



we shape your **identity**

MADE IN PROJECT[©]

"The best way to predict the future is to DESIGN it"

Buckminster Fuller



creative design delivery force

in a movie production different creative forces participate with their own skill in a formidable adventure actors, costume designers, scenographer, photography director, cameramen together in a intense project experience the director cannot built his story without physical and intellectual protagonists around him.

design project is like a movie.

architects, interior , product and graphic designers, visual merchandisers, communication experts conceive the architectural space.atmosphere and lighting designers give to it emotional life.delivery experts assuring that project will be at the right quality standard.

Design shapes your identity

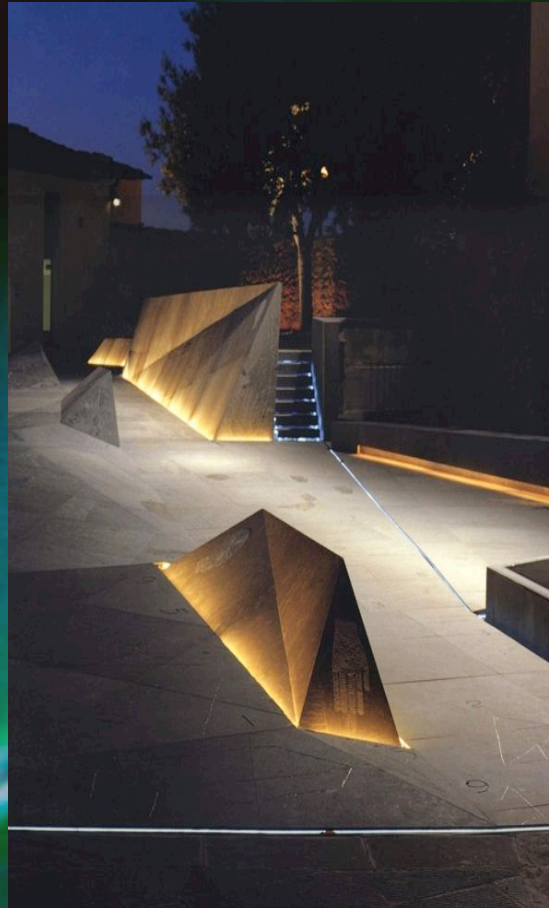
shapes your identity



Lighting

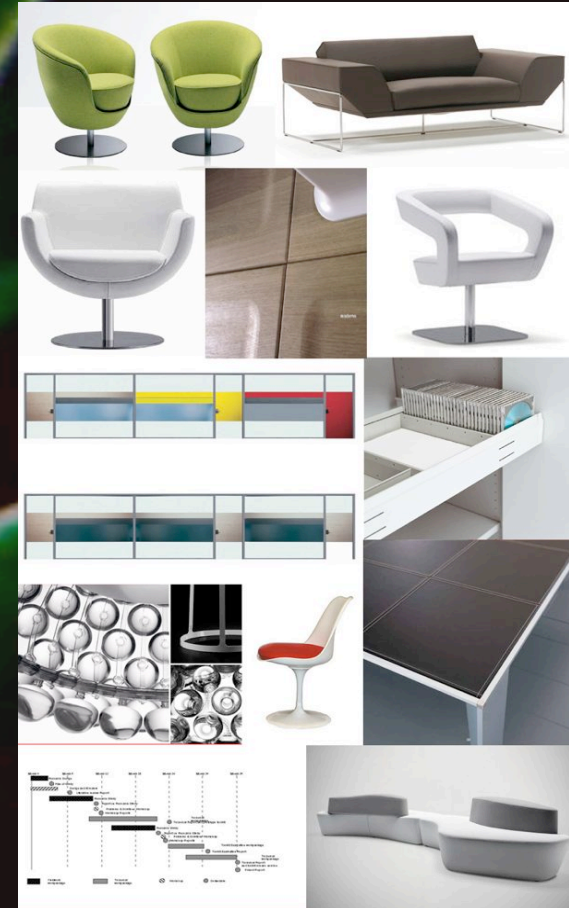
emphasizes the emotions

emphasizes the emotions



Delivery
assure quality result

assure quality result





the future is **emotional**

design creates emotions, sensory experiences, and, ultimately, sales. as we progress toward an economy that thrives on personal relationship, the value of designing environments as sensory experiences will require, more than ever before, emotion, imagination, and vision.



space is a communication place

space is the only vehicle of communication speaking directly with the people senses.

space make people living and physically feeling the brands.

the new border of communication is the ability to deliver a brand into a space ie create a brand communication place through design.

interior environments





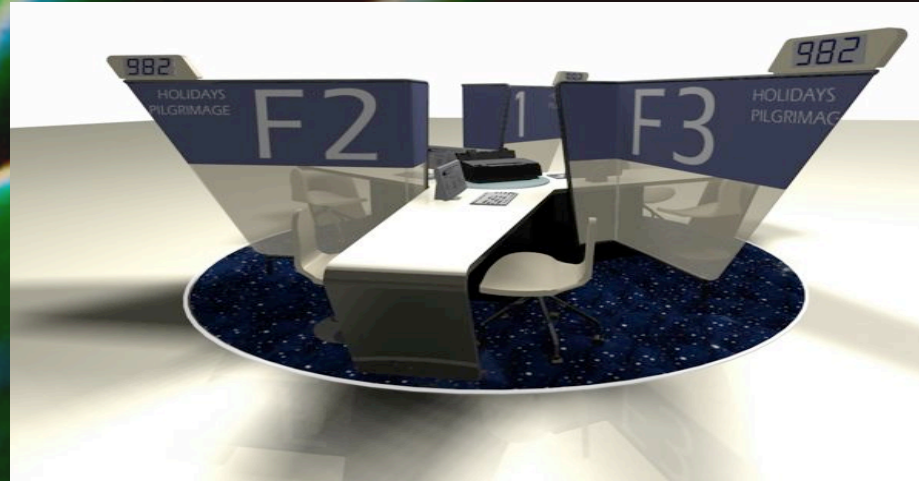
design is the new advertising

brands need to adapt to consumer choices in this new world and provide emotional experiences in order to be irresistible.

moon design



SAUDI ARABIAN AIRLINES
الخطوط الجوية العربية السعودية



italian eclecticism



espression lavazza coffe shop interantional chain – 2007



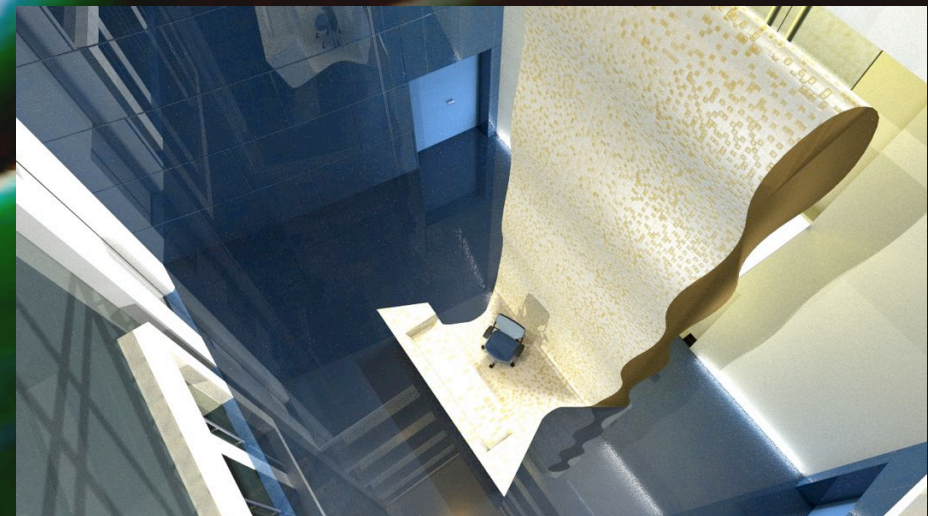
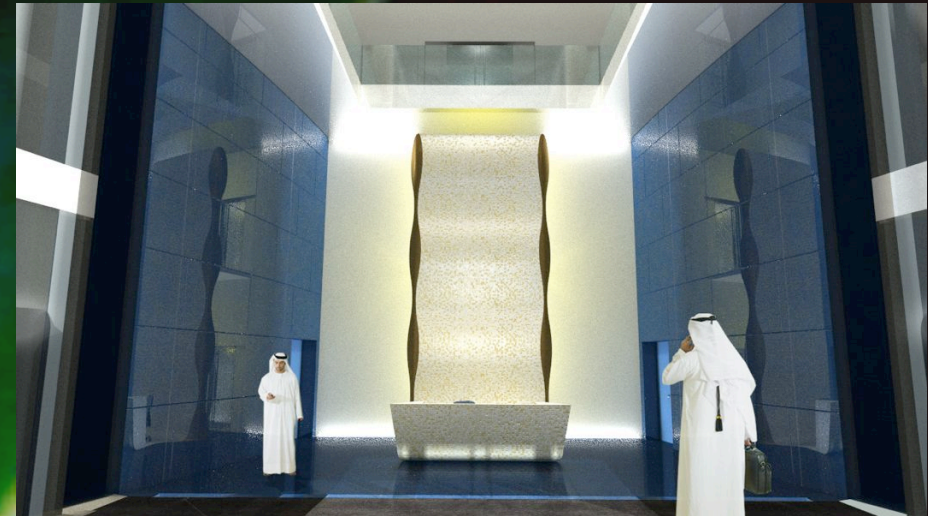
human being are powered by
emotion, not by reason

study after study has proven that if the emotion centers of our brain are damaged in some way, we don't just lose the ability to laugh or cry, we lose the ability to make decisions.

the essential difference between emotion and reason is that emotion leads to action while reason leads to conclusions.

architecture
corporate buildings
master planning

pixel bricks



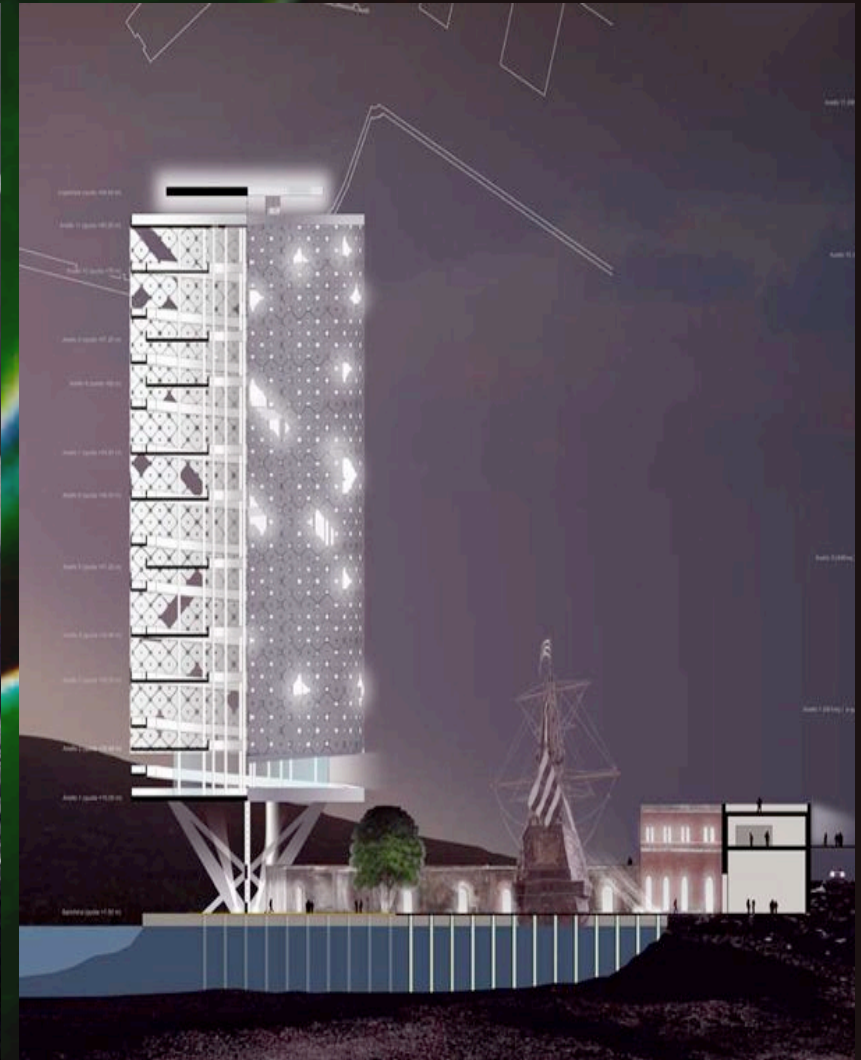
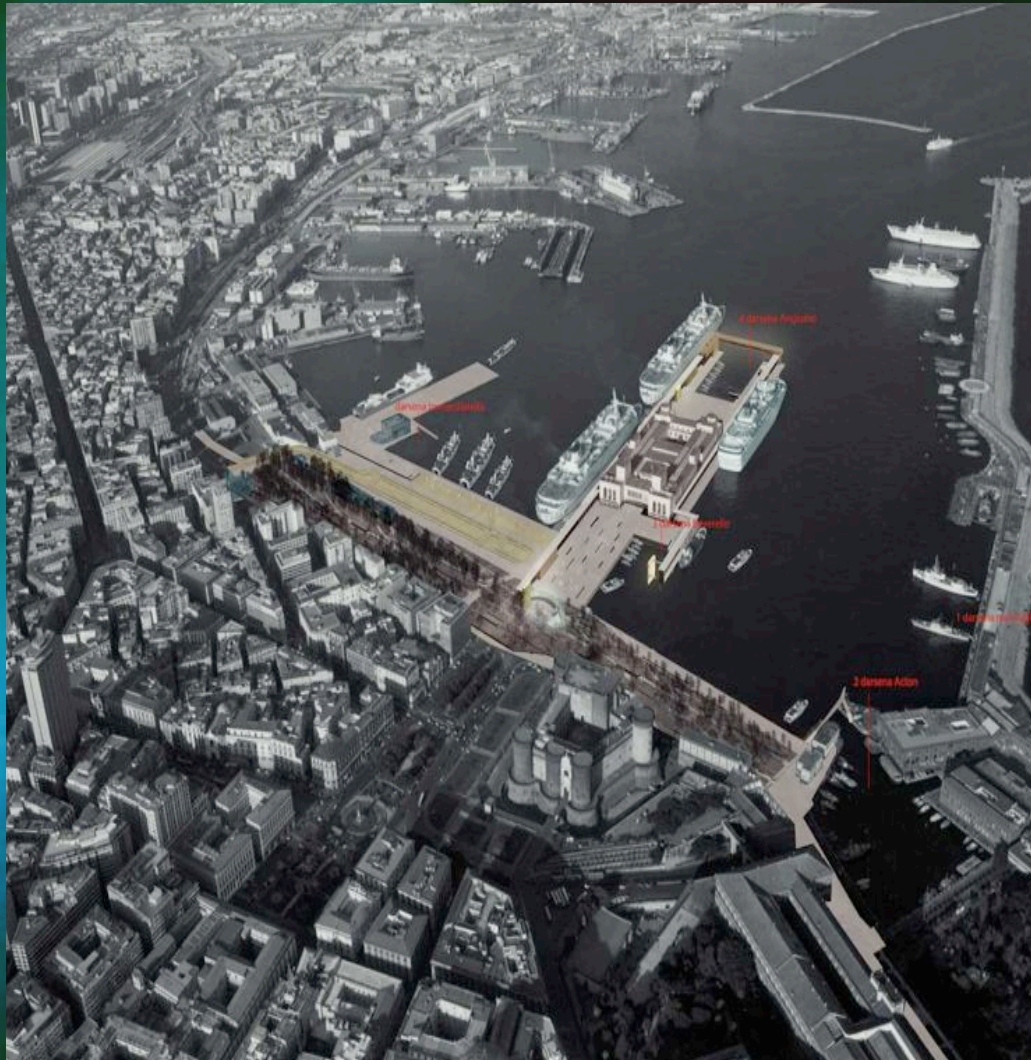
Al Saedan headquarter riyyadh 2007



century top 100 hotel - shiyan china 2007



Intelligent building cremona italy 2008



Naple port – redesign waterfront – hotel offices and commercial spaces – italy – 2007



napoli parco bagnoli – leke for energy saving , fitness and wellness centers italy 2007



century top 100 hotel – shiyan china 2007

design your **light**

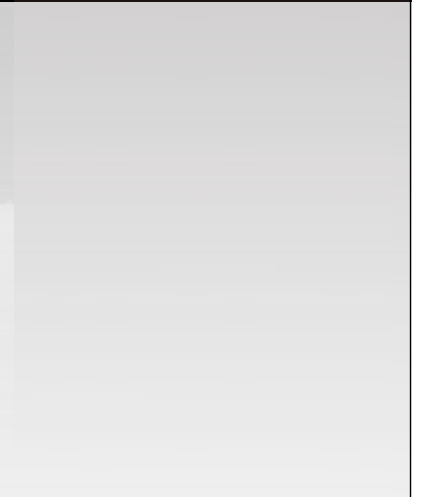
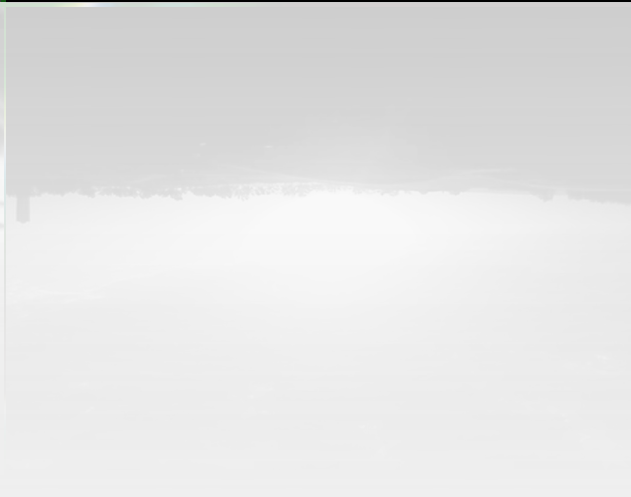
light is the prime sensory perception that represents our way of being. It is omnipresent, everywhere, defining the shapes of reality. light helps our eyes to perceive space and all the objects we relate to. architecture is not exempt from this simple law, on the contrary, it lives of this immaterial entity, as reality, emotions and meanings.

light is ideas, colours, depth, ambiance, narration, expression. light is a magic power that adds, subtracts, erases, softens, enriches, blurs, enhances.

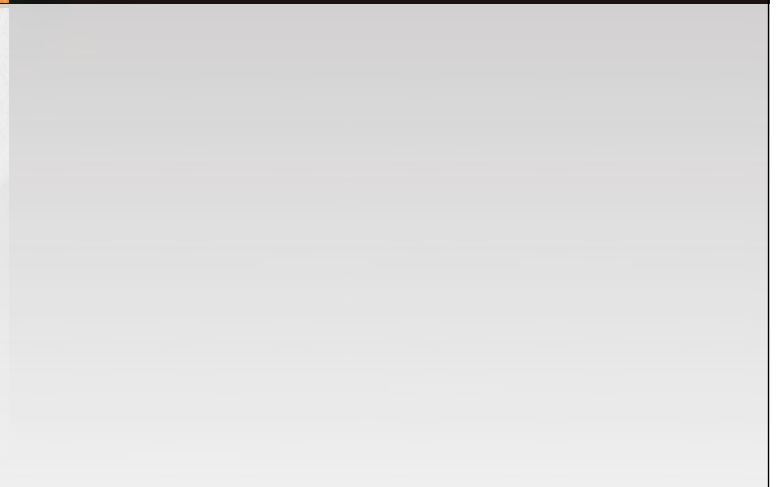
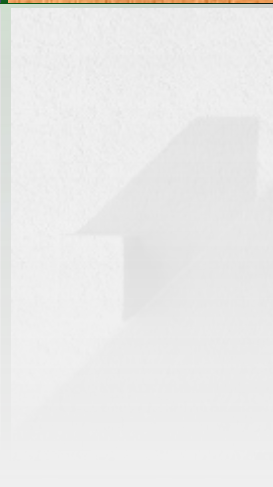
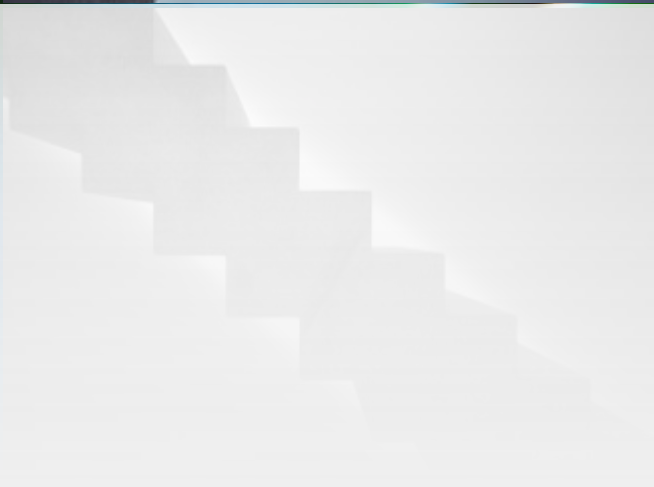
Vinci, the square of Leonardo da Vinci

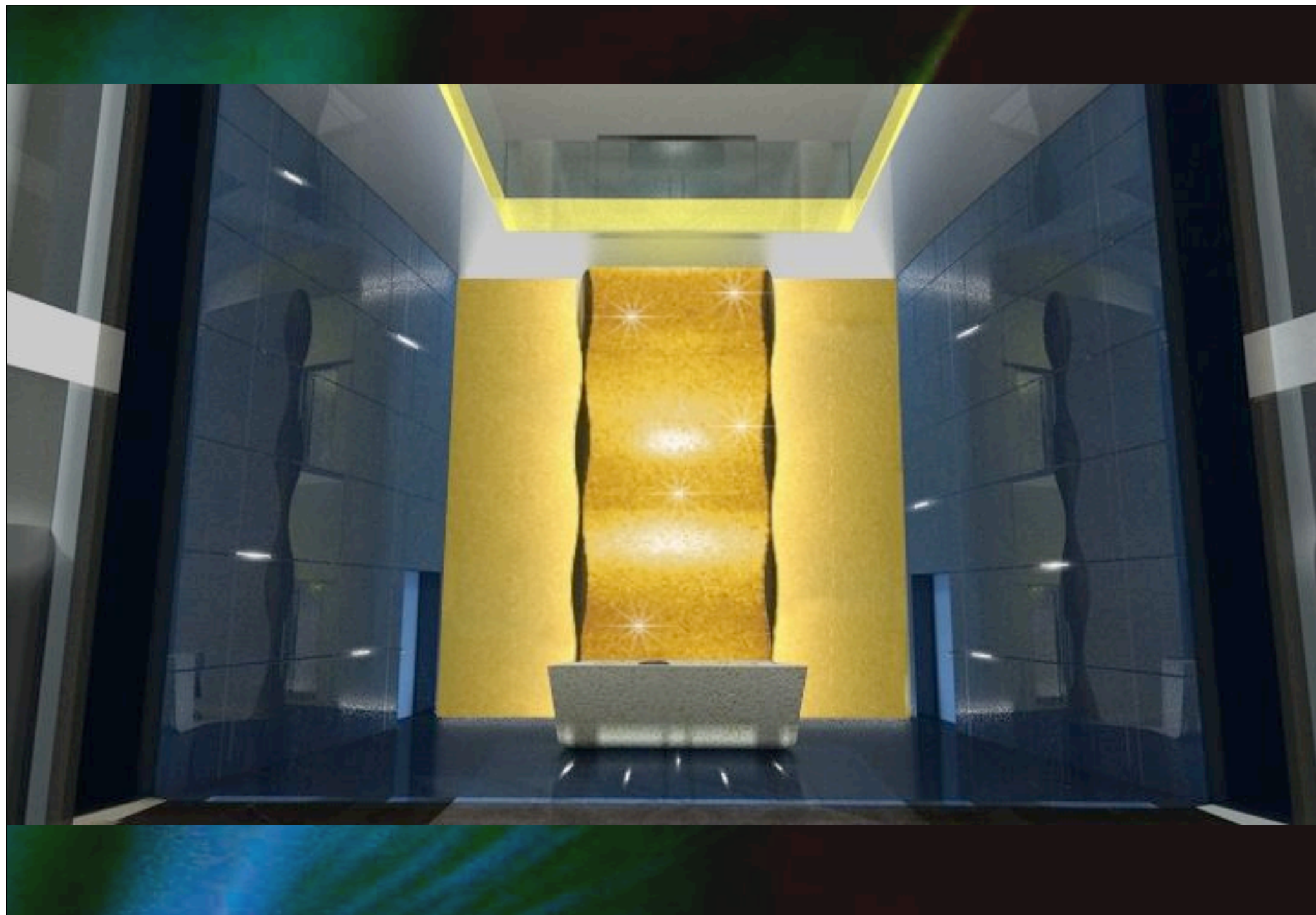


light arouse emotions
trought light we can enphatize the emotions



light is architecture
the architectural elements, materials, forms are unveil by the light,
everything is made of light



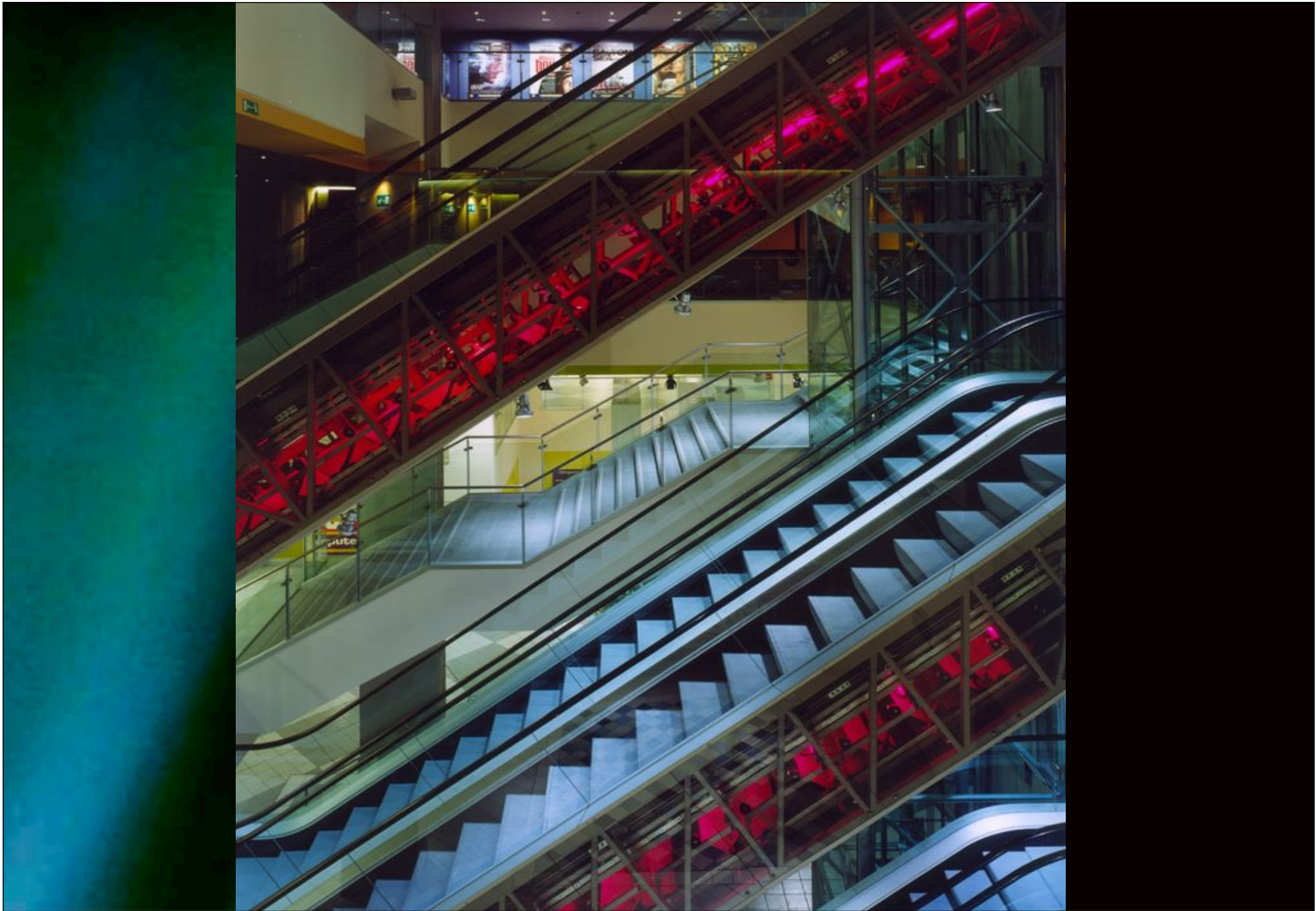














Hugo Boss Industries

corporate



The background of the slide is a dark, black canvas filled with vibrant, abstract light trails. These trails are composed of multiple overlapping strokes in warm colors like orange, yellow, and red, as well as cooler tones of purple and blue. The strokes are curved and flowing, creating a sense of dynamic movement and energy. They vary in thickness and intensity, with some appearing as bright, glowing lines and others as softer, more diffused washes of color. The overall effect is reminiscent of long-exposure photography of light sources or perhaps digital data visualizations.

domotic

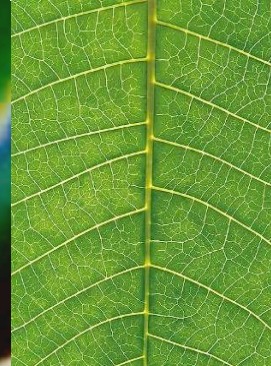
control



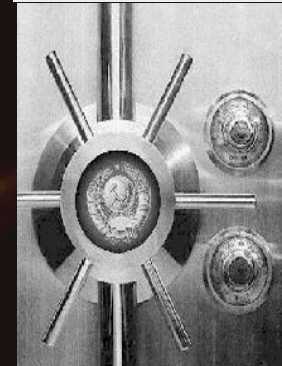
simplicity



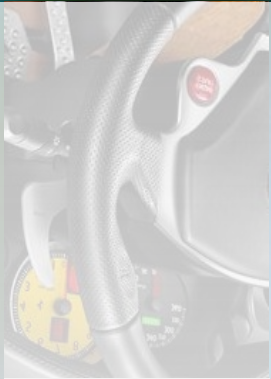
energy
saving



security



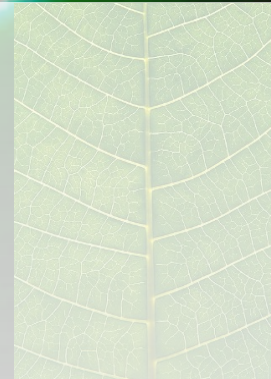
control



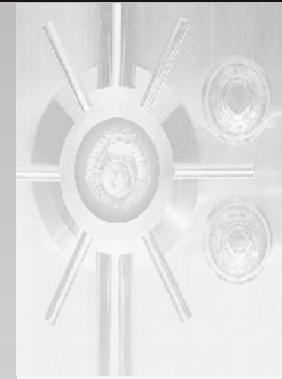
simplicity



energy
saving



security





CONTROL

Volume by Region



SIMPLICITY

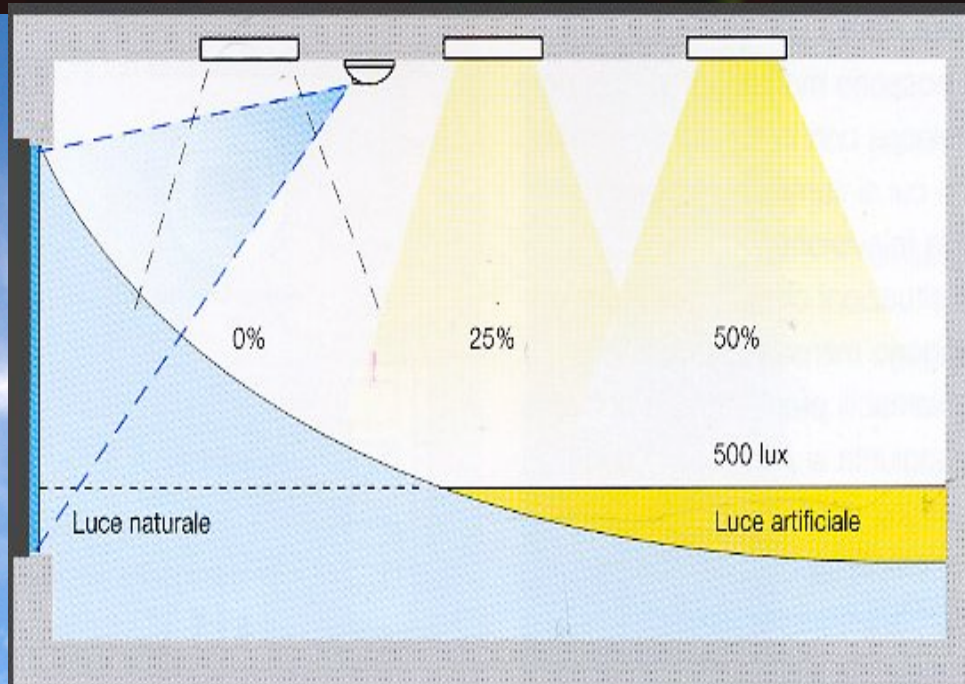


SIMPLICITY



With a single button, the curtains obscure, it reduces the level of illumination, lowers the projection screen, turns on the projector, the room temperature goes to optimal values.





light-sensitive cell



dimmable electronic ballast



light source

SECURITY

At night, with a single button, turn on only the courtesy lights, you disconnect all unnecessary loads and activates the alarm system.



Why Lighting Controls?

- CD Player
 - 1985
- Mobile phone
 - 1990
- GPS
 - 1997
- Internet
 - 1996
- Satellite TV
 - 1992
- Plasma Screens
 - 1999
- Play Station 2
 - 2000
- Light switch
- ***1910***
- ***Would you buy a Sound System without a volume control!***



attractive
things work better

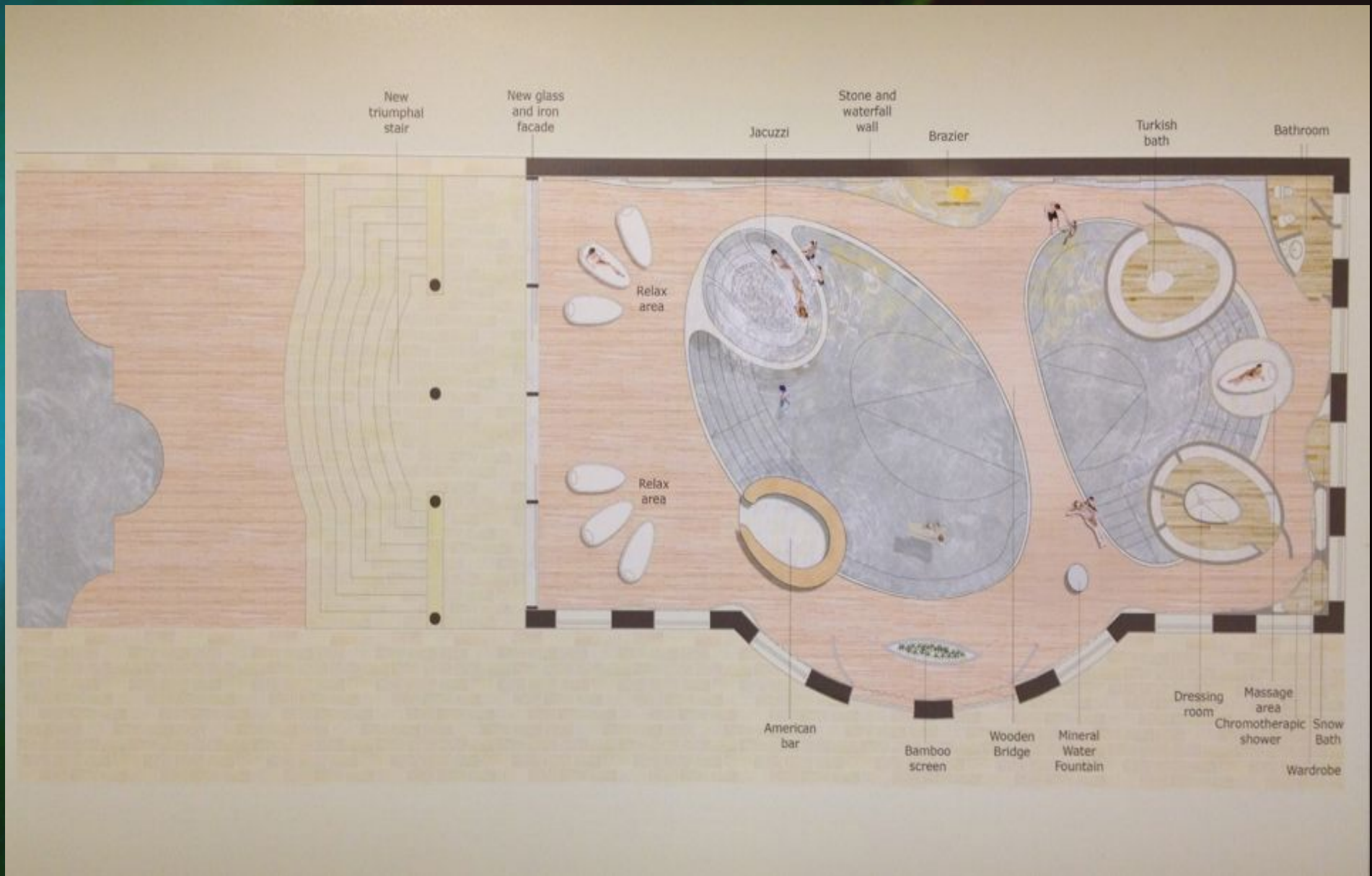
people expect wonder and surprise they
expect a touch of irony in any situation.
either in commercial than rich and
sophisticated environments.

**wellness
projects**

THE POOL BECOMES A CONTINUOUS PRIVATE WELLNESS CENTRE....
A LARGE BAMBOO VASE WELCOMES THE OWNERS AND THEIR GUESTS TO
DIFFERENT EXPERIENCES...
ON THE RIGHT SIDE THE WINDOWS ARE SCREENED AND ALONG THE POOL
PEOPLE CAN ENJOY THE CHROMOTHERAPIC SHOWER, THE TURKISH BATH,
THE SNOW BATH, THE MASSAGE AREA, THEN PLUNGE INTO THE POOL AND
THEN... SWIM UNDER THE WOODEN BRIDGE, HAVING ON ONE SIDE THE
STONEWALL WITH LITTLE CASCADES AND THE WATER FALLING DOWN WITH
ITS RELAXING SOUND..... AND THE FIRE FROM THE BRAZIER THAT WARM UP
THE SPACE BRINGING THE SENSE OF REST...AND THEN REACH THE HUGE
JACUZZI POOL.... A BAR ON THE EDGE OF THE POOL TO HAVE A DRINK...
CONFORTABLE RELAXING AREAS WITH RICH CURTAINS THAT WILL PROTECT
INTIMACY...ELEGANT SEATS TO LIE DOWN AND DREAM.....OPPOSITE TO THE
ROCK WALL A CONTINUOUS WALL OF WOODEN PANEL AND CURTAINS THAT
WILL FILTER THE DAYLIGHT AND MAKE IT SOFTABOVE THE POOL A SKY OF
HUNDRED STARS..SMALL LIGHTS THAT WILL MAKE A MAGIC ATMOSPHERE
AND TWO GOLDEN DOMES THAT WILL BE SOFTLY LIT...A GLASS WALL WILL
OPEN UP THE SPACE TOWARDS THE EXTERIOR POOL AND THE GARDEN ...
BEAUTIFUL CURTAINS CAN FILTER THE VIEW AND THE LIGHT....

WOOD, STONES, ROCKS, FIRE, SILK, GOLD, WATER, WATER EVERYWHERE.....











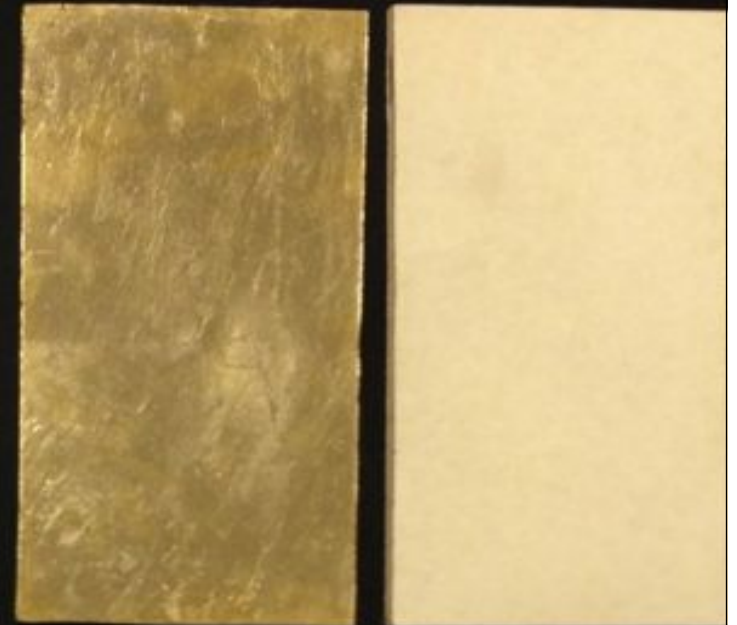




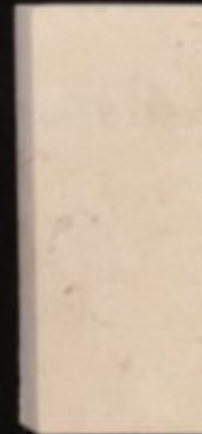
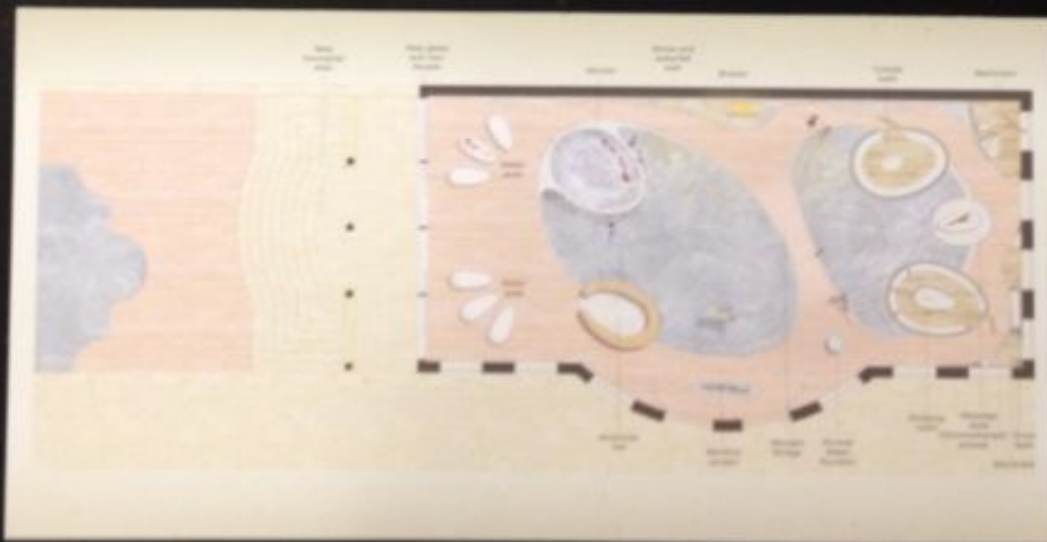


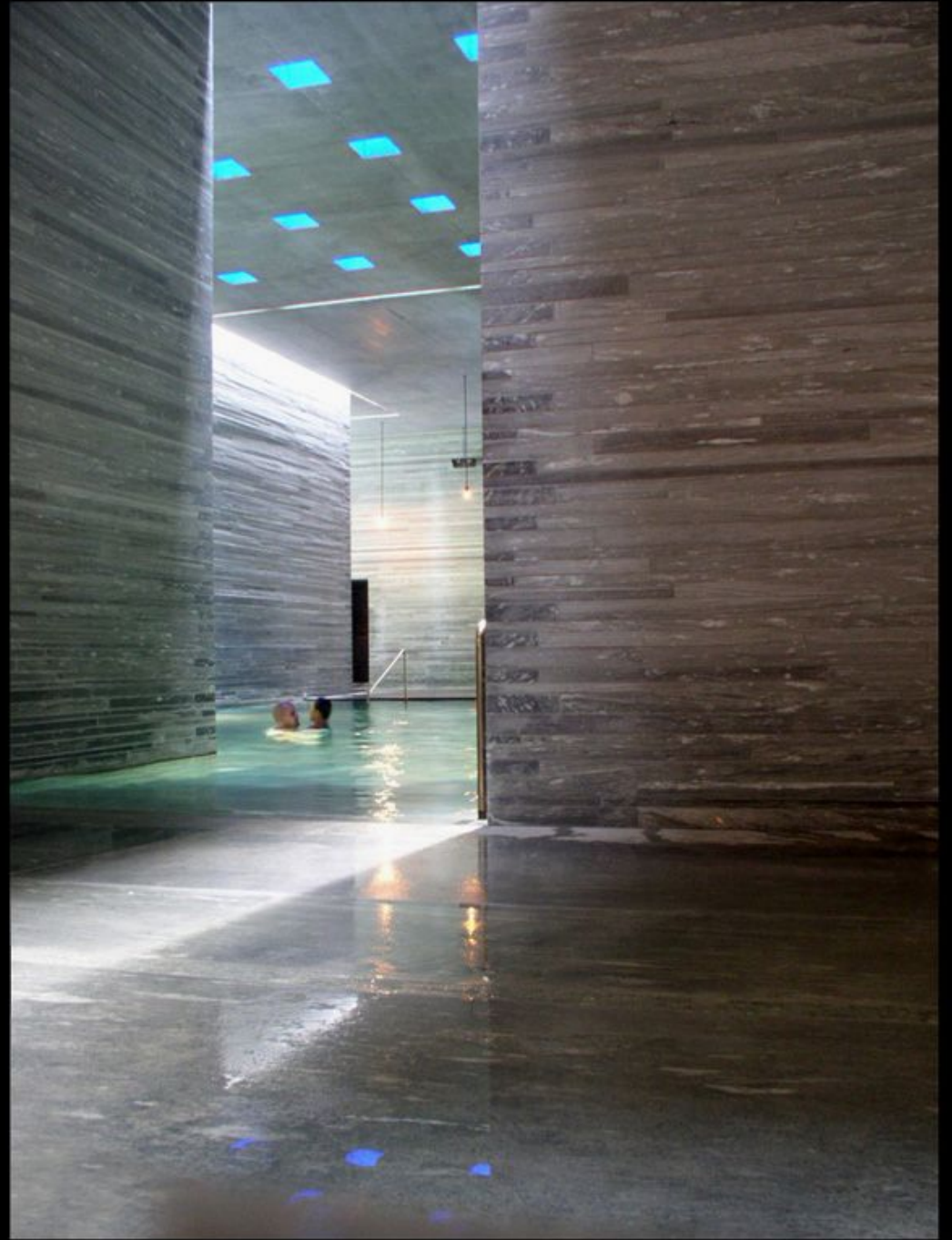
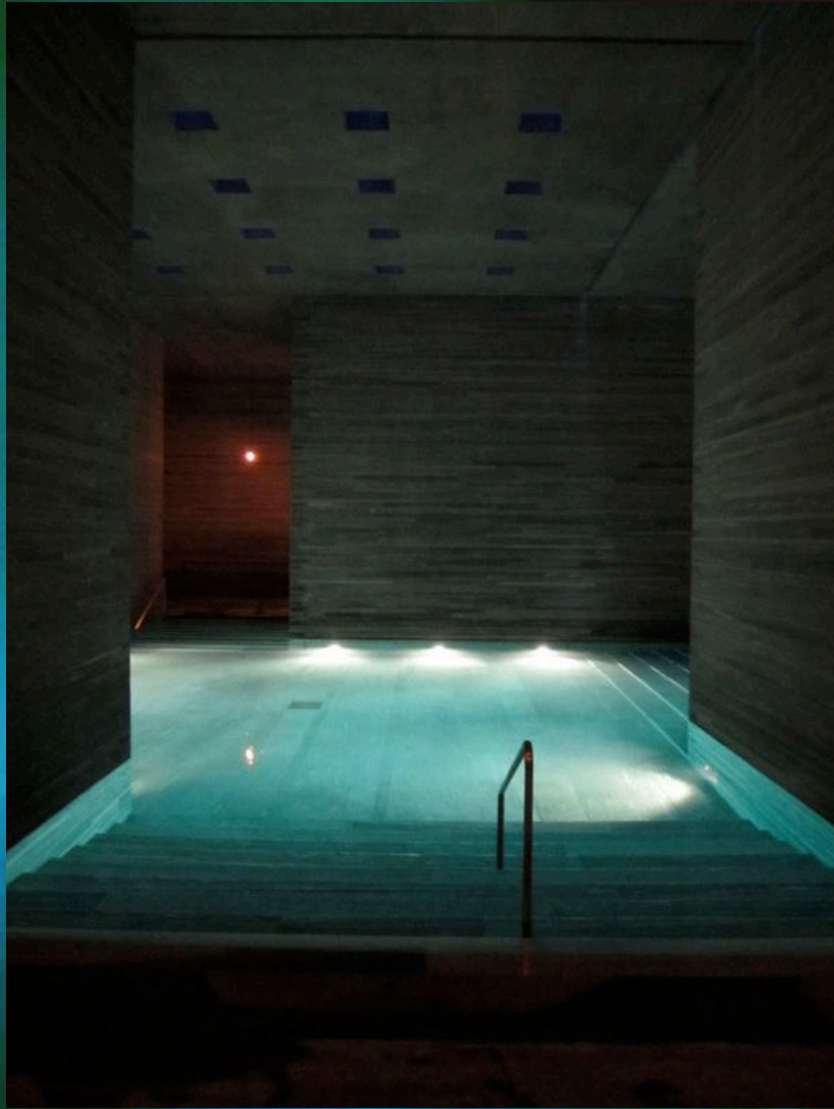






















LAGUNA PALACE
Grado














centro **edil** legno

il calore del legno nelle sue molteplici forme




è un'azienda con pluriennale esperienza nella selezione di legnami di alta qualità idonei alla costruzione di strutture in legno di pregio. I legnami selezionati vengono scelti non solo per le loro qualità di fibra o stabilità ma facendo anche attenzione a reperire la materia prima nel rispetto della natura; le essenze impiegate derivano principalmente da foreste di allevamento che prevedono un rimboscamento programmato.

I prodotti utilizzati per il trattamento del legno sono di tipo ecologico a base


di acqua che uniti a una finitura cerosa anti-UV garantiscono intatte le caratteristiche primarie del legno mantenendo la bellezza inalterata nel tempo.

La continua ricerca di materiali e forme di nuova concezione è una piacevole sfida cui ci dedichiamo per poter offrire sempre il massimo della qualità e del design ai nostri clienti.





L'architettura rivaluta e reintroduce il legno nella realizzazione di grandi progetti, siano essi di edilizia civile, industriale o commerciale. Rinnovato spazio e valore ad un elemento naturale di grande valore e pregio grazie anche alle nuova tecnologia del lamellare che ne permette un utilizzo ottimale per qualsiasi tipologia d'impiego. **Edil-Legno** dal 1992, grazie ad uno staff altamente specializzato , opera nel mercato dell'edilizia fornendo progettazione, assistenza, sviluppo e montaggio di strutture anche di grande complessità avvalendosi di squadre di esperti carpentieri che ne seguono la posa garantendone una perfetta esecuzione di montaggio



La scelta di Edil Legno, nel rispetto dell'ambiente, è di utilizzare colle ed impregnanti ecologici a base d'acqua che garantiscono un prodotto inalterabile nel tempo e compatibile con qualsiasi esigenza costruttiva rispettandone le innate caratteristiche naturali ed esaltandone colori, profumi e qualità. L'atmosfera unica ed ineguagliabile che la presenza di elementi in legno lamellare evocano in ambientazioni eterogenee raggiunge il massimo riconoscimento in presenza di strutture impensabili da realizzare con altri materiali ma che l'elasticità, la duttilità e l'adattabilità del lamellare consentono di realizzare devono e vogliono essere ulteriore stimolo all'impiego di uno dei più nobili e preziosi materiali che la natura offre quale fonte rinnovabile ed inesauribile. Ideare, progettare e

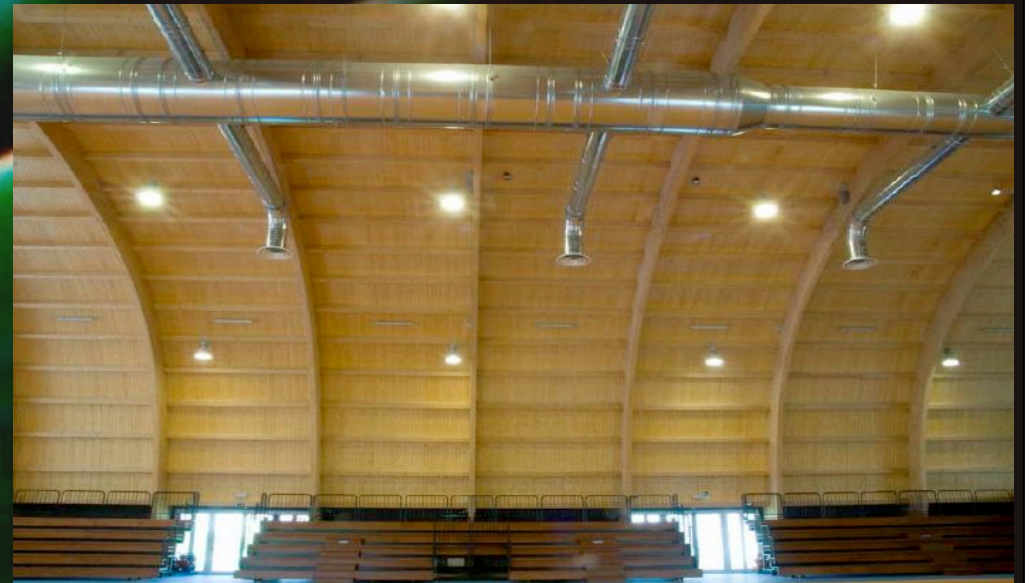
costruire *emozionando*

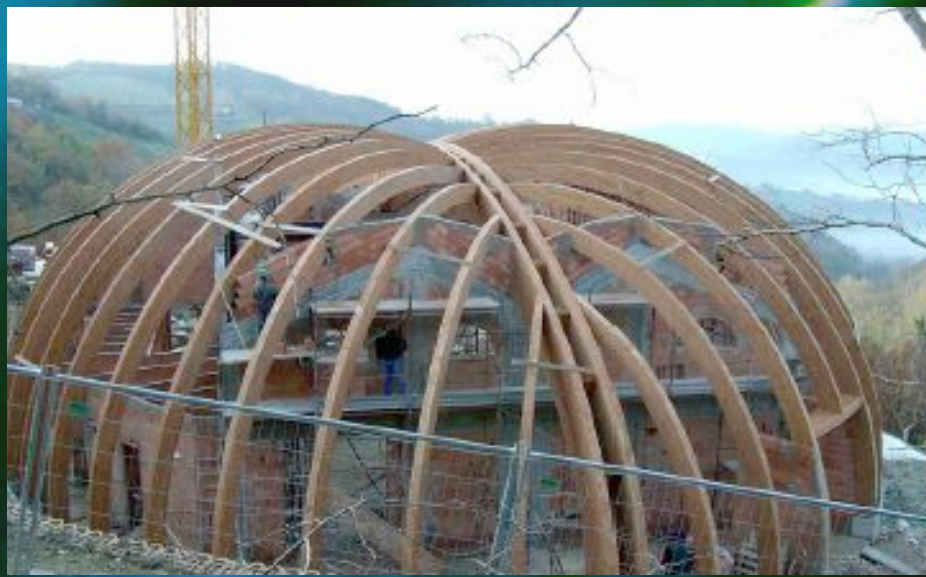
le realizzazioni









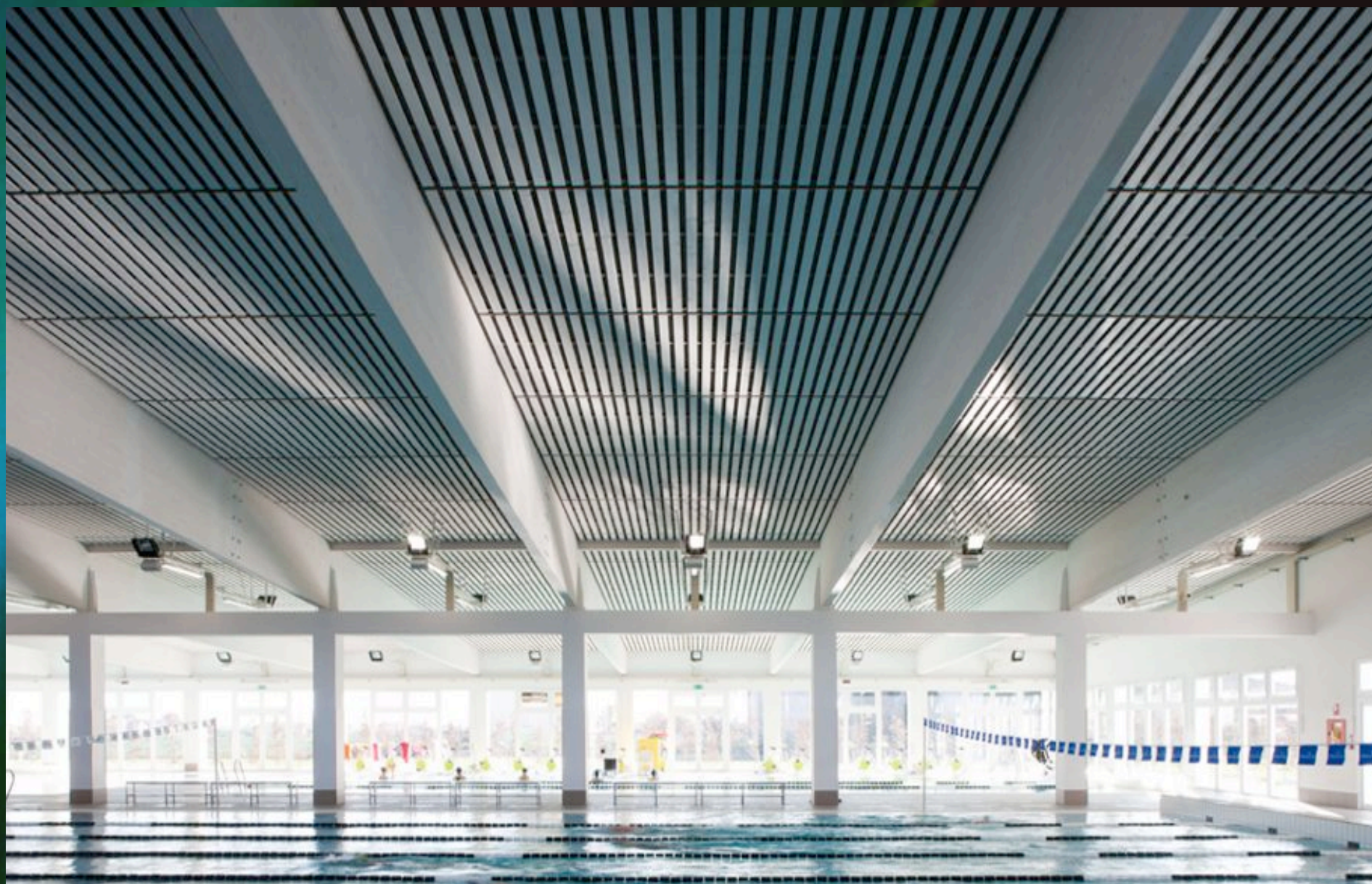


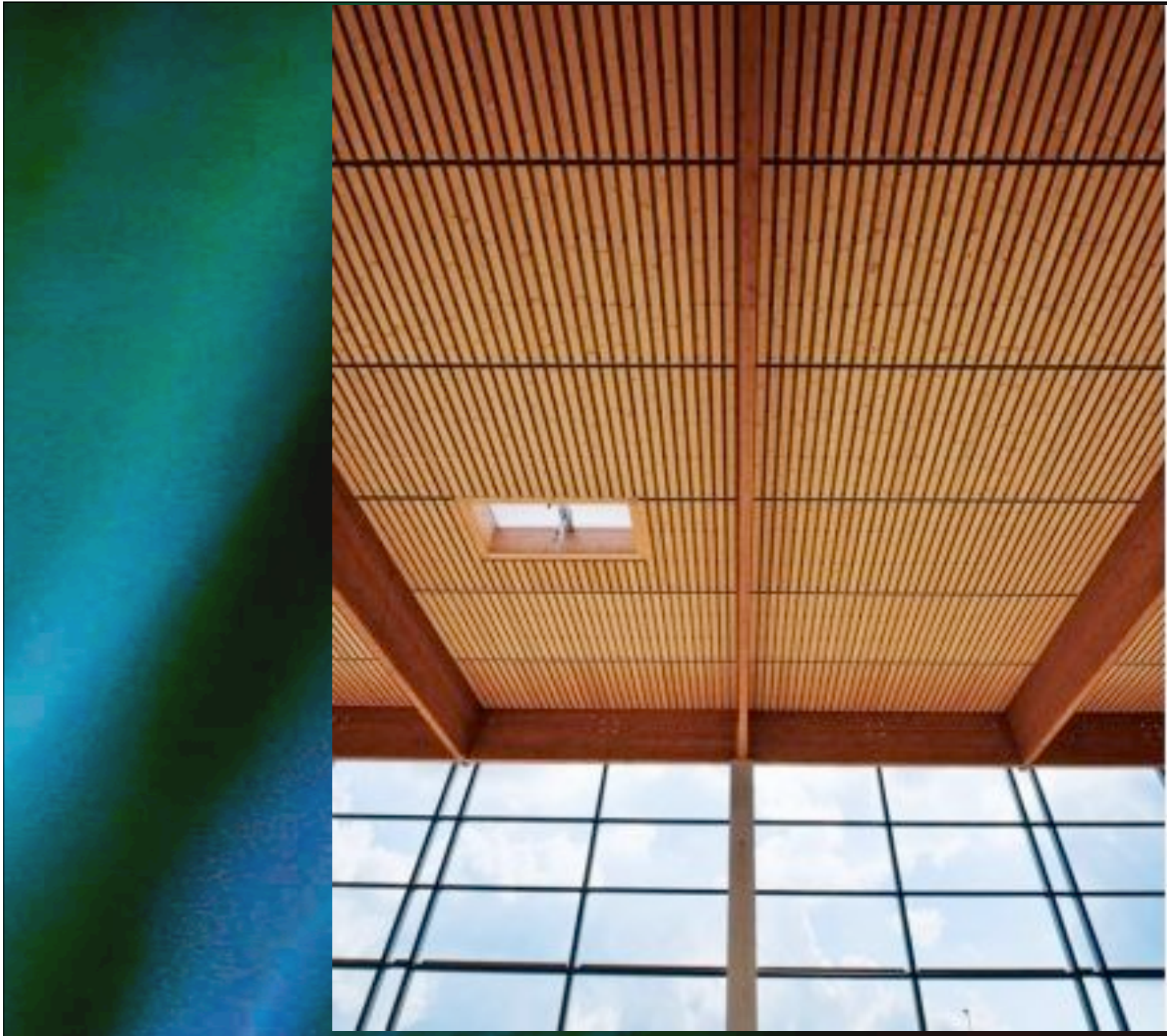
















design
a risparmio
energetico

mod. **CLASS**

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PIÙ DEL **30%** DI **RISPARMIO** ENERGETICO



Palestra Istituto Tecnico Marinoni Udine (Italy)

Palasport Carbonia (Cagliari, Italy)

Palazzetto dello Sport Lignano Sabbiadoro (Udine, Italy)

Palestra Vittorio Veneto (Italy)

Palaghiaccio Claut (Pordenone, Italy)

Palazzetto dello Sport Torri di Quartesolo (Vicenza, Italy)

Centro Nautico Sainte Geneviève des Bois (Paris, France)

Centro sportivo Dream Village Cordenons (Pordenone, Italy)

Piscina Bassano del Grappa (Vicenza, Italy)

Piscina Olimpionica Lignano Sabbiadoro (Udine, Italy)

Piscina Complesso Hypo Bank Tavagnacco (Udine, Italy)

Galoppatoio Pinerolo (Torino, Italy)

Autodromo di Vallelunga Campagnano di Roma (Roma, Italy)

Palazzetto dello Sport Voghera (Pavia, Italy)

Piscina Sestriere (Torino, Italy)