

# Press Release



## **BASF brings multiple-award-winning magazine “Corpus – Constructing Tomorrow” onto the Web**

- Digital stories from the world of construction
- Magazine launched on company website

BASF has launched CORPUS, the magazine devoted to architecture, infrastructure and high-performance construction materials, in a new version for the Internet. As of now, all content is freely available via the company website [www.basf.com](http://www.basf.com). Over the past two years, six issues of the title have been published in an app format for tablets and smartphones, receiving two prestigious awards during this period.

### **Informative and exciting new format**

In its format as a Web magazine, CORPUS will again be regularly supplying its readership with exciting and inspirational stories from the world of construction. In its four regular sections *Architecture*, *Infrastructure*, *Urban Environment* and *Ideas & Solutions*, it covers a broad range of subjects, extending from extra-small, intelligent home solutions, coastal protection and vertical gardens to new materials and research findings. CORPUS adopts a global viewpoint at all times. “We are a company with global activities, and our customers come from almost all countries of the world. Most of us are faced with the same questions when it comes to shaping the future. And CORPUS aims to find answers to these questions,” explains Jesper Bjerregaard, Director Marketing Construction, Performance Materials at BASF. “On top of this, we also want to show how BASF high-performance products can be part of new solutions or even make them possible in the first place.” CORPUS talks with experts and

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### **CORPUS No. 6**

The digital  
Construction Magazine  
from BASF



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celebrated architects, follows construction and infrastructure projects, and presents ideas, visions and new, sustainable approaches. The magazine's interviews, reports and features open a window onto the future of construction.

### **Corpus well worth a visit on the Web**

CORPUS can be found at: <https://www.basf.com/en/products-and-industries/plastics-rubber/corpus.html>. Available in German and English, its content is regularly updated. Visitors can currently read about the new high-performance insulation material SLENTITE® and sustainable architecture concepts for town centers, for example. The app version of the magazine has been commended with the German Design Award in 2016 and with the Best of Content Marketing Award in silver in 2017.

### **About BASF's Performance Materials Division**

BASF's Performance Materials division encompasses the entire materials know-how of BASF regarding innovative, customized plastics under one roof. Globally active in four major industry sectors – transportation, construction, industrial applications and consumer goods – the division has a strong portfolio of products and services combined with a deep understanding of application-oriented system solutions. Key drivers of profitability and growth are our close collaboration with customers and a clear focus on solutions. Strong capabilities in R&D provide the basis to develop innovative products and applications. In 2016, the Performance Materials division achieved global sales of € 6.9 bn.

More information online: [www.performance-materials.basf.com](http://www.performance-materials.basf.com)

### **About BASF**

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The approximately 114,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into five segments: Chemicals, Performance Products, Functional Materials & Solutions, Agricultural Solutions and Oil & Gas. BASF generated sales of about €58 billion in 2016. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (BAS). Further information at [www.basf.com](http://www.basf.com).

**Further information available on the Internet at:**

<https://www.basf.com/en/products-and-industries/plastics-rubber/corpus.html>

[www.performance-materials.basf.com](http://www.performance-materials.basf.com)

[www.polyurethanes.basf.de](http://www.polyurethanes.basf.de)