

Zeitschrift: IABSE reports = Rapports AIPC = IVBH Berichte
Band: 74 (1996)

Artikel: Opening address: the industrial view
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DOI: <https://doi.org/10.5169/seals-56049>

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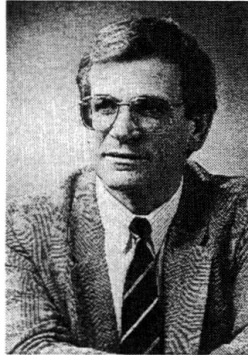
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Opening address: the industrial view

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Rinus Platschorre was born in 1938. He studied Civil Engineering at the Technical School of Dordrecht. His professional carrier started at Bredero Contractors where he was involved in the execution of a great number of civil engineering and building structures. Gradually his interests shifted from purely technical to management aspects. Presently he is president of TBI Holdings, one of the largest building industry consortia in The Netherlands.

Synopsis

EUROCODE 1, in the process of publication in several parts as ENV, is the subject of this important colloquium. Not only so because of the great importance for the safety and economy of buildings and other civil engineering structures, provided by this central document. Also because of the opportunity to exchange information and experiences related to it.

The most important part, perhaps, of this colloquium is the demonstration of a determined ongoing process of preparation. The efforts so many people put in keeping this complex, time consuming and often discouraging work, going. I wonder how many of those workers sometimes question the return of their investments in this process. Question why they should continue to debate all those remarks time and again put forward by national specialists.

In this respect it could be interesting to know about some viewpoints about market developments. But also the great changes in society. A society getting more and more multi-functional, internationally oriented and, above all, consumer oriented. I am sometimes worried about the ignorant attitude of business people towards this fast going development. And I am convinced that we should anticipate on the requirements of those modern consumer groups. Because few imagination is needed to see that consumer behaviour will result in a much more complex set of requirements for the urban scenery. Requirements which will tend to the functioning of buildings and constructions to be the real centre point of design. Little room will be left for the present approach of "designing buildings first and adapting them for a function later".



The fundamental change in design philosophy for the urban environment can only be approached on an international market scale. No European member state can provide a market volume allowing companies to invest in such a development. Only the total European market shows a market size enabling investments in this development. For this particular reason, European codes and standards are of vital importance. At the same time bearing in mind that in opening up those opportunities for change in design towards the function of a building being the end product, codes and standards should provide room for those developments.