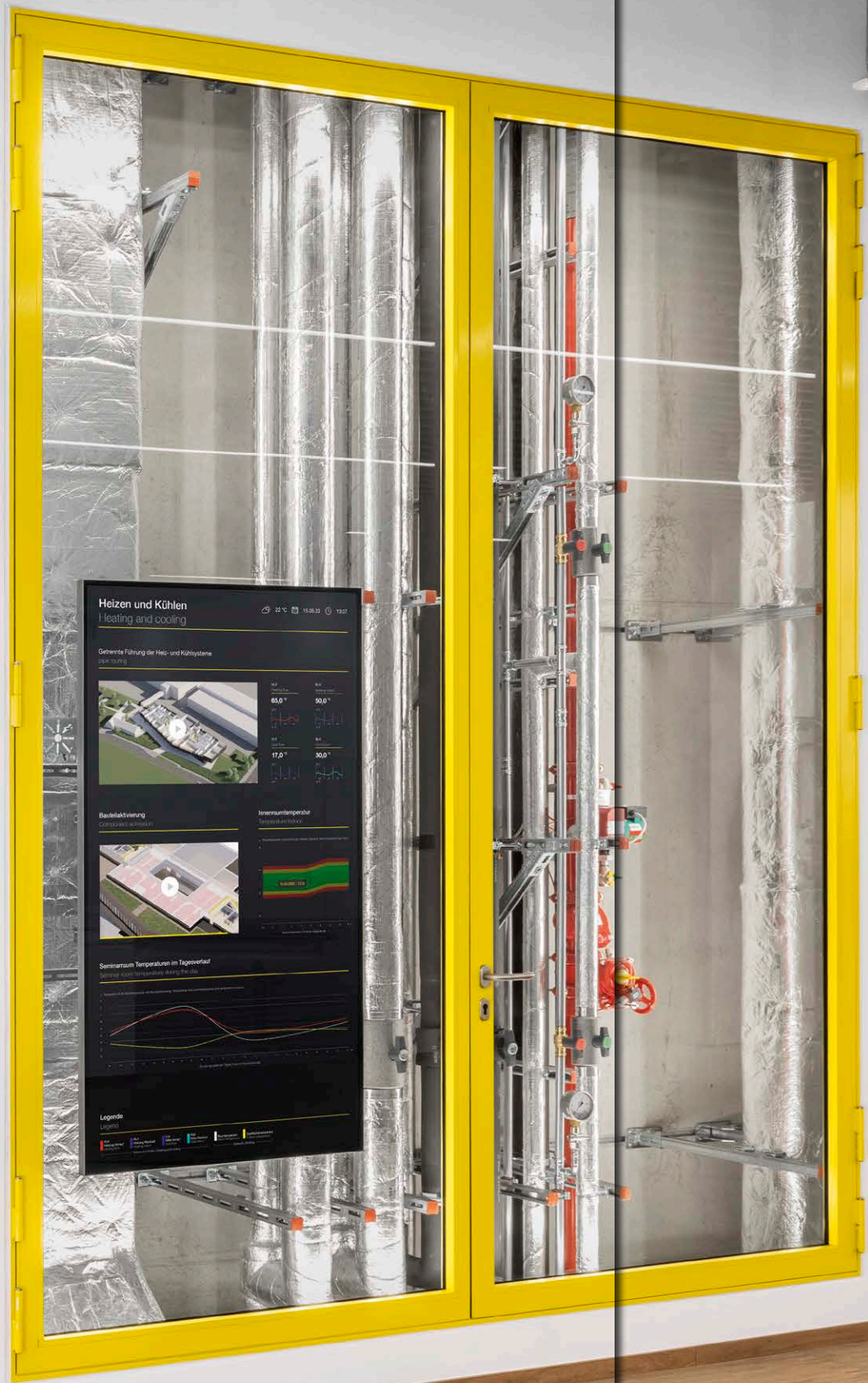
**New standards – but not just for our industry.**

Viega World is a building that sets new benchmarks – and these have already been incorporated into regulations and standards. Our partners are the first to benefit from the experience we have accumulated throughout the process.



Learn more about BIM:  
[viega.com/ViegaBuildingIntelligence](https://viega.com/ViegaBuildingIntelligence)





Get an in-depth overview of the benefits of digital construction using the practical example of Viega World. Using the monitor, you can track all the performance data of Viega World in real time.

Join us as we walk through Viega World's digital coordination model.



THE  
PROJ  
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**CON**



Join us as we walk through  
Viega World's digital coordi-  
nation model.

# AN ODE TO ENERGY EFFICIENCY AND SUSTAINABILITY.

**As an innovation leader**, we developed our Viega World energy concept with the aim of creating a model project that could be transferred to other buildings and therefore pave the way towards a climate-neutral built environment.

**Viega World** is a carbon-neutral building. This means that, in purely mathematical terms, it generates more energy than is required to run it. Designed for maximum sustainability, Viega World's comprehensive planning approach has already been awarded a platinum rating – the highest possible pre-certification for sustainable construction – by the German Sustainable Building Council (DGNB).

**Integrated BIM planning** helped us optimise every part of the building. The adjacent production hall is integrated as a heating network, while the installed photovoltaic system is used to drive the heat pumps with a combined output of more than 730 kW. What's more, any surplus solar power yields are used for component activation and, therefore, as heat accumulators via the Fonterra radiant heating and cooling system.

**The AquaVip Solutions drinking water management system** simultaneously lowers the temperatures required for hot drinking water to a minimum level for the economical use of renewable energy. The result is a building that sets standards. Discover and take advantage of all the expertise that Viega has generated for your benefit.

**For this energy concept**, Viega collaborated with researchers from the Fraunhofer Institute for Solar Energy Systems (ISE) as part of the *Energie.Digital* research project funded by the German government.



Sustainable Building  
DGNB Platinum Pre-Certificate

Supported by:



on the basis of a decision  
by the German Bundestag

**Facing a more sustainable future: Viega World's photovoltaic facade.**



The photovoltaic elements installed on the facade and on a car park are combined with existing energy in the environment to supply Viega World's heat pumps.

# YOUR VISIT TO VIEGA WORLD.

## Viega World is opening its doors.

Would you like to experience Viega World for yourself or check out one of our seminar centres around the world? Then visit our website, where you will find our Viega World video with lots of valuable information and the closest seminar centres near you.

We look forward to your visit!



[viega.com/ViegaWorld](https://www.viega.com/ViegaWorld)





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