

PRESS RELEASE

## **EQUIP Xavier Claramunt consolidates its presence abroad with two new offices in Abu Dhabi and Mexico DF**

**The architecture company continues to grow abroad after opening its first office in Hangzhou (Shanghai) in 2004.**

Barcelona, June 2009.- The Barcelona-based architecture company has started 2009 with two foreign offices in Mexico DF and Abu Dhabi. The company thus consolidates its presence abroad, undertaken in 2004 with the opening of its first office in Hangzhou, Shanghai.

For the architect and company director, Xavier Claramunt, presence abroad signifies a clear commitment to growth. "Internationalisation is a very good option for Spanish companies from our sector. There is a lot of talent in Spain, but the situation of well-being has led professionals to rule out opening new markets abroad", he states.

Another one of the company commitments is innovation. For this purpose, Claramunt explains that "you have to have a system, a working strategy to guide you when you get lost, but as of that point, if you really want to drive innovation you have to rise above the routine, avoid the easy answer, do away with labels".

The company's most singular trait of innovation is the breadth of responses it offers its clients. "Normally clients are surprised to see that the scope of the response originally defined as necessary is much broader than they expected, since global innovation applies strategies from other professional areas such as economics, gastronomy, jewellery, etc. This no hang-ups attitude which disregards clichés or restrictions is what makes us different".

### **Abroad since 2004**

EQUIP Xavier Claramunt moved abroad in 2004, when it opened its own office in Hangzhou, south of Shanghai. The company is working on the Flamenco Towers and VTowers projects there.

EQUIP Xavier Claramunt will also be opening offices in Abu Dhabi next April to further its projection in Asia. The company is scheduled to construct the Beijing Building in the Arab Emirates. The international expansion of the company from Barcelona is also targeting the American continent, and last February it became established in Mexico DF with the Shanghai Towers.

## **EQUIP Xavier Claramunt**

The EQUIP Xavier Claramunt company was founded in Barcelona in 1990 and has three main areas of work: architecture, industrial design and jewellery. It specialises in unique buildings for the hotel and catering sector, and has a team of 30 people from different disciplines (architects, engineers, graphic and industrial designers, artists and investigators). Some of its most outstanding clients include firms like Hospes, Cosmic, Damm, Bra or Faces (Ferran Adrià).

## **For further information and pictures:**

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