

WOODWORDS

NEWS FROM WOOD MARKETING FEDERATION DECEMBER 2012



... export drive ... Sitka spruce in Venice and Electric Picnic ... Coillte products ... State architect ... ash dieback ...

Timber Team Ireland in Coventry

THE IRISH TIMBER processing sector presented a united front at the international Timber Expo show in Coventry on September 24-25 last. Once again the Wood Marketing Federation (WMF) stand *Woodspace* provided the ideal setting for Coillte Panel Products, Murray Timber Group, Glennon Brothers and Grainger Sawmills to market their products.

The stand, commissioned by WMF and designed by Ciaran O'Connor is now proving to be an excellent demonstration area. It was built mainly in eased edged planed all over Sitka spruce, courtesy of the Murray Group while OSB was provided by Coillte Panel Products. The exhibition and the processing mills – all members of the WMF – were well received at the show as they tick all the right boxes including quality products all sourced from sustainably managed forests with FSC certification.

Hosted by Coillte, in partnership with Enterprise Ireland, the exhibition was situated in an ideal location in the premier timber trade show in the UK. Over 150 timber and related companies exhibited and over 5,000 traders, architects, engineers, builders, contractors and designers visited the exhibition as well as representatives from State agencies and public bodies.

Timber Expo provided an important opportunity for the Irish timber sector to engage with customers and drive exports to the UK, a key strategic objective of Coillte, Irish sawmills, Enterprise Ireland and the Wood Marketing Federation.



Niall Coulston, Enterprise Ireland, Michael O'Regan, Grainger Sawmills, Joanna Smith, Coillte Panel Products, Aidan Curran, Glennon Brothers and Richard Lowe, Coillte at Timber Expo. The Irish exhibition was hosted by Coillte and Enterprise Ireland at the pavilion, designed by architect Ciaran O'Connor for the Wood Marketing Federation.



Paul Harvey, chairman Wood Marketing Federation and Irish marketing manager with Lonza Wood Protection praised the Irish timber processing sector for combining to market Irish timber and timber products at the Timber Expo show in the Ricoh Arena Coventry.

Picture with Lonza sales director, Anthony Kelly, Paul has been a strong advocate of maximising marketing opportunities for home grown Sitka spruce including external applications.

For example he believes that State agencies, farming organisations and the forestry sector in general should take a more proactive approach in promoting greater usage of properly treated fencing timbers that comply with the IS436 standard. This was approved by the National Standards Authority of Ireland (NSAI) in 2007 and accepted by the Forest Service for grant approval. Farmers can opt for fencing posts with or without the IS436 brand. Grants are marginally higher if farmers opt for IS436 but Paul believes that this should only be the specified standard to qualify for grant aid. Paul is currently pressing for a review of the standard on behalf of WMF.



Mary Lewis and Patrick Murray (right) welcomed David Huddleston and Anthony Gorski to the Murray Timber Group stand.



Woodspace, the WMF stand provided the ideal exhibition space at the Timber Expo show in the Ricoh Stadium Coventry last September. Over 150 timber and related companies exhibited and over 5,000 traders, architects, engineers, builders, contractors and designers visited the exhibition as well as representatives from State agencies and public bodies.

New Coillte panel products at UK show

Many visitors were attracted to the new range of products developed by Coillte Panel Products (CPP). These included ToughPly and SiteProtect, OSB products, developed by SmartPly near Waterford and a new MDF product – Medite Tricoya – produced in Coillte’s Clonmel mill.

ToughPly is a cost-effective alternative to tropical plywood. It meets the needs of both current and future regulations, for general construction including the new EU Timber Regulation (EUTR), ensuring that customers have the maximum choice in legal and sustainable wood products.

Medite Tricoya has been developed through the innovative application of “ground-breaking timber acetylation techniques” according to Gerard Britchfield, managing director, CPP. It will ensure that MDF is now used in applications often reserved for other materials.

Now customers are challenged to use Medite Tricoya (below) as it is an extremely durable board and comes with a 50-year guarantee.



Ciaran O’Connor new State Architect

CONGRATULATIONS to Ciaran O’Connor who has been appointed State Architect and Principal Architect and Director of Services with the OPW. Ciaran has been a key supporter of the Wood Marketing Federation in projects such as the recent *Wood for All Seasons* seminar (right) in Farmleigh, *Woodspec – A Guide to Designing, Detailing and Specifying Timber in Ireland* and the designer of two Woodspace building projects which were installed at Plan Expo and the recent Timber Expo show in Coventry.

He has been a strong proponent of wood and wood products for many years. He has won a number of awards for buildings that incorporate wood as a key medium in their design and construction. He will give a talk to WMF members in the new year on Green Procurement.



SITKA SPRUCE – FROM THE FOREST TO THE 2012 VENICE BIENNALE

Sitka spruce, made a major impact at the 2012 Venice Biennale. Sourced in Coillte forests, sawn by Glennons, designed by O'Donnell + Tuomey and built by Gem Construction and transported by road, sea and canal (below) to Venice, it was located in the Central pavilion at the Biennale.



THE SIGHT OF AN articulated truck being transported by barge along the canals of Venice is not a common sight, especially if it is laden down with 5,000 carefully sawn and planed Sitka spruce lengths. The cargo was bound for the Venice Biennale, the most prestigious architectural event in the world.

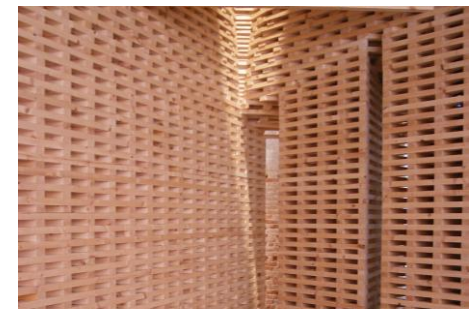
The timber was sourced in Coillte forests, sawn and kiln dried by Glennon Brothers and finished by Gem Construction based on a brilliant design by O'Donnell + Tuomey, Architects. Entitled *Vessel*, the original design and model for the spruce exhibition so impressed David Chipperfield, artistic director of the Biennale that O'Donnell + Tuomey were invited to install the work in the Central Pavilion.



The full production cycle took five months including harvesting, sawing, assembly, transport and reassembly in Venice along with other aspects of the exhibition, which included Irish designed furniture and craft as well as music and literature. Located in a key location, *Vessel* had to compete against international architectural superstars such as Kazuo Sejima and Luigi Snozzi and other major projects. For example it was within a few metres of the Norman Foster brush installation *Gateway*. *Vessel* acted as an ideal counterweight to Foster's visual extravaganza. Standing over nine metres tall it was not only a fine example of Irish creativity and craftsmanship but an excellent advertisement for Sitka spruce and the Irish forest industry. The reaction from visitors including builders, architects, engineers, urban planners and designers was extremely positive towards the exhibition.



Funding was facilitated by WMF with generous sponsorship provided by Coillte, Glennon Brothers and the Murray Timber Group. Lonza offered to treat the timber while COFORD, Department of Agriculture, Food and the Marine also supported the project. The exhibition took place from August to mid November and was visited by an estimated 400,000 people.



Vessel (left) was designed by O'Donnell + Tuomey for the Venice Biennale. Sitka spruce, the workhorse of Irish forestry was selected from Coillte forests and sawn and dried by Glennon Brothers before it was modified and resawn into 5,000 different lengths and assembled by Gem Construction in Longford. It was transported to Venice by Nolan Transport and reassembled at the Biennale (above).

Electric Picnic shines a light on Sitka spruce

SITKA SPRUCE also made its mark at the Electric Picnic in Stradbally in Co. Laois. Over 30,000 visited the Wood Marketing Federation stand *Woodspace meitheal-ethic* which was built by Wood Collaborative. This year's public space installation included a variation of the 2011 exhibit. Round timber was provided and transported by Coillte while a totally new central exhibition and seating area was provided by Glennon Brothers. The whole project depended on voluntary co-operative work in the sourcing and installation of wood.

Unlike Venice, which was aimed at timber specifiers and builders, the audience at Electric Picnic was family and youth oriented. Designed by Eugene Boyle, it proved to be a popular and relaxing space away from the rock and roll party but with its own particular entertainment line up.

Boyle stressed the meitheal concept and the work put in by Woodcollective as well as other Wicklow woodworkers such as Paul Shorten, Mark Field, Lar Kiernan, Paul Staunton, Pat Staunton and Pat Reed.

The exhibition showcased the innovative and functional use of Irish timber. "The interpretative material that we designed and commissioned was inundated day and night with people wishing to know more about wood and how the exhibition was planned and executed," said Eugene Boyle. "We expected this response as this exhibition has grown from strength to strength because people now value the importance of wood as a renewable and sustainable material more than ever."

Formed by large scale Douglas fir trees, and processed timber products from sustainably managed Irish forests, the installation soars to the sky when it dramatically lit by night, giving warmth and respite. The installation again featured spectacular sustainable lighting provided by Electric Ireland and wood from Coillte and Glennon Brothers sawmill.

Visitors were provided with a free WMF edition booklet on the exhibition, which illustrated the material lifecycle of wood from forest through sawmill to form, function and space.



Sustainability and renewable energy were at the heart of the Electric Picnic project, which was supported by Glennon Brothers, Coillte, COFORD, Department of Agriculture, Food and the Marine Electric Ireland, and Electric Picnic.

Ash dieback detected in five Irish plantations

Ash dieback, a disease caused by the fungus *Chalara fraxinea* now been detected in five sites in Ireland. The Forest Service has destroyed all infected plants on these sites and regulations have been adopted to ban plant imports from countries infected with the disease which is now rampant on the continent.

Over 3% of the forest estate comprises ash and up to 900 ha are planted annually so ash is likely to be an important hardwood producer in the future. Ash forms 28% of the broadleaf afforestation programme in Ireland and over 10% of the total programme – broadleaves and conifers. It is planted throughout Ireland but two thirds of all ash plantations are established in eight counties: Cork, Tipperary, Kilkenny Galway, Meath, Clare, Limerick and Wexford. It's no coincidence that apart from Meath, these are all hurling strongholds. Hurling making is the main outlet at the moment for ash but it has huge potential for furniture manufacture.

Right: Infected ash plantation in Co. Leitrim planted in 2009

