ICE HOUSE™
Innovation for the Circular Economy
Celebrating 9 YEARS IN DAVOS
World Economic Forum
2016 – 2020 • 2022 – 2025
a collaboration | SABIC | Hub Culture | McDonough Innovation
designed by William McDonough + Partners, Architects

Welcome to the ICEhouse™
Enjoy Cradle to Cradle Design™
and Design for the Circular Economy™

ICEhouse™ is a pioneering example of the Circular Economy embodying the core concepts of **Design for Disassembly** and **Products As A Service**. Comprised of technical nutrients including aluminum, polymers, aerogel and **Cradle to Cradle Certified®** carpet tile — all which can be returned to and reused by industry...endlessly.

WonderFrame™

The structure was conceived in 2016 by William McDonough for the Hub Culture Davos Pavilion with support from SABIC. The innovative WonderFrame™ allows for a smooth two-day assembly and disassembly.

Shaw Contract

The carpet tiles were manufactured by Shaw Contract, a Berkshire Hathaway company. Made at the firm's facility in Scotland, UK, the featured design creates a color transition on the floor and employs tiles from the Shifting Fields collection, which is carbon neutral, optimized for low embodied carbon, achieved Eurofins Indoor Air Comfort Gold certification and Cradle to Cradle Certified®.

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"It is time to explore the delightful prospect of a human design inspired by Innovation for the Circular Economy (ICE). The lightweight structural and enclosure elements of this meeting space are assembled and then erected in two days. After one week in its present position on the Promenade in Davos, the ICEhouse will be placed in a single container and ready for its next use."

William McDonough, FAIA, Int. FRIBA
Architect of the ICEhouse
Founding Chair, World Economic Forum Meta-Council on the Circular Economy (2014-2016)

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McDONOUGH INNOVATION
DESIGN FOR THE CIRCULAR ECONOMY™

HUB CULTURE

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