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**Sinopsis**

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A major part of the content of this publication is directed towards solutions and original ideas. It could be considered as technology driven input and it inspires and challenges the market and creates discussions on the basis of concrete material. The frozen textile and sandwich structures in the aviation industry are interesting topics and relevant to the building industry. Weight and volume reduction are very relevant drivers for innovation in relation to cost control and sustainability. Ultra light (and rigid) structures are however very bad preconditions for achieving a sufficient sound insulation. A deeper understanding of acoustical behavior might create openings for this technology.

Technology can be very inspiring, but this book also focuses on non technological topics. Items such as issues of strategy and the analysis of customer desires and demands, are discussed. The aim of this publication is to make the reader feel challenged to join the creativity or to evaluate own ideas about the future in order to keep the discussion alive. Every contribution is of relevance as long as it sincerely supports future development. Universities have, of course, a special mission to take the lead in developing long term visions and future scenarios in order to create a fecund soil for breakthroughs for the benefit of the entire building industry. This book is an inspiring example of just that.