

# The Book of Works

FEEL FREE TO CREATE



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**10** AUDITORIUM IN SAN ROCCO CHURCH  
Microtopping®



**14** LOFT MOL  
Terraè-Calce



**18** CUBE APARTMENT V-S,  
SITE KANAAL  
Microtopping®



**20** CASA EG  
Lixio® / Microtopping®



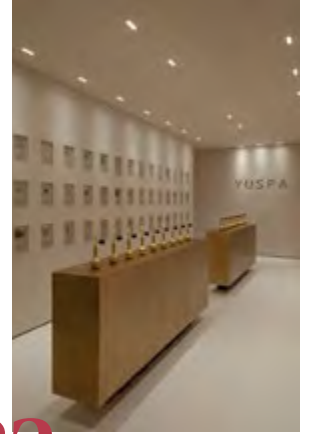
**24** PRIVATE APARTMENT  
IN SALENTO  
Rasico®



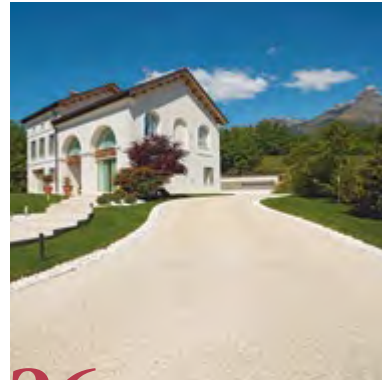
**28** PRIVATE HOUSE  
Lixio®



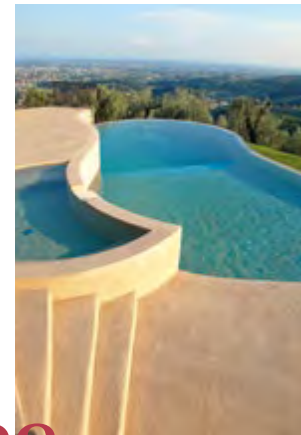
**30** PRIVATE HOUSE  
Sassoitalia®



**32** YUSHE SPA  
Microtopping®



**36** PRIVATE VILLA  
Sassoitalia®



**38** PRIVATE VILLA  
Sassoitalia®



**40** PAESTUM  
ARCHEOLOGICAL PARK  
Sassoitalia®



**42** DARLING POINT  
APARTMENT  
Microtopping®



**46** RESIDENCE IN WIJNEGEM  
Purometallo /  
Microtopping®



**48** VILLA THEO  
Microtopping®



**52** HOUSE OF MUSIC  
Lixio®



**54** KOREAN TRADITIONAL  
HOUSE  
Microtopping®



**58** THE FOUNDER'S OFFICE  
Microtopping®



**62** TRULLO  
Nuvolato Architop®



**64** PRIVATE VILLA  
Stamped Concrete  
Sassoitalia®



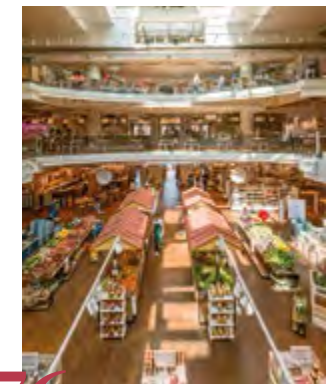
**68** VILLA NEMES  
Microtopping®



**72** AMOR IN H-FARM  
Lixio®+



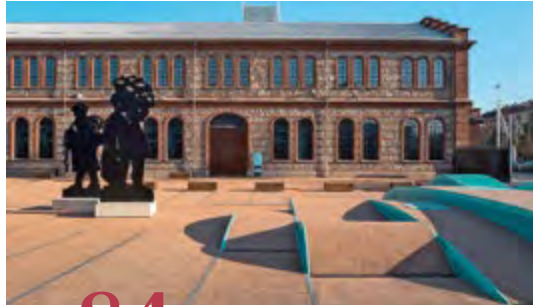
**74** LA BIRRERIA PEDAVERA  
Rasico®



**76** EATALY  
Acid Stain



**80** PRIVATE VILLA IN CROATIA  
Acid Stain  
Sassoitalia®



**84** OGR TORINO  
Sassoitalia®



**86** STEAKHOUSE IN KIEV  
Acid Stain



**90** PATINA MALDIVES RESORT  
Rasico® Touch



**92** CASA LV  
Nuvolato Architop®



**96** WONDERLAB 2.0  
Microtopping®



**100** KING EDWARD RESIDENCE  
Puometallo



**102** BEACH RESORT  
IN MALDIVES  
Lixio®



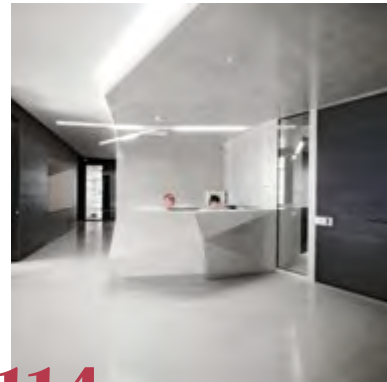
**106** MARIIGNANA ART GALLERY  
Nuvolato Architop®



**108** THE CHAPEL  
Microtopping®



**112** BONAVERI SHOWROOM  
Microtopping®



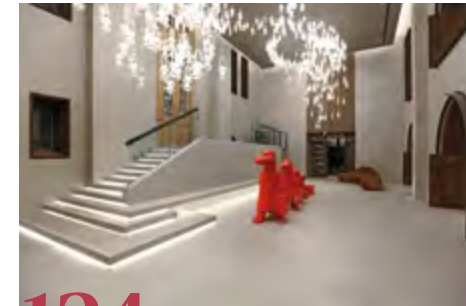
**114** STUDIO BOFFA  
Microtopping®



**116** PLATO CONTEMPORARY  
ART GALLERY  
Microtopping®



**120** NÆRVÆR RESTAURANT  
Nuvolato Architop®



**124** KAZAN PALACE HOTEL  
Microtopping®  
Lixio® / Puometallo



**128** APARTMENT IN COSTA BRAVA  
Microtopping®



**132** CASA INFINITA  
Nuvolato Architop®



**134** JEWELLERY IN ANTWERP  
Microtopping®



**136** OPTICAL SHOP  
Microtopping®



**138** VERSUS MERIDIANEM  
RESTAURANT  
Nuvolato Architop®



**142** "CHUBBY GIRL"  
RESTAURANT  
Lixio®+



**144** NIKE STORE  
Microtopping®



**146** PRIVATE VILLA  
Rasico®



**148** PRIVATE HOUSE  
Lixio®+



**150** PRIVATE VILLA IN  
BUDAPEST  
Microtopping®



**154** UCCA DUNE ART MUSEUM  
Lixio®+  
Microtopping®



**158** MADDALENA OFFICE  
Nuvolato Architop®



**160** FLOWER SHOP  
Microtopping®



**162** SILO IN COPENHAGEN  
Microtopping®



**166** GARAGE ITALIA  
Nuvolato Architop®



**168** RESORT DEI FIORI  
Nuvolato Architop®



**172** PENTHOUSE M-DB  
Microtopping®



**176** PALAZZO GRASSI  
THEATRE  
Nuvolato Architop®



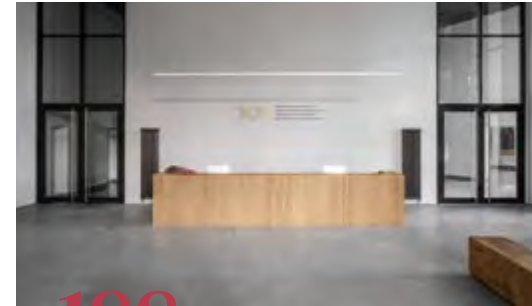
**178** PRADA FOUNDATION  
Nuvolato Architop®



**180** SPORT CLUB EKIPE  
Microtopping®



**184** CUBE APARTMENT M-M  
SITE KANAAL  
Microtopping®



**188** ZOYA MUSEUM  
Nuvolato Architop®



**192** PRIVATE VILLA  
Lixio®



**196** FISHZELENIS RESTAURANT  
Microtopping®



**200** DENTAL PRACTICE  
Lixio®+



**202** BOTANICAL GARDEN  
Stamped Concrete



**206** MOUNTAIN MESSNER  
MUSEUM  
Nuvolato Architop®



**210** P+E+3 HOUSE  
Nuvolato Architop®



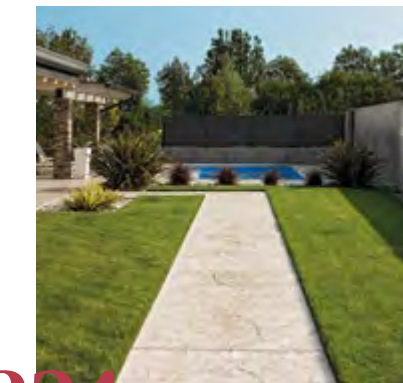
**212** PRIVATE VILLA  
WITH A BARCHESSA  
Nuvolato Architop®



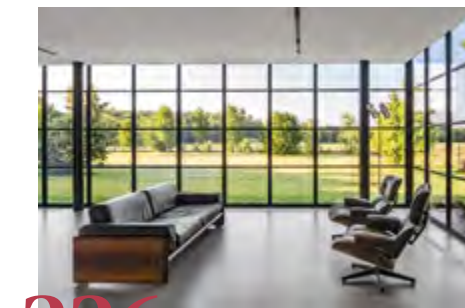
**216** LA GHIACCIAIA  
Lixio®+  
Sassoitalia®



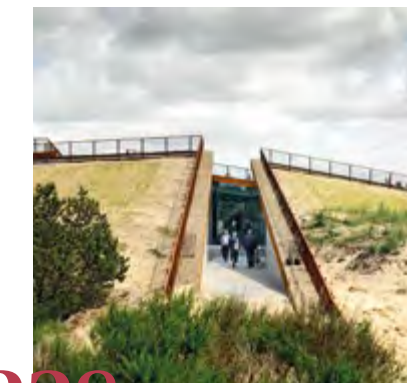
**220** POOLHOUSE S-W  
Microtopping®



**224** PRIVATE VILLA  
Stamped Concrete



**226** PRIVATE VILLA IN MESTRE  
Nuvolato Architop®



**228** TIRPITZ MUSEUM  
Ideal Wall®

EN Ideal Work® systems  
and solutions allow you  
to obtain a unique,  
attractive, valuable finish  
which can only be provided  
by true artisan craftsmen  
and quality materials.  
Each surface is a unique  
work of art.

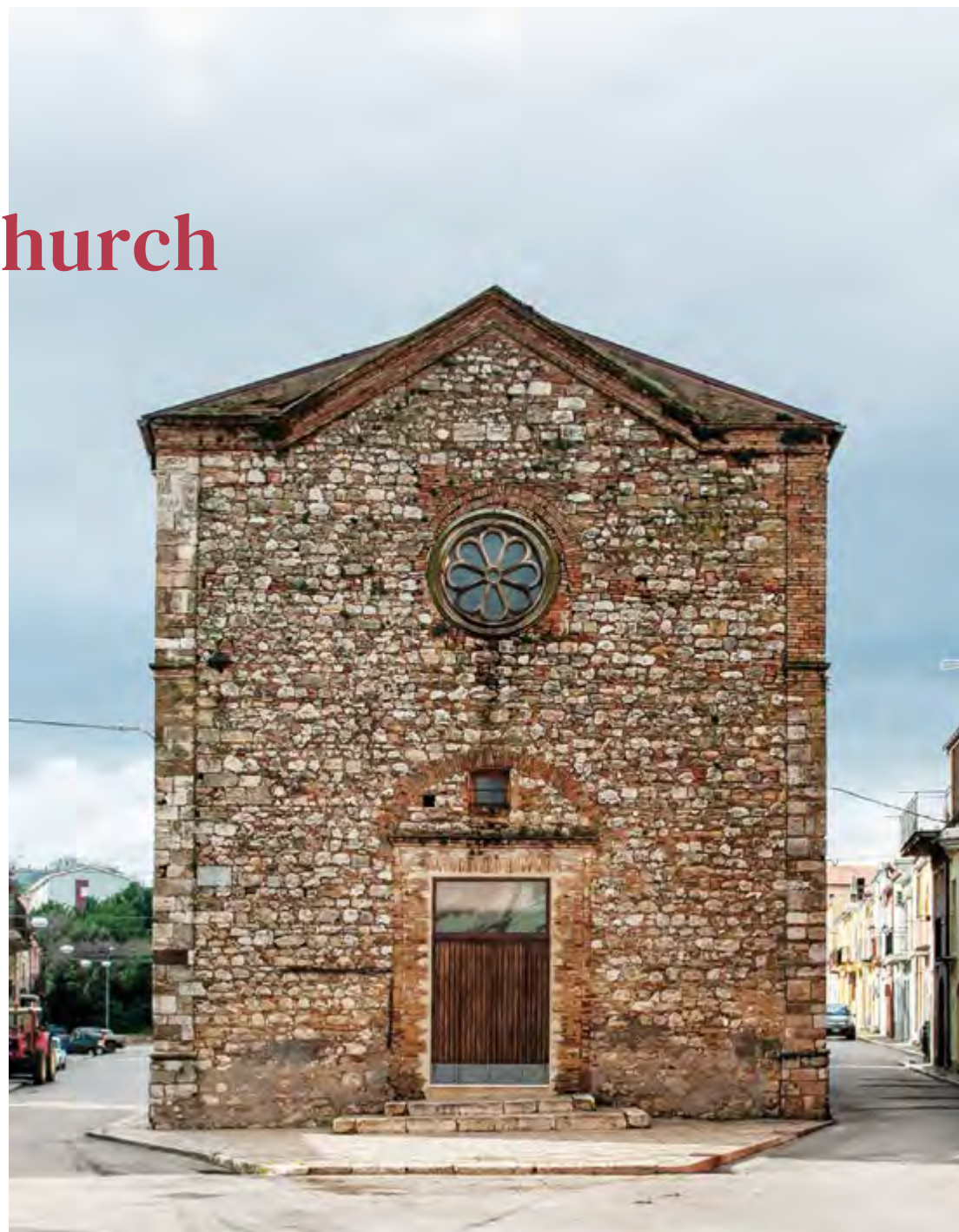
IT Le soluzioni Ideal Work®  
consentono di ottenere  
superfici uniche e pregiate,  
con tutto il valore intrinseco  
che solo le creazioni  
artigianali hanno.  
Ogni nostra superficie  
è un'opera unica.

# Auditorium in San Rocco church

2019. Rotello, Italy  
Architect: [Luigi Valente e Mario di Bona](#)  
Ph: [Stefano Pedretti](#)

Microtopping®

The former church of Saint Rocco in Rotello (in the Italian province of Campobasso) has recently been restored and converted into a modern theatre and multi-purpose room. Microtopping®, the perfect choice for such a restoration, has been used on all of the interior walls and floors.







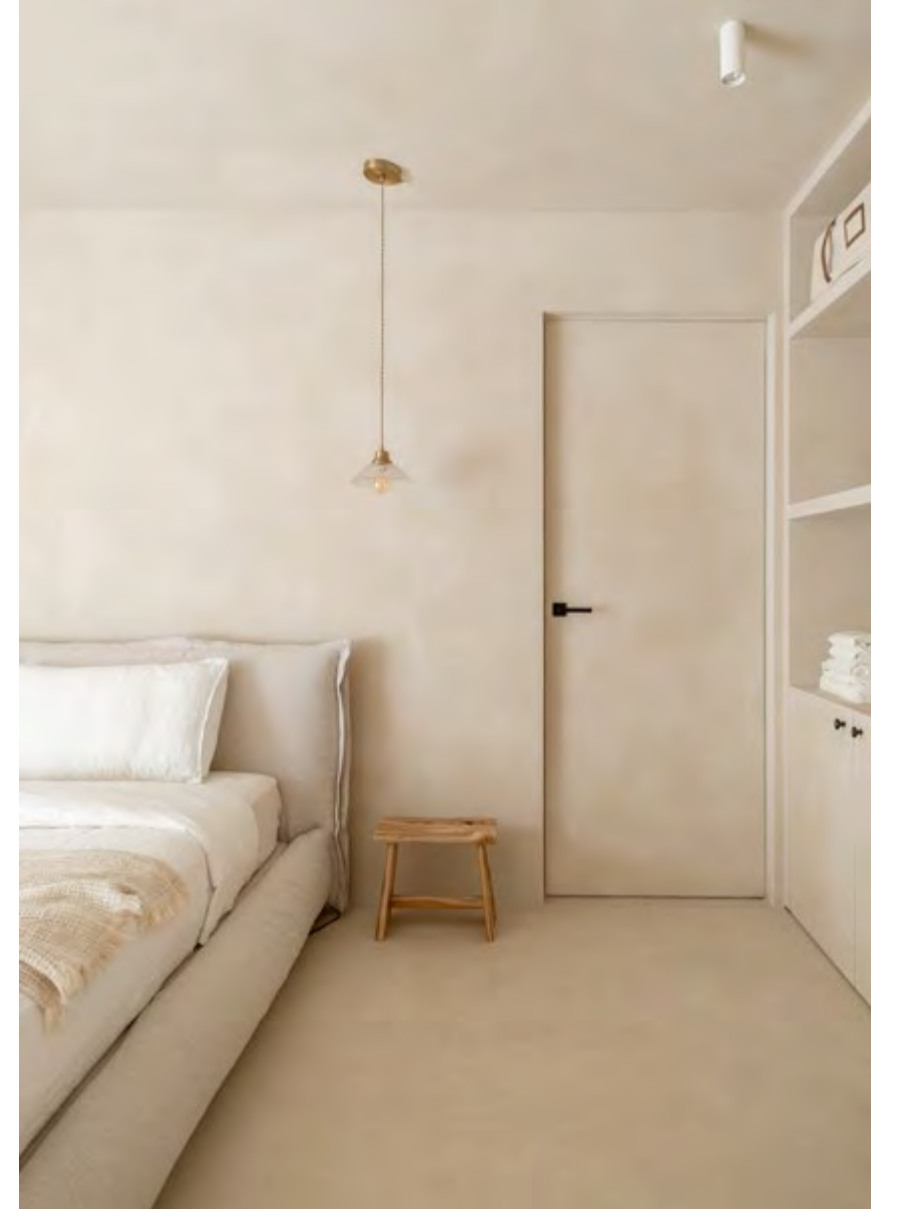
# Loft Mol

2023. Belgium  
Ph: [aperture\\_8.6\\_fotografie](#)

Microtopping®  
Terraë-Calce Matera

A stunning refuge with natural tones and an elegant and comfortable atmosphere, Loft Mol is one of the first projects featuring Ideal Work's new Terraë-Calce products. Used on the walls in combination with Microtopping® in the same shade, the Terraë-Calce finish chosen for this residence gives continuity and light to the interior environments.





# Cube Apartment V-S Site Kanaal

2017, Belgium  
Design: [Arjaan De Feyter Interior](#)  
Architect: [Bogdan & Van Broeck](#)  
Ph: [Piet-Albert Goethals](#)

Microtopping®





# Casa EG

2023. Barcelona, Spain  
Architect: [Nicola Tremacoldi](#)  
Ph: [Eugeni Pons](#)

Lixio®  
Microtopping®

Lixio® and Microtopping® feature in one of the emblems of Spanish modernism. Casa R. Sala, designed in 1906 by architect Domènec Boada and commissioned by Francesc Cairó, is reborn through the work of Nicola Tremacoldi Arquitecte studio.



# Private apartment in Salento

2019. Salento, Italy

Rasico®

Natural shades and textured materials characterise a lovely apartment with a balcony overlooking the sea in Santa Maria al Bagno, Puglia. Rasico® has been used for the external areas, unifying the spaces with beauty and harmony.





# Private house

2019. Ala, Italy

Lixio®

Open space, soft lines and natural colours make this house a perfect example of home comfort. Ideal Work's classic terrazzo floor Lixio® adds the final touch by unifying and visually enlarging the whole environment.





# Private villa

2020. Italy

Sassoitalia®



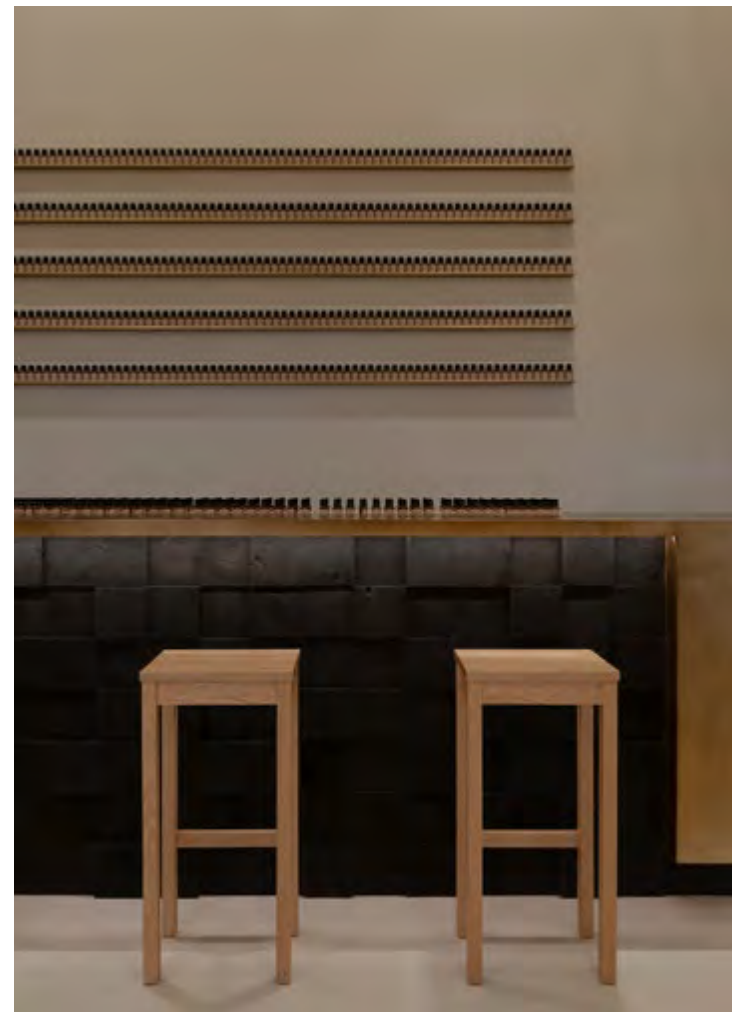
# Yushe Spa

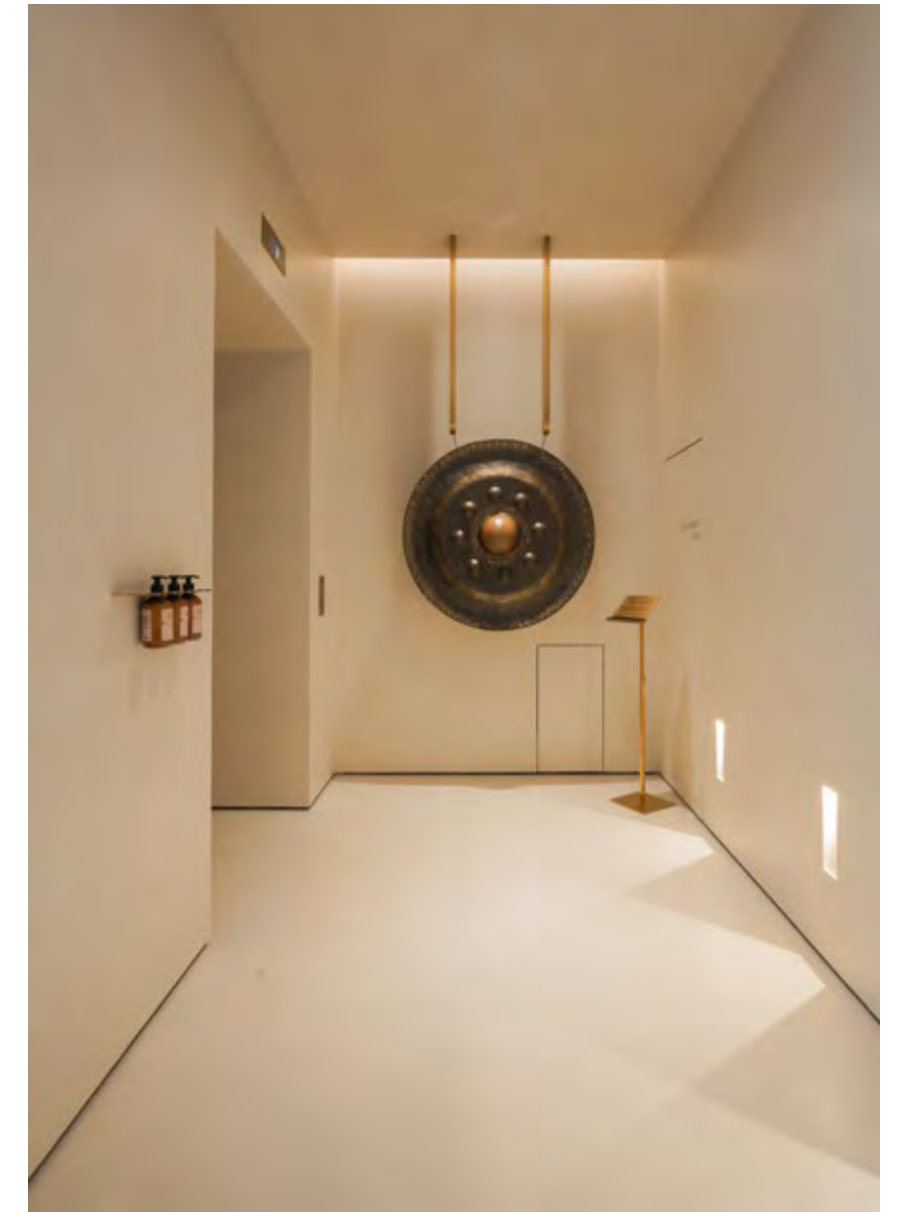
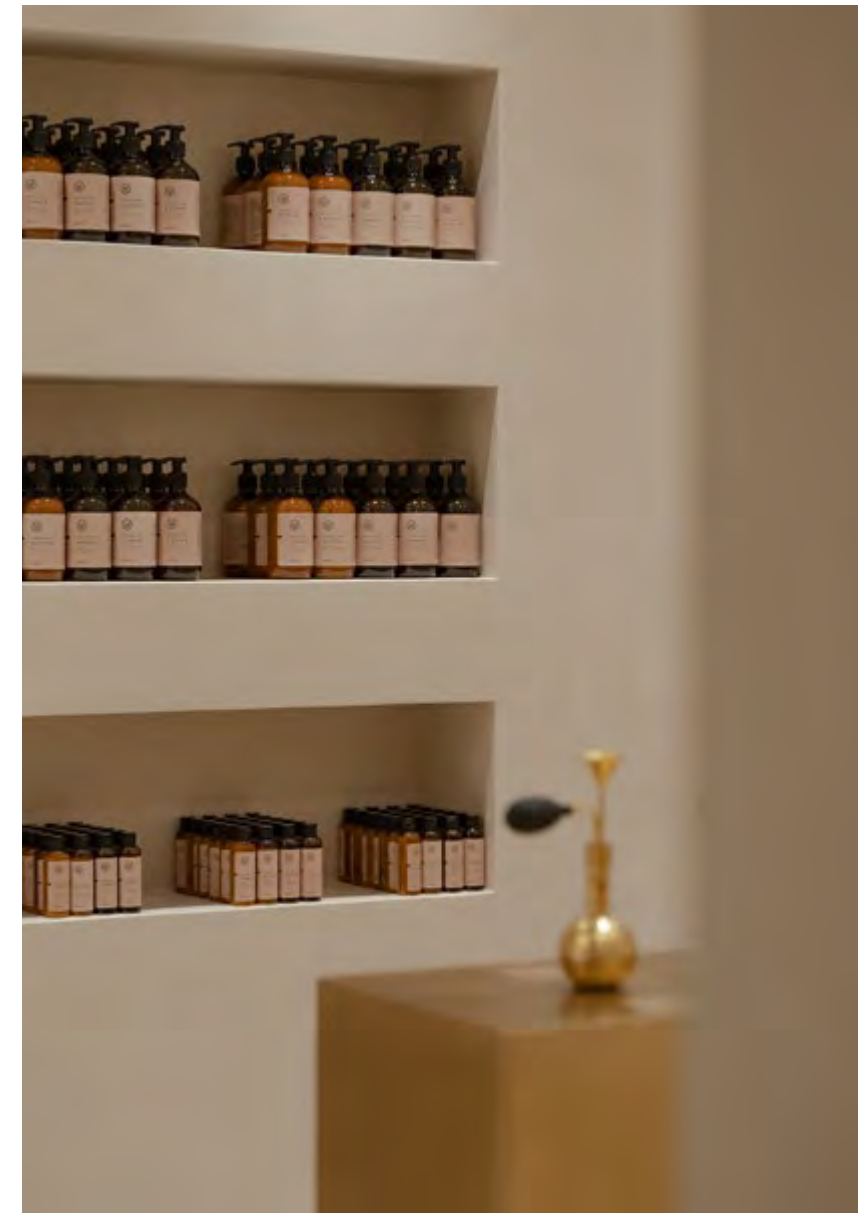
2021. Beijing, China  
Designer: [Weijun Wang](#)

Microtopping®  
Purometallo

On the journey into well-being and relaxation, materiality proves to be a key element of the project. Welcome to one of the most enticing and innovative spas in Beijing.

The YUSPA brand, at the entrance to the reception on the fourth floor, is transformed into a "concrete effect" through the use of Microtopping®. This seamless concrete solution covers over 1,000 square metres of floor and walls in this spa, which is dedicated to well-being and meditation. Microtopping® creates an effect of material continuity that brings together the various areas of this "temple of wellness" for the body and the mind.





# Private Villa

2016. Italy

Sassoitalia®



# Private Villa

2011. Massa e Cozzile, Italy  
Architect: [Studio Tecnico Ferretti](#)

Sassoitalia®



# Paestum archeological park

2019. Paestum,  
Italy

Sassoitalia®



# Darling point Apartment

2023. Sydney, Australia  
Designer: [Brian Zulaikha/Colebee Wright Architects](#)  
Builder: [Bright Build Constructions](#)  
Styling: [Studio CD](#)  
ph: [Anson Smart](#)

Microtopping®

Studio Zawa and its architects Brian Zulaikha and Colebee Wright recently engaged in research to help find suitable solutions to help a family of five, including three children, to downsize. The intention was to re-use existing space, creating the perfect environment for the family. The result of the designers' endeavour is this fantastic housing proposal — an apartment that conveys a sense of intimacy and family memories, overlooking Sydney Harbour.



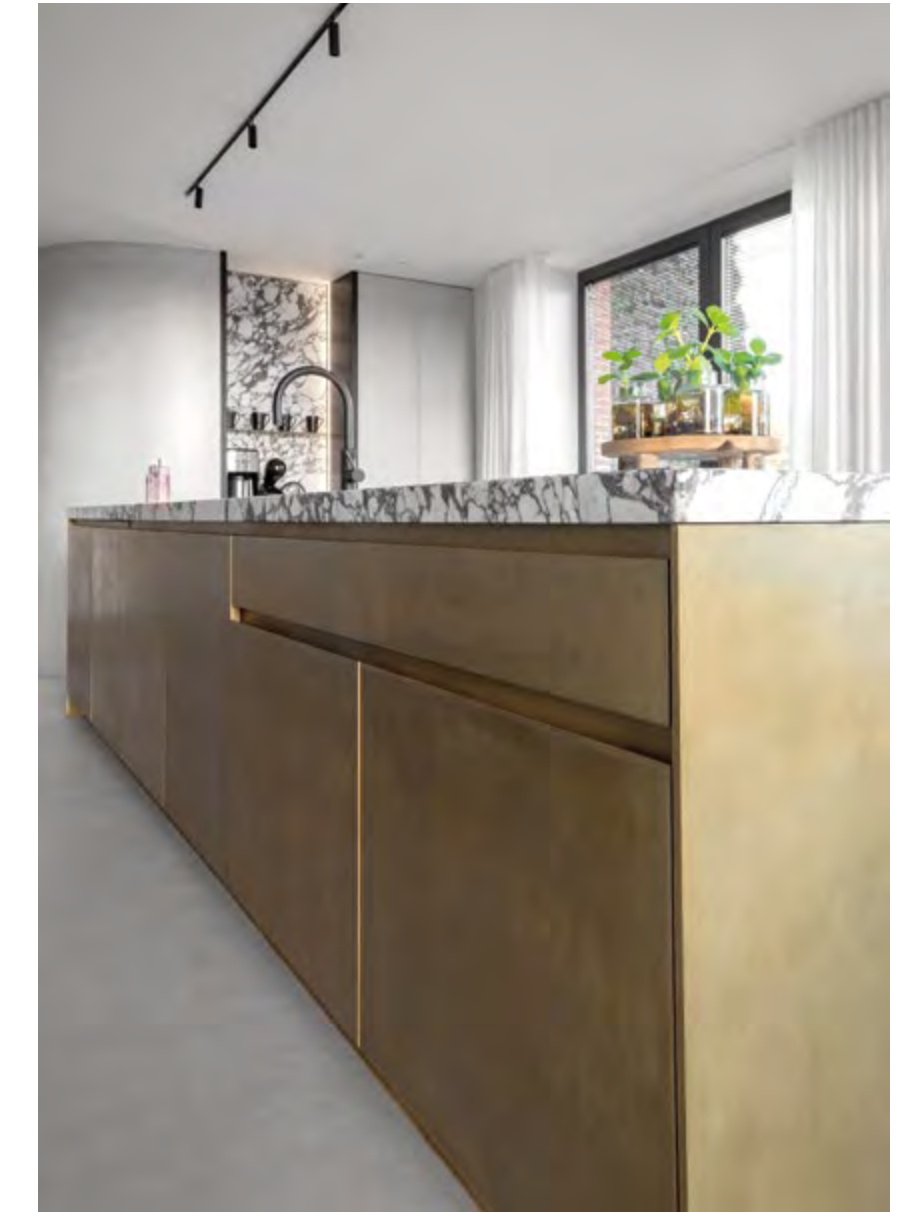




# Residence in Wijnegem

2020. Wijnegem, Belgium  
Architect: [Steven van Dooren interieur](#)  
ph: [Charlotte van Beek](#)

Purometallo  
Microtopping®



# Villa Theo

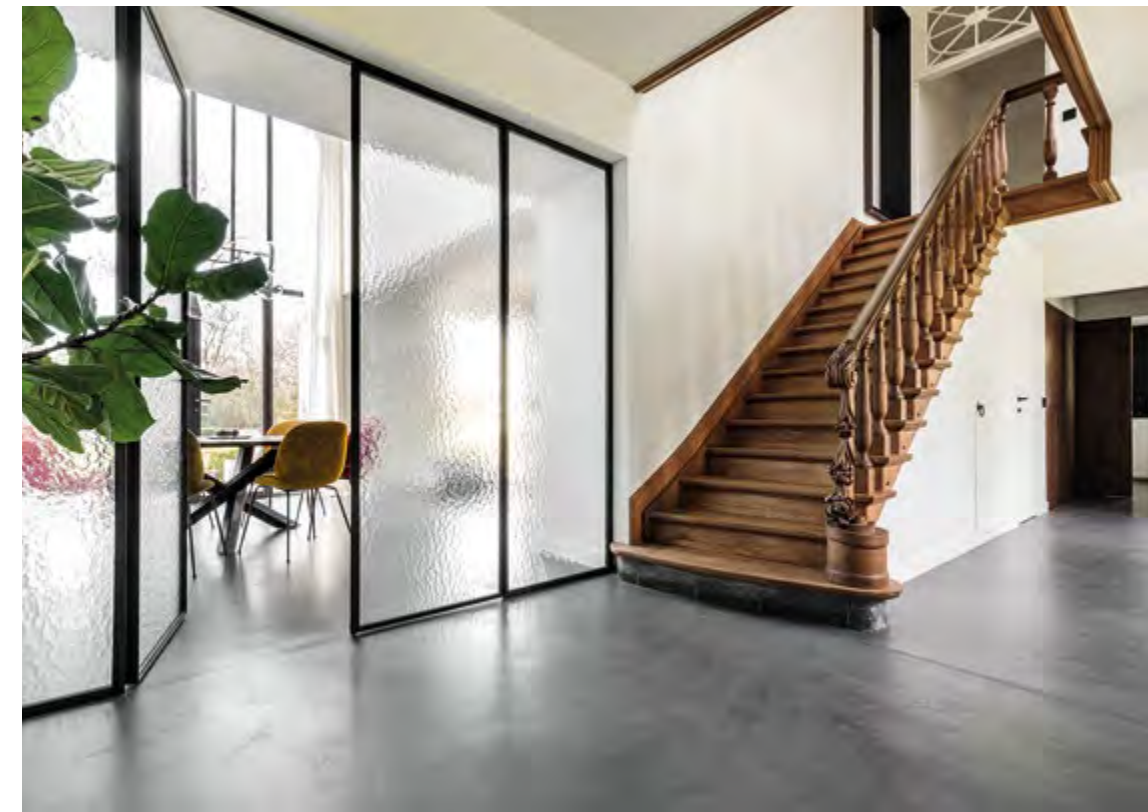
2018. Schilde, Belgium  
Architect: [Arjaan De Feyter](#)  
Interior Architects  
Ph: [lucid.lucid](#)

Microtopping®  
Purometallo

Decorating with gold and a touch of colour:  
those are the highlights of this beautiful,  
recently restored villa in Belgium.

Just a few clever elements, attention to  
detail, seamlessness and a vibrant touch  
through Microtopping® surfaces.





# Budapest House of Music

2022. Budapest, Hungary  
Architect: [Sou Fujimoto – M-Teampannon](#)  
Ph: [Mihály Nagy, György Palkó](#)

Lixio®+  
Sassoitalia®

Budapest House of Music is a project designed by architect Sou Fujimoto which brings together music, architecture and nature in a new cultural hub. Lixio®+ and Sassoitalia® were chosen for the building's internal and external surfaces respectively, providing successful landscape integration and extreme elegance.



# Korean traditional house

2019. Seoul, Korea  
Architect: Z-Lab  
Ph: [Texture on Texture](#)

Microtopping®

This small house near the centre of Seoul is characterised by harmony and serenity. Microtopping® was chosen to cover the floor, walls and entire bathroom, enlarging the space, giving it seamlessness and elegance.





# Founder's Office

2019. Abu Dhabi (UAE)  
Architect: [Bluehaus Group](#)  
Building and interior contracting company: [Al Tayer Stocks](#)  
Ph: [Chris Goldstraw](#)

Microtopping®

Sand shades, unique design pieces, cultural heritage and modern surfaces turned a government office into an attractive space with high aesthetic impact. Microtopping® covers the surfaces of The Founder's Office, a permanent office created in Abu Dhabi.







# Trullo

2016. Ostuni, Italy  
Architects: [Enrico Maria Cicchetti, Studio Emc](#)

Nuvolato Architop®

The project, managed by architect Enrico Maria Cicchetti (EMC Architects) in collaboration with engineer Francesco Palmisano, aims to breathe new life into buildings steeped in history, typified by Apulia's famous trulli. It does so by enhancing them with modern elements such as Nuvolato Architop® flooring, which sits discreetly alongside the existing architecture.



# Private Villa

2018. Emilia Romagna, Italy

Stamped Concrete  
Sassoitalia®

Located in the Emilian countryside, this rustic villa distinguishes itself by the sense of quiet and warmth it offers to those that arrive here.





# Villa Nemes

2015. Imperia, Italy  
Architect: [GHA](#)  
Ph: [Andrea Zanchi](#)

Microtopping®

Located in Imperia, a coastal city overlooking the sea, Villa Nemes merges with the landscape of Ligurian terraces.

In order to perfectly match the surrounding landscape, the large facade of this modern building has been completely covered with natural stone, whilst its green roof has been designed to minimise visual impact. The house is also surrounded by Mediterranean plants.





# Amor in H-farm

2021. Treviso, Italy  
Architect: [Philippe Starck](#)

Lixio®+

Lixio®+ was used to cover the counter of the Alajmo brothers' new restaurant Amor in Farm, located in the H-Farm Campus. The interior, designed by Philippe Starck, combines simplicity with utmost modernity with a nod to tradition.



# La Birreria Pedavena

2019. North of Italy

Rasico®



# Eataly

Milano / Forlì / Piacenza / Rome, Italy  
and Kuwait city / Seoul / London

Acid Stain

One of Ideal Work's most original and striking products, Acid-Stain, is making an impact in the world of quality Italian food and wine: it will now feature in four Eataly outlets. With its variegated patina of colour effects, Acid Stain can make any room unique, accentuating whatever happens to be on display there.







# Private Villa in Croatia

2014. Osijek, Croatia

Acid Stain  
Sassoitalia®





# OGR

2017. Torino, Italy  
Architects: [For Engineering Architecture](#)  
[Roberto Mancini](#), [Valeria Sclaverano](#), [Corrado Vaschetti](#)

Sassoitalia®

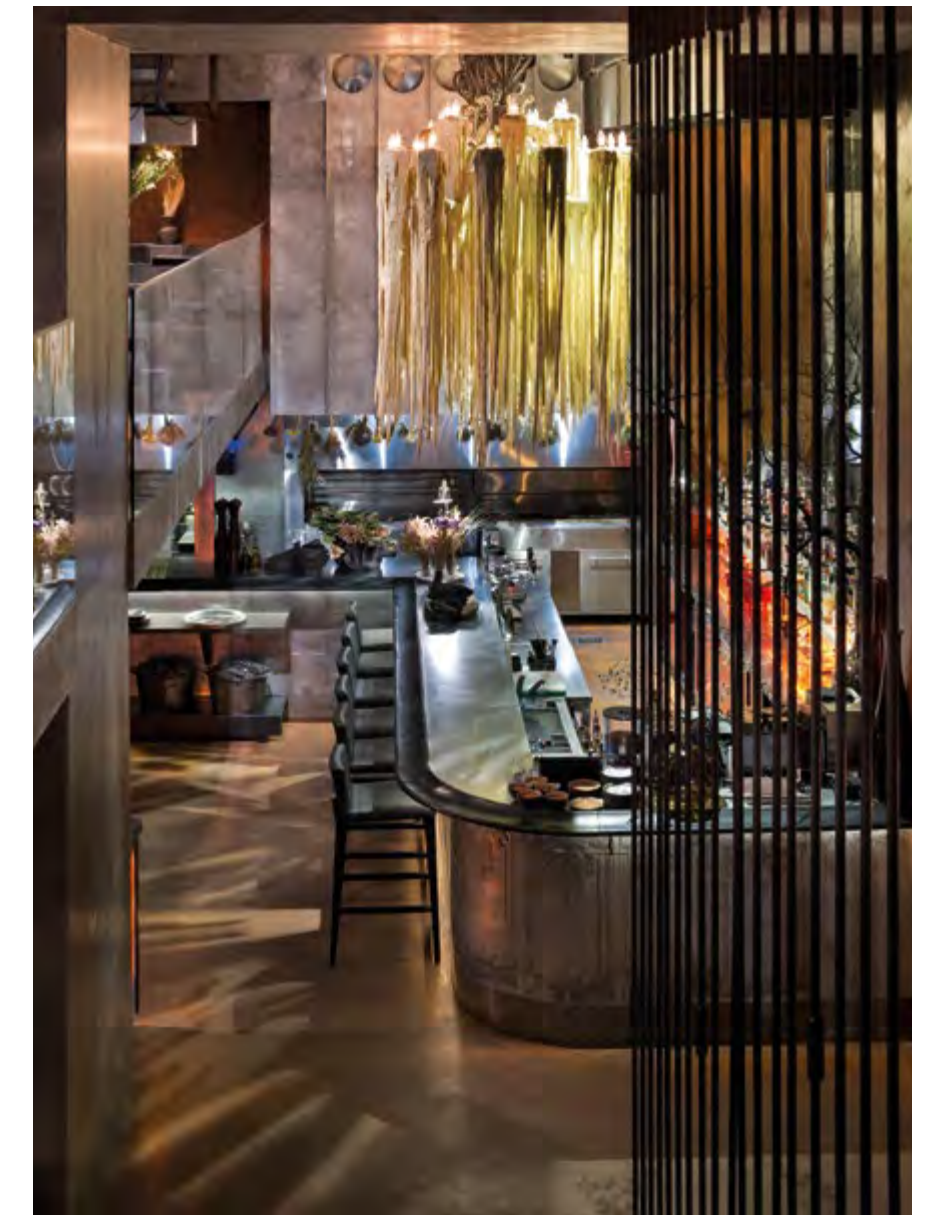


# Steakhouse in Kiev

2018. Kiev, Ukraina  
Architect: [Denis Belenko Studio](#)

Acid Stain





# Patina Maldives Resort

2021. Maldives  
Architects: [studio mk27 - Marcio Kogan + Renata Furlanetto](#)  
Interiors: [studio mk27 - Diana Radomysler + Pedro Ribeiro](#)  
Landscape Design: [VDLA](#)

ph: [George Roske, Jonas Poulsen, Fernando Guerra](#)

Rasico® Touch

Marcio Kogan is the designer of Patina Maldives, a new luxury hotel in the Fari Islands which is also a perfect example of biophilic design. Rasico® Touch's velvety texture contributes to making the resort a fully immersive experience for its guests.



# Casa LV

2024. Italy  
Architects: [Leonardo Michieletto, MOG Architetti](#)  
ph: [Silvia Possamai](#)

Nuvolato Architop®







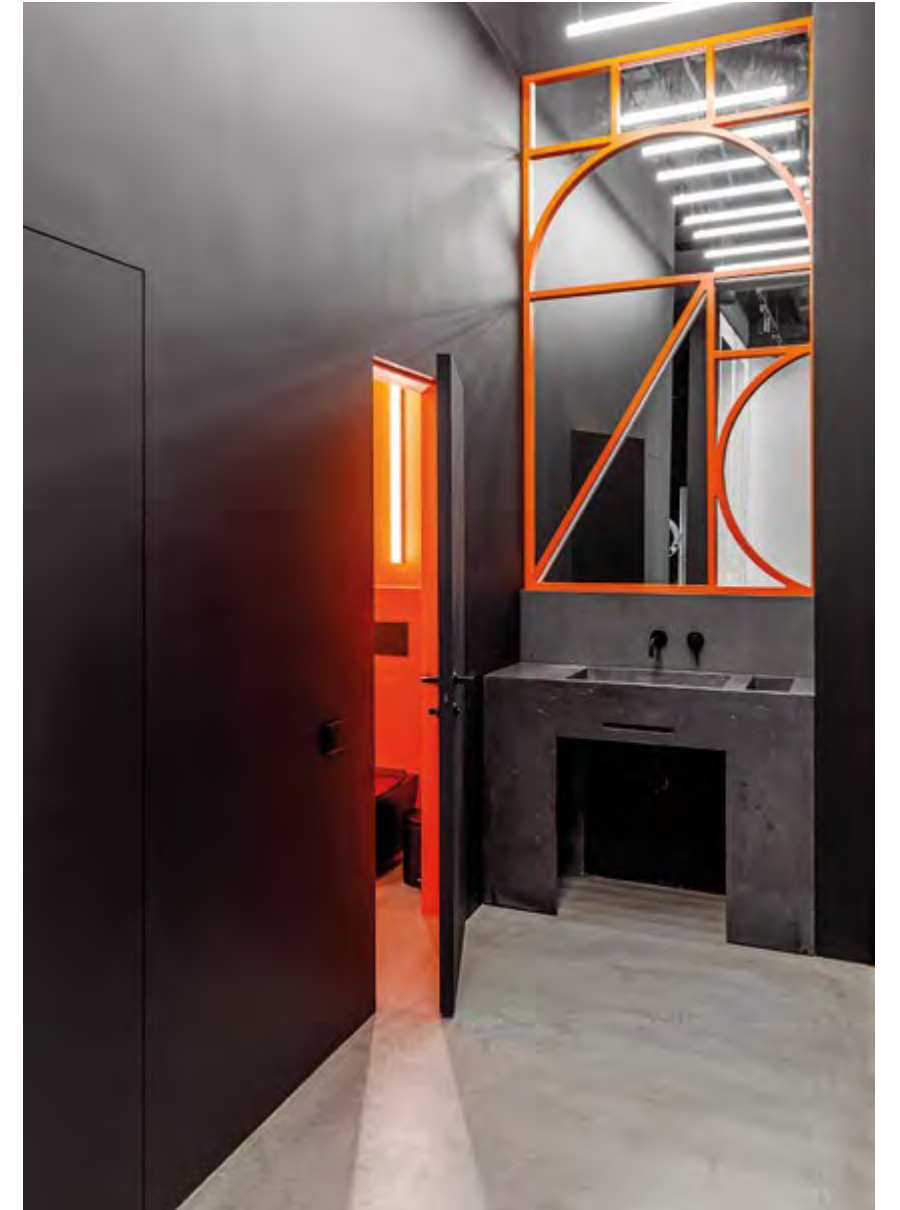
# Wonderlab 2.0

2020. Krasnodar city, Russia  
Architect: [Anna Lutaeva](#)

Microtopping®

Designed by architect Anna Lutaeva, Wonderlab 2.0 is a beauty parlor characterised by the combination of a minimalist and futurist style: neat lines, curves, geometry and lighting effects make this a place out of time. On the floor, Microtopping® harmoniously connects the different spaces.

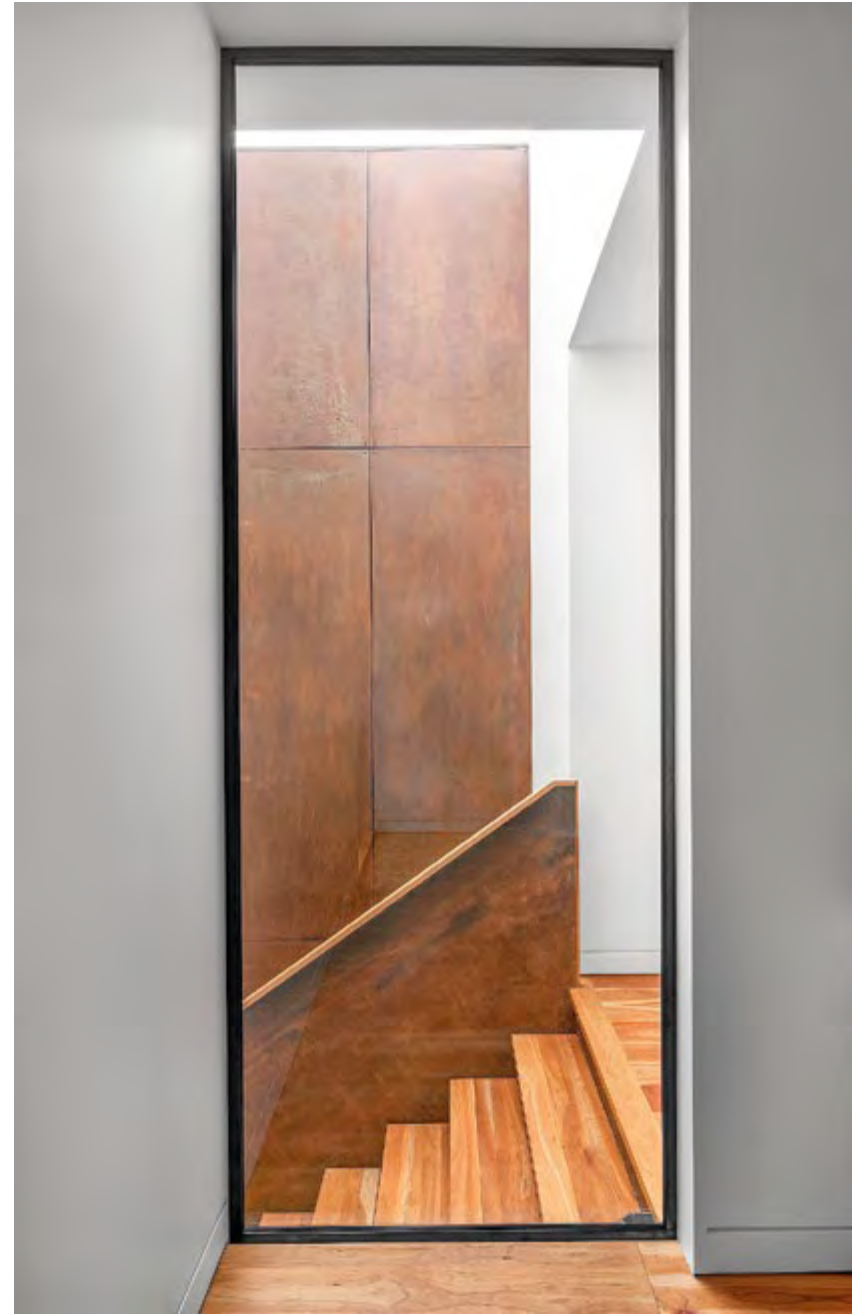




# King Edward Residence

2020. Canada  
Architect: [Atelier Schwimmer: Felix Schwimmer, Francesca Fiaschi](#)  
Ph: [Adrien Williams](#)

Purometallo



100

PUROMETALLO

The picture represents only an example of what can be created with our product Purometallo.  
We thank Atelier Schwimmer: Felix Schwimmer, Francesca Fiaschi for the courtesy of the photos.

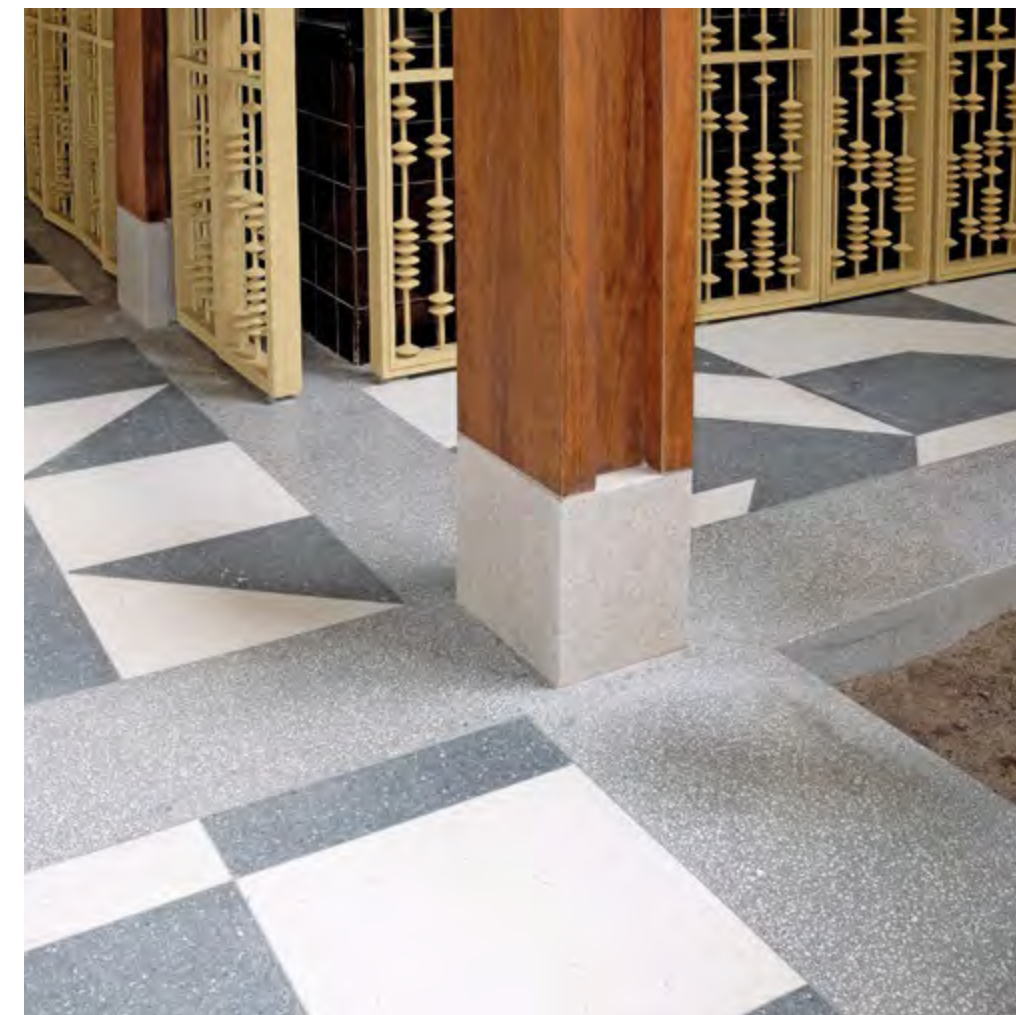
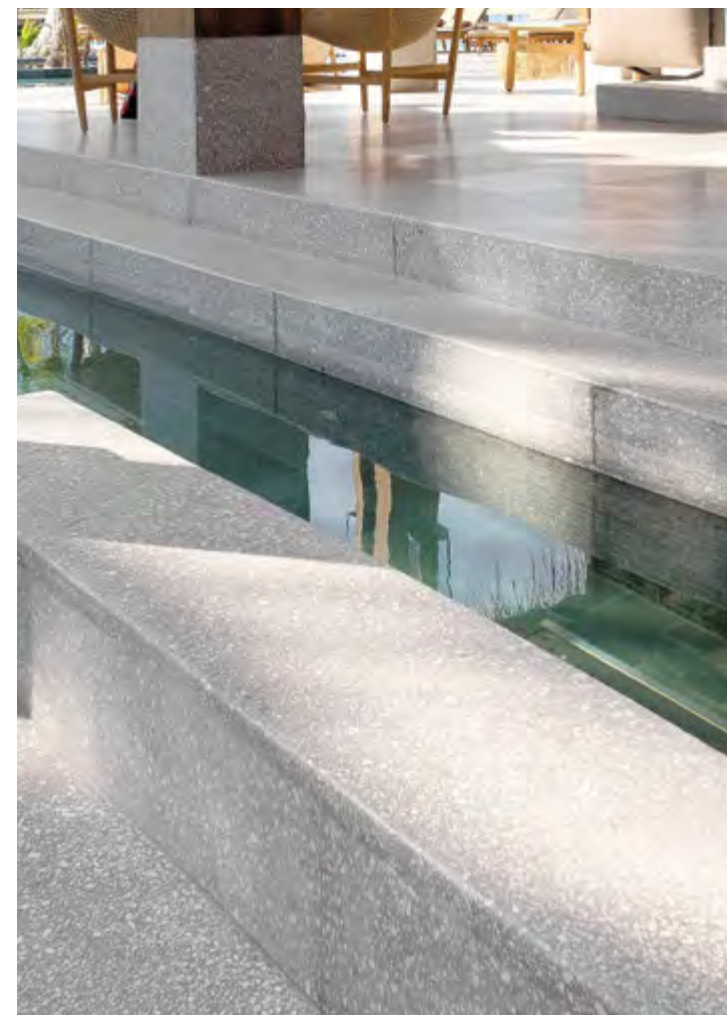
# Beach Resort in Maldives

2018. Maldives

Lixio®

Located in the island of Muravandhoo, Joali Maldives is Maldives' first "art immersive" five-star resort. Among bamboo decorations, manta-shaped sculptures and wavy rooftops, Lixio® has been chosen to cover the internal and external floors and thus to give the space a fluid style.





# Marignana Arte Gallery

2013. Venice, Italy  
Architect: [Emanuela Fadalti](#),  
[Matilde Cadenti](#)

Nuvolato Architop®

The Marignana Art Gallery is located in a Venetian palace in the Dorsoduro district. The internal space is characterised by modern, bright walls in perfect continuity with Nuvolato Architop® floor.



# The Chapel

2023. Belgium  
Designer: [Britt Van Namen](#)  
Ph: [Cafeine](#)

Microtopping®  
Purometallo

Microtopping® has been used to great effect on this restoration project which brings past and future together. Belgian architect Britt Van Namen supervised the transformation of this ancient monastery into a new 'home', a beautiful building which is a great example of her own skills.







# Bonaveri Showroom

2016. Milan, Italy  
Architect: [Giuseppe Tortato](#)

Microtopping®

Designed as a dynamic environment suitable for hosting exhibitions and cultural events dedicated to fashion, design and art, Bonaveri Showroom was created in 2016 in Milan and is recognisable at first glance for the industrial look. Inside, iconic images from Schläppi collections alternate with surfaces and stairs in Microtopping®.



# Studio Boffa

2014. Treviso, Italy  
Architects: B+B Associati,  
Arch. Renato Bredariol,  
Arch. Marco Bonariol

Microtopping®



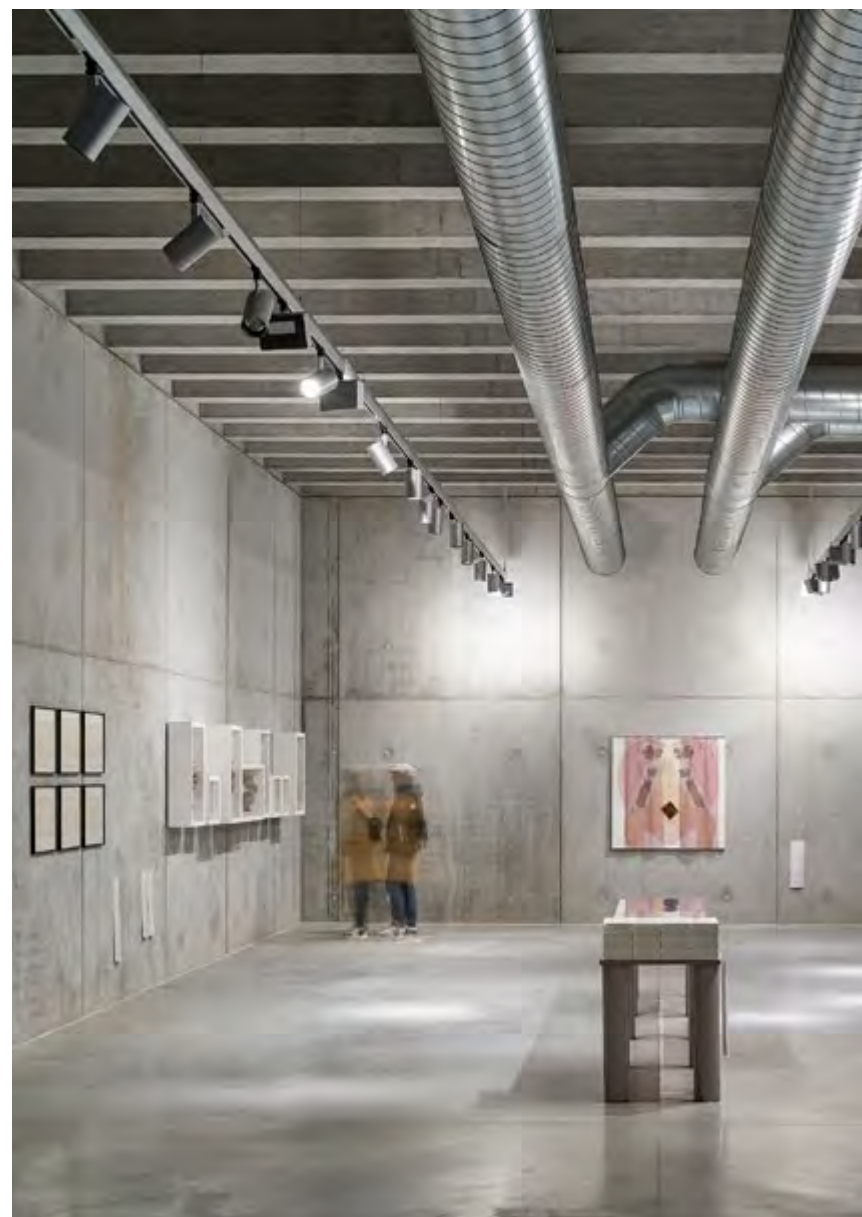
# Plato Contemporary Art Gallery

2023. Ostrava, Czech Republic  
Designer: [KWK Promes](#)  
Ph: [Jakub Certowicz](#), [Juliusz Sokolowski](#)

Microtopping®

The Plato Contemporary Gallery is the result of a restoration design by KWK Promes architectural firm, a finalist in the 2023 Czech Architecture Awards, of a former slaughterhouse. Through its seamless nature and contemporary look, Microtopping® was chosen to integrate the external wall parts and internal flooring.





# Nærvær Restaurant

2017. Copenhagen, Denmark  
Architect: [Norm Architects](#)

Nuvolato Architop®

In the heart of Copenhagen, there is an elegant wine bar / restaurant that welcomes its customers with style, refinement and, above all, warmth. Natural materials, dark and warm colours, details inspired by nature: everything contributes to creating an intimate and pleasant atmosphere.

120

NUVOLATO ARCHITOP®



121



# Kazan Palace Hotel

2018. Kazan, Russia

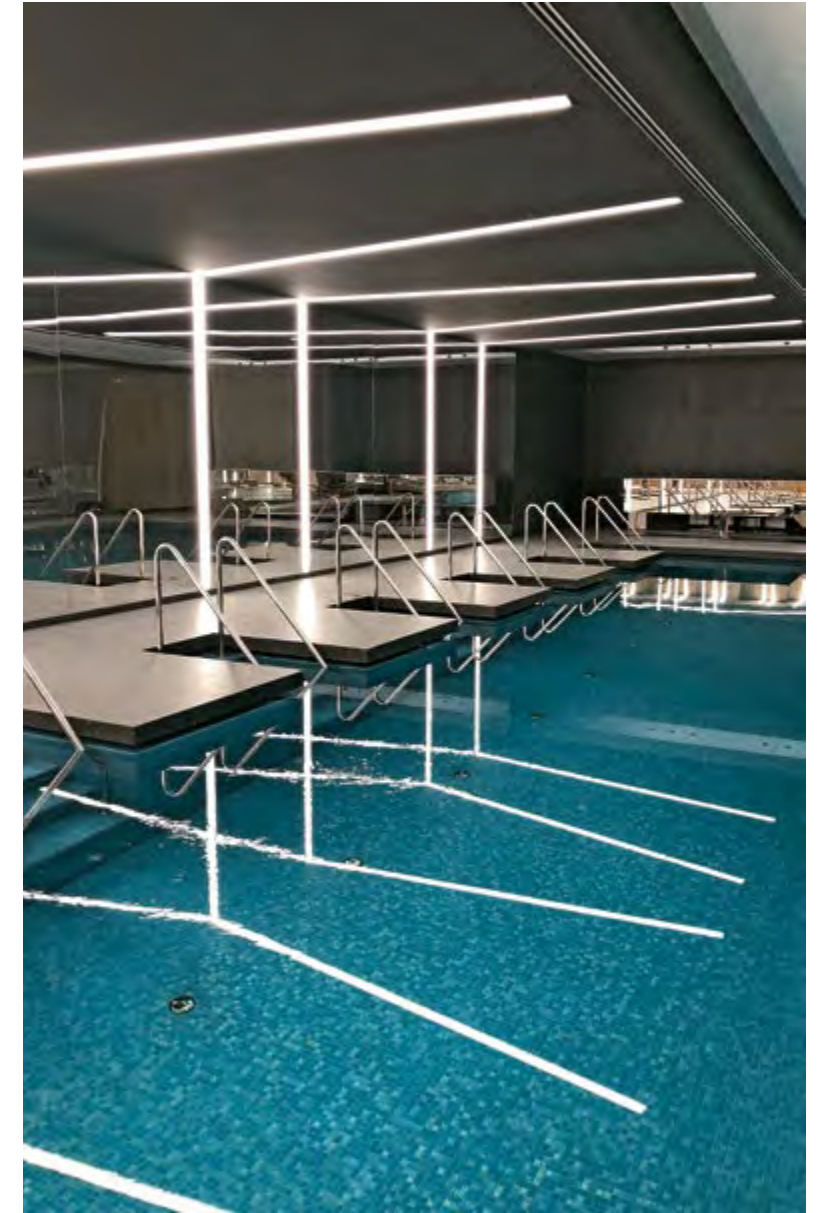
Microtopping®  
Lixio®  
Purometallo

The building is the result of the restoration of a former hospital, built in 1910 and for a long time forlorn. The project aimed at maintaining the structural features of the former building, whilst turning the interior into an industrial space with a minimalist, luxurious style.

Ideal Work's solutions have been chosen to coat the interior in order to create a perfect continuity between the pre-existing materials and the modern decor: Microtopping® has been applied to the floor and the walls of the hall and the rooms; Lixio® has been used to coat the restaurant's floor and some of its tables, together with the spa and the pool surfaces. Purometallo Corten, has been used to coat the inner part of the arches and some details of the restaurant's furniture and decor.







# Apartment in Costa Brava

2020. Torre Valentina, Spain  
Architect: [Estudio Bombi + Gomez](#)  
Ph: [Eugeni Pons](#)

Microtopping®

An apartment overlooking the sea on the Costa Brava has recently been renovated and enlarged. Ideal Work Microtopping® and Rasico® unify open plan areas by creating an elegant backdrop.





# Casa Infinita

2019. Sicily, Italy  
Architect: [Studio Gordon Guillaumier](#)  
Ph: [Andrea Ferrari](#)

Nuvolato Architop®

Nuvolato Architop® floor is at the centre of this project in which the positive energy of nature filters through the windows, whilst clear lines and raw materials characterise the interior design.



# Jewellery in Antwerp

2020. Antwerp, Belgium  
Architects: [Britt Van Namen](#)  
ph: [Hanne Joosen](#)

Microtopping®

The MF Fine Jewelry store in Antwerp presents itself as a tribute to grace and femininity: pink is the main colour, accompanied by white and gold. The surfaces, made of Microtopping®, attract the client and enhance the products on display.



# Optical shop in Belgium

2020. Belgium  
Design: Atelier Cirè  
Ph: [lucid.lucid](http://lucid.lucid)

Microtopping®



# Versus Meridianem Restaurant

2017. Venice, Italy  
Architect: [Riccardo Burigana](#)

Nuvolato Architop®

Born from an ancient Murano glassworks, the new restaurant 'Versus Meridianem' is characterised by a strong industrial-chic style. Cloud-effect Nuvolato Architop® floor enlarges the space and gives character to the interior.







# “Chubby Girl” Restaurant

2020. Beijing, China  
Architect: [Office AIO](#)

Lixio®+



# Salomon Store

2017. Bucharest, Romania  
Architect: [Paradigma Architects](#)

Microtopping®



# Private Villa

2017. Italy

Rasico®



# Private House

2017. North of Italy

Lixio®+



# Private Villa in Budapest

2017. Budapest, Hungary  
Architect: [Laszlo Toth](#)

Microtopping®



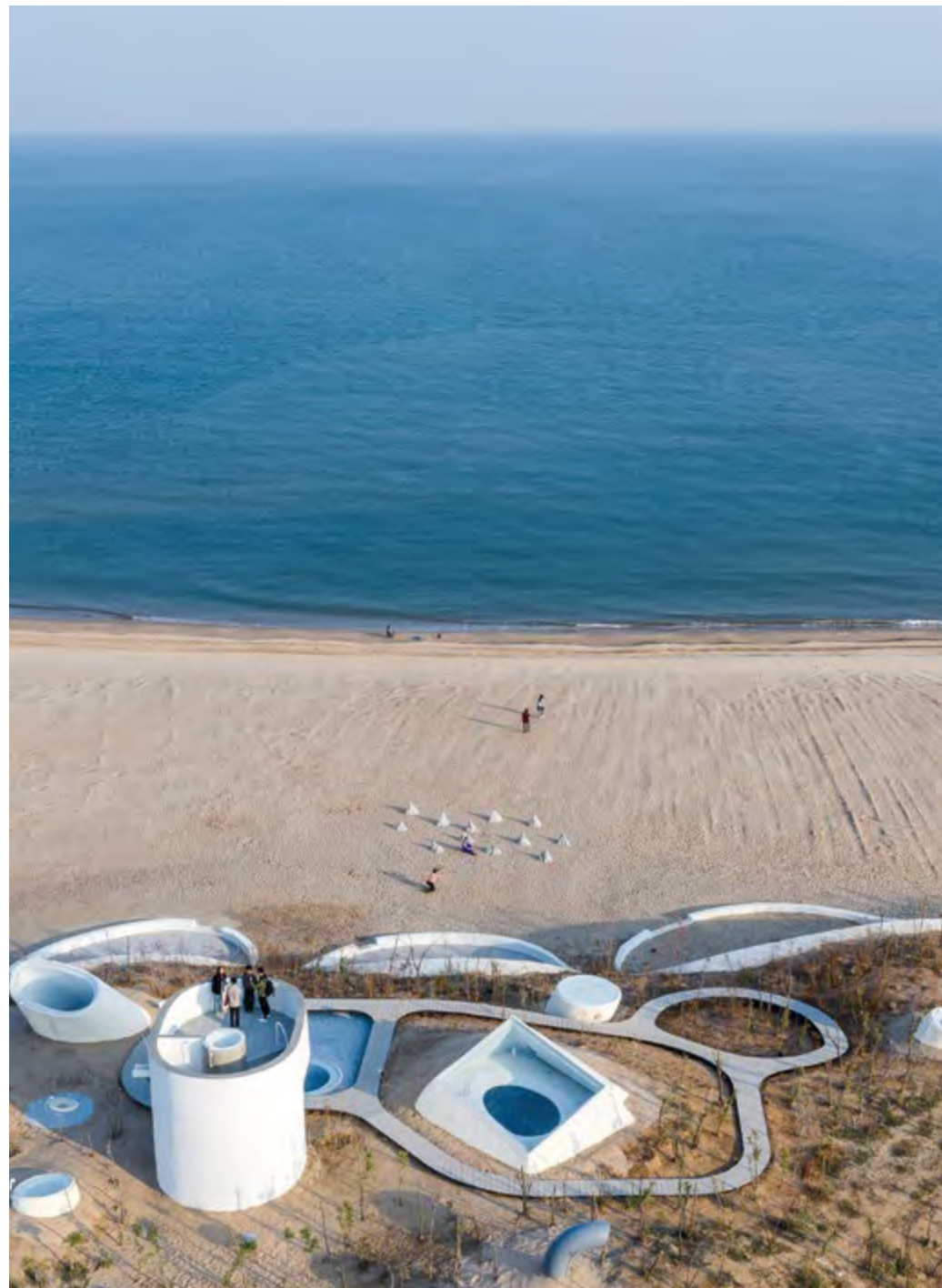


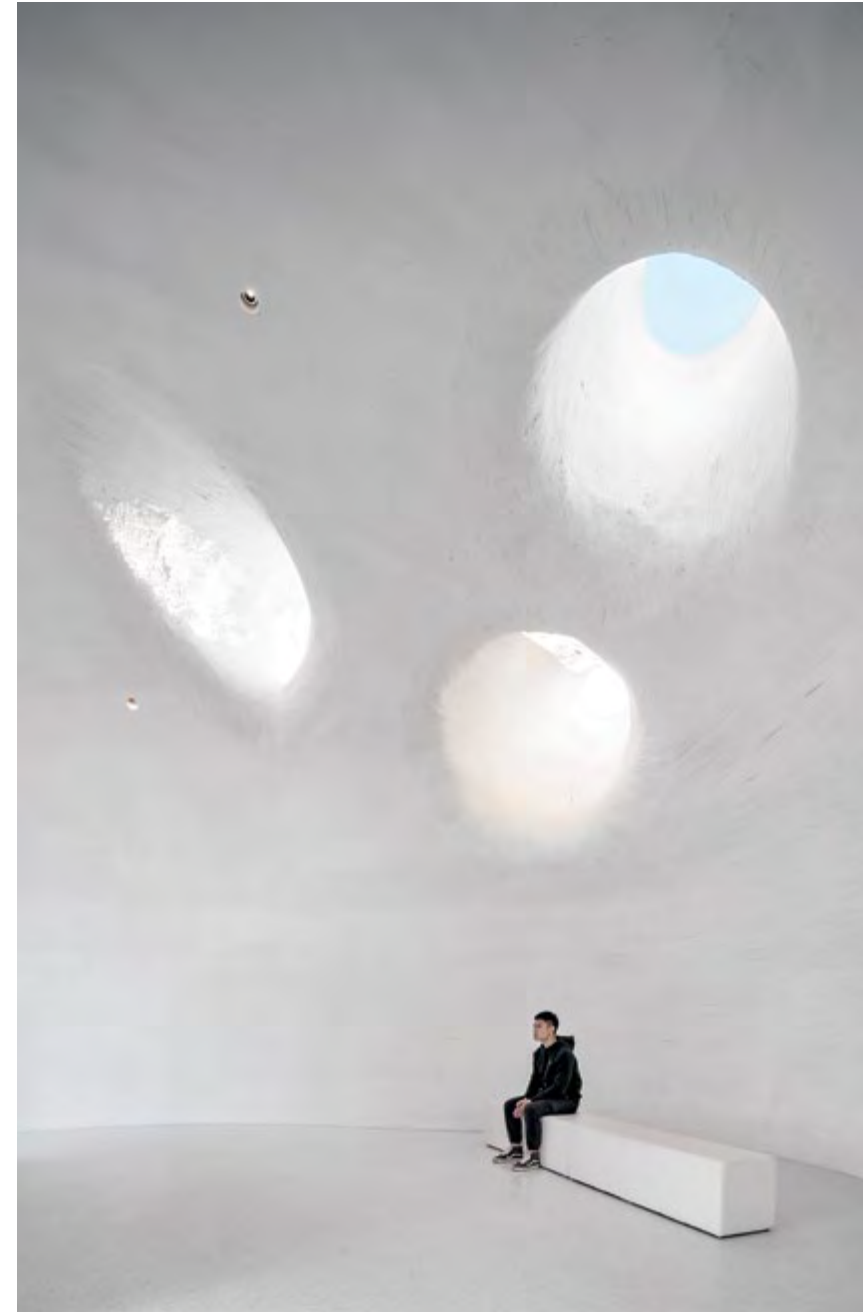
# UCCA Dune Art Museum

2018. Qinhuangdao, China  
Architect: [OPEN Architecture](#)  
Operator: [UCCA](#)  
Ph: [Wu Qingshan](#)

Lixio®+  
Microtopping®

On the Bohai Bay coast, in northern China, the UCCA Dune Art Museum appears as a complex of modern caves in the sand. Microtopping®, Lixio® and Nuvolato Architop® give the internal floor a dynamic look while maintaining harmony throughout the space.



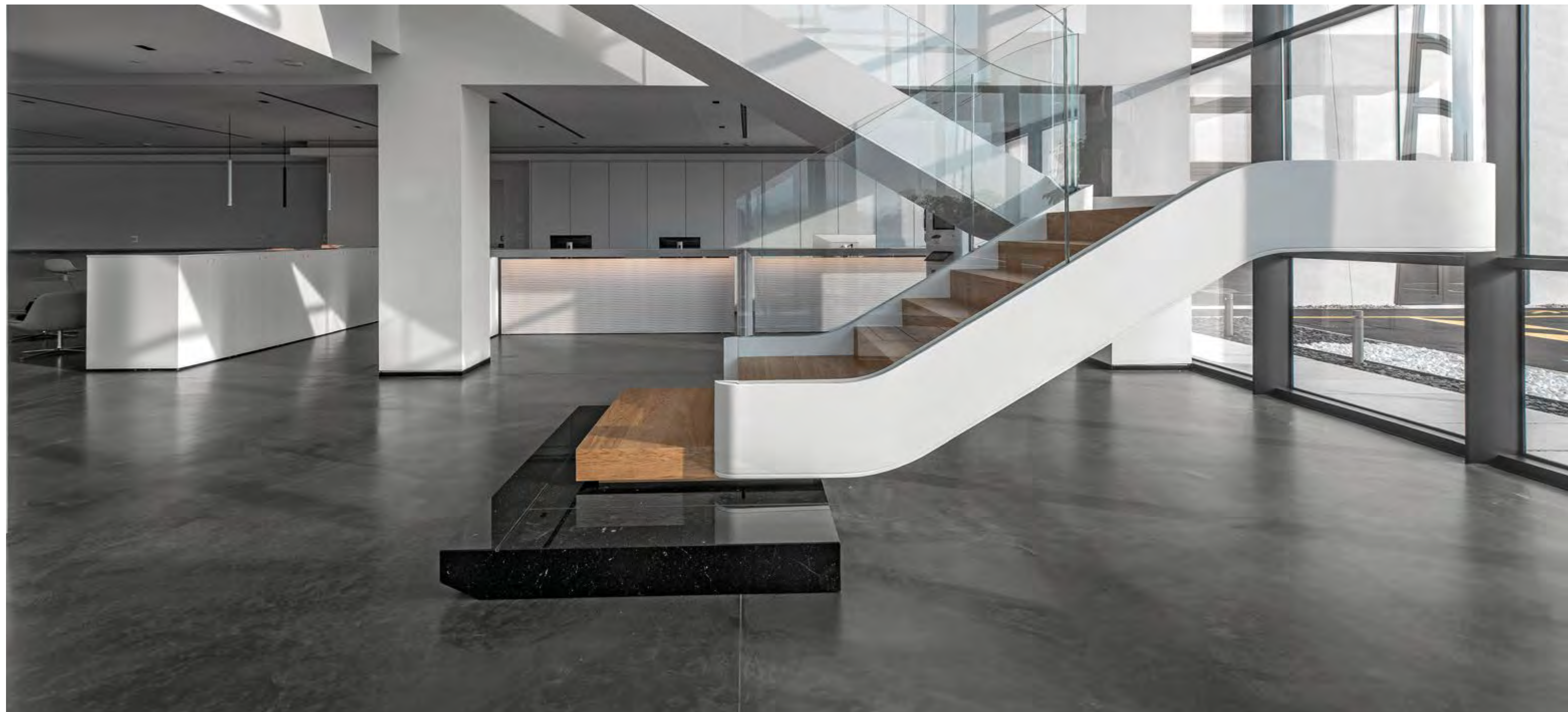




# Maddalena Offices

2020. Povoletto, Italy  
Architect: [Alessandro Zuccolo](#)  
Ph: [Zulupictures](#)

Nuvolato Architop®



# Flower Shop

2022. Double Bay, Sydney, Australia  
Architect: [Studio Akin Atelier](#)  
Ph: [Dave Wheeler](#)

Microtopping®



# Silo

2018. Copenhagen, Denmark  
Architect: [Cobe Architects](#)  
Ph: [Rasmus Hjortshøj – Coast](#)

Microtopping®

Copenhagen's Nordhavn (North Harbour) area has been the recipient of a major post-industrial development plan and has recently been at the centre of a renovation project aimed at turning it into a new urban area. If you look up to the sky you can't miss this impressive building which develops vertically like a skyscraper: it's the Silo, once used to store wheat and now converted into a luxury apartment building.





# Garage Italia

2017. Milan, Italy  
Architects: [Michele De Lucchi](#),  
[Mario Bacciocchi](#)

Nuvolato Architop®

Located in Piazzale Accursio in Milan, the former Agip Station has been transformed into Garage Italia Customs, the new restaurant atelier designed by Lapo Elkann in collaboration with Arch. De Lucchi and Chef Carlo Cracco. This is a multi-sensory experience made up of references to the 50s and the world of engines. Nuvolato Architop® was used as floor finish, providing a brutalist, solid background, in harmony with the industrial style of the space.

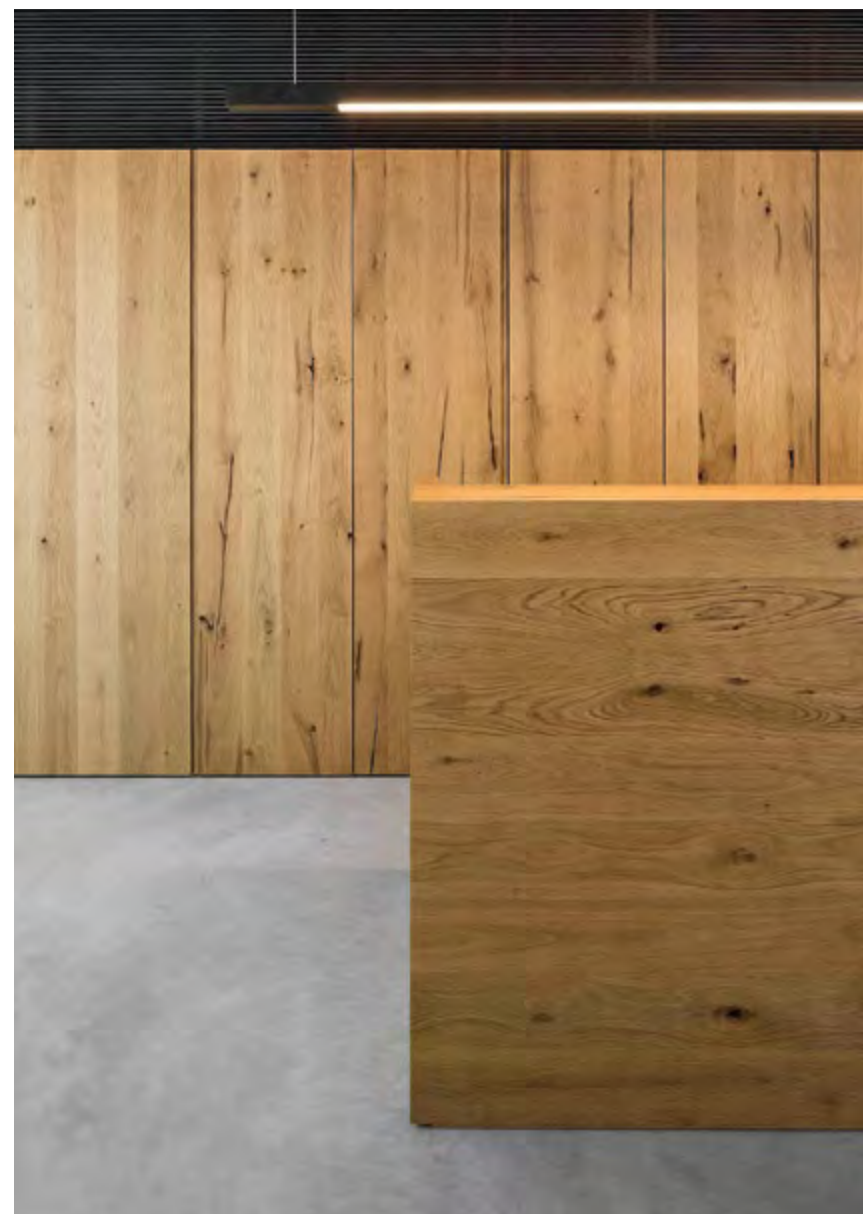


# Resort dei Fiori

2017. Cavallino, Italy  
Architect: ANK Studio  
Ph: Luca Casonato

Nuvolato Architop®





# Penthouse M-DB

2018. Knokke, Belgium  
Design: [Arjaan De Feyter interior](#)  
Ph: [Piet-Albert Goethals](#)

Microtopping®







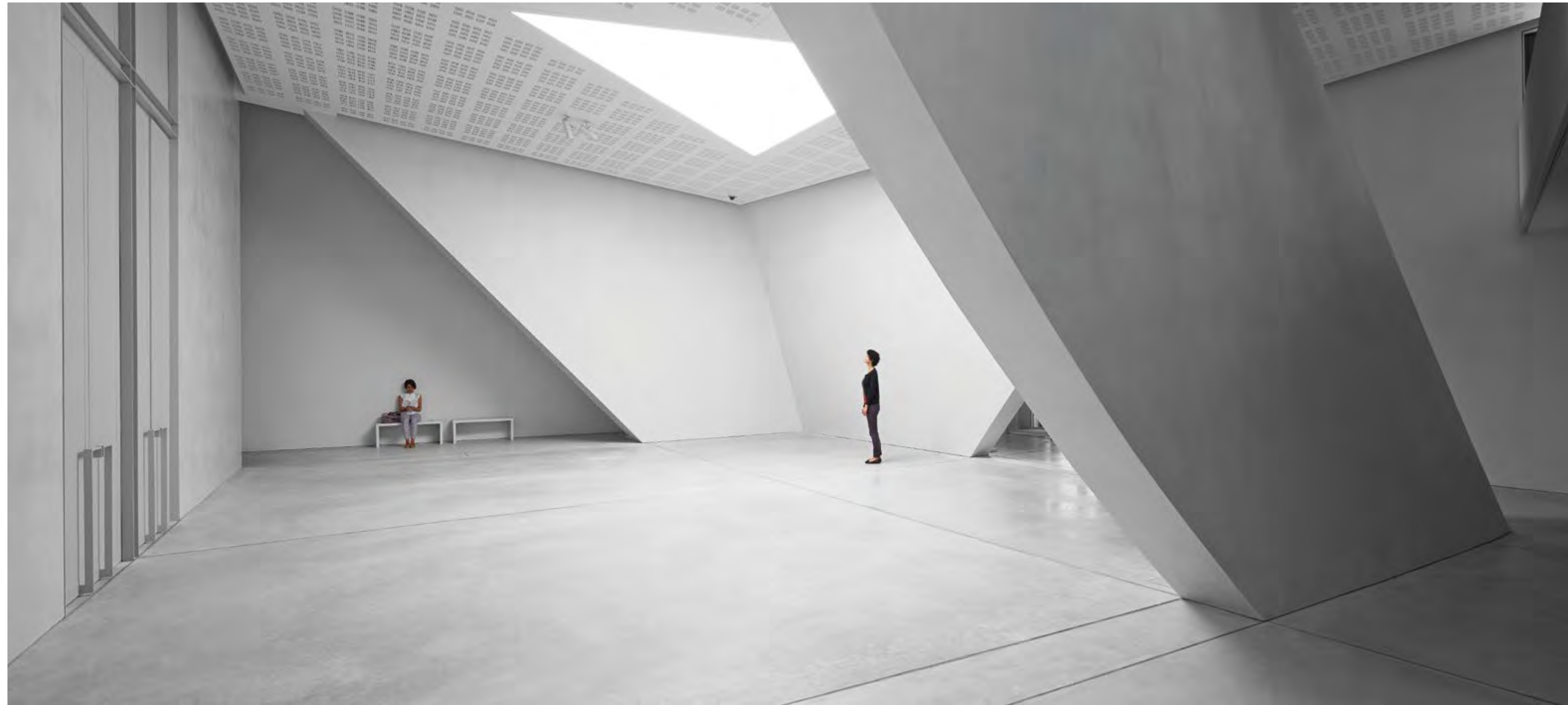
# Palazzo Grassi Theatre

2010. Venice, Italy  
Architect: [Tadao Ando](#)

Nuvolato Architop®

The Teatrino di Palazzo Grassi, left in a state of disrepair for many years, was in dire need of restoration. Its revolutionary and ultra-modern design was conceived by the Japanese architect Tadao Ando, who is known for his almost exclusive use of concrete.

The interior flatwork spaces were coated with striking Nuvolato Architop®, creating continuous textures and colours across the floor, walls and ceiling. This effect produces striking monochrome spaces.



# Prada Foundation

2015. Milan, Italy  
Architect: [OMA Architect studio](#)

Nuvolato Architop®

In this great restoration project of industrial buildings from the early XX century, accompanied by new structures which together create one of the most important museums of the Italian metropolis, Nuvolato Architop® has been used to cover the surfaces of the golden tower's rooms and the slabs of the original parts.

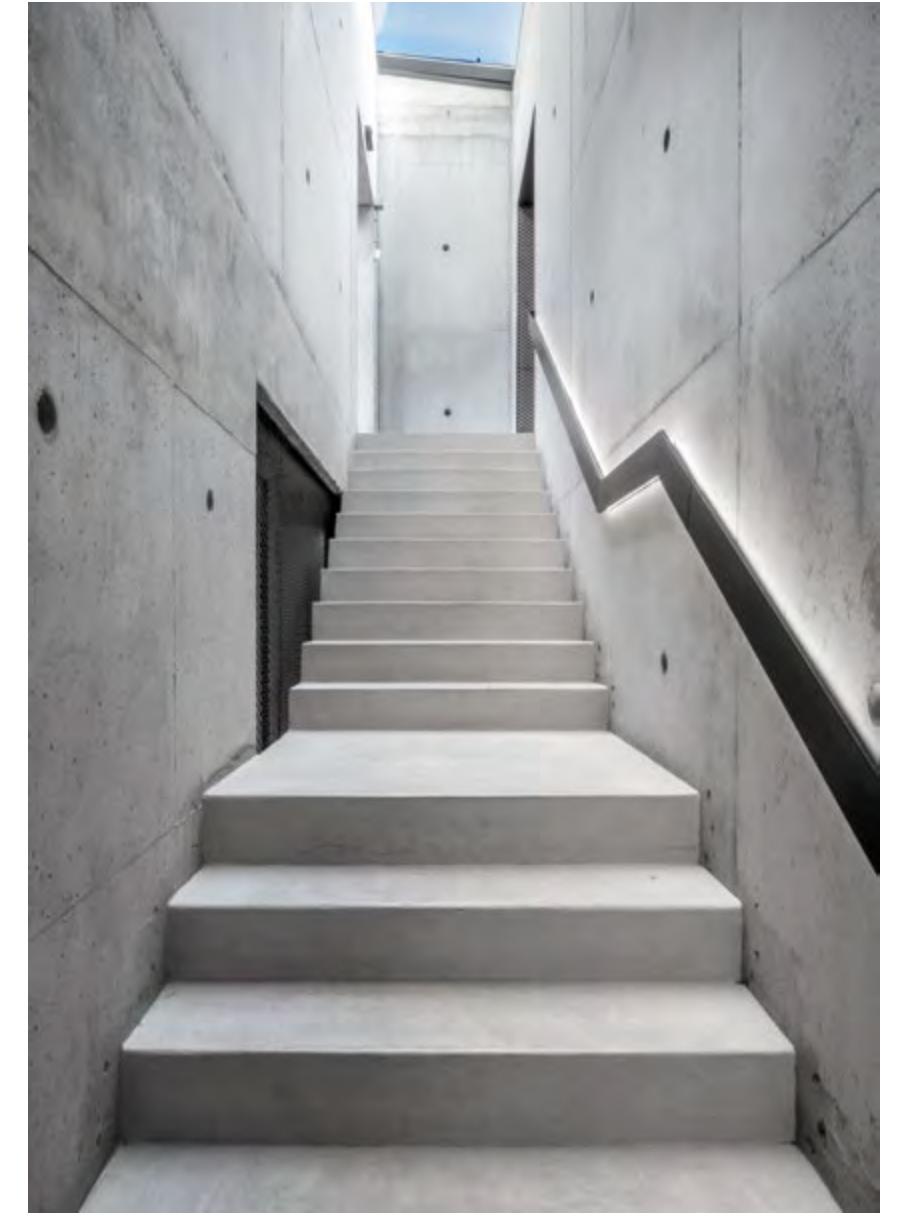


# Sport Club Ekipe

2016. San Giovanni la  
Punta, Italy  
Architects: Salvatore  
Puleo, Angela Catanese

Microtopping®





# Cube Apartment M-M Site Kanaal

2017. Antwerp, Belgium  
Design: [Arjaan De Feyter Interior](#)  
Ph: [Piet-Albert Goethals](#)

Microtopping®

Close to Antwerp, a charming city in Flanders, it is possible to admire the stunning result of an industrial restoration and redevelopment project: four old silos of a former malt distillery have been turned into a 200 sq modern and cosy luxury apartment.





# Zoya Museum

2020. Petrishchevo, Russia  
Architect: [A2M](#)

Nuvolato Architop®

Located in the small village of Petrishchevo near Moscow, the Zoya Museum has been designed by architects A2M to commemorate a Russian heroine of World War II, Zoya Kosmodemyanskaya.

The interior is characterised by minimalism and precision – a setting into which Nuvolato Architop® and Microtopping® fit perfectly. Their use in such environments is not merely aesthetic, but also enhances the building by making the exhibits stand out.







# Private Villa

2017. North of Italy

Lixio®

Extreme rigour and balance of form: this is what you can perceive when approaching this magnificent modern villa built near Pordenone. The environment shines everywhere, expanding the space, in an atmosphere of purity and elegance. White predominates whilst the other few colours are just extras: you can see the contrast effect of black colour in the modern kitchen.





# Fishzelenis Restaurant

2018. Beton Hala, Belgrade,  
Serbia  
Architect: [Aleksandar Rodic](#)  
Ph: [Jovana Rakezic](#)

Microtopping®





MICROTOPPING®



# Dental practice in Croatia

2018. Croatia

Lixio®+

This visual space, characterised by the contrast of black and white, seems to lead to a timeless, surreal and futuristic place: the white walls of the waiting room seem to lean over a chair with black geometric cushions and the ceiling is dotted by some large round led lights like stars in the sky. The reception countertop is decorated by a series of led lights that resemble interconnected molecules.



# Botanical Garden

2013. Padova, Italy  
Architects: [VS Associati](#),  
[Giorgio Strappazon](#),  
[Fabrizio Volpato](#)

Stamped Concrete

The world's oldest botanical garden, located in Padova's city centre, was enlarged a decade ago with a new 15 hectare garden dedicated to biodiversity. This new area hosts more than 1300 plant species. It is divided into 5 conservatories connected to each other by paths made of Stamped Concrete in a particular shade of grey that recalls the colour of volcanic stone.







# Mountain Messner Museum

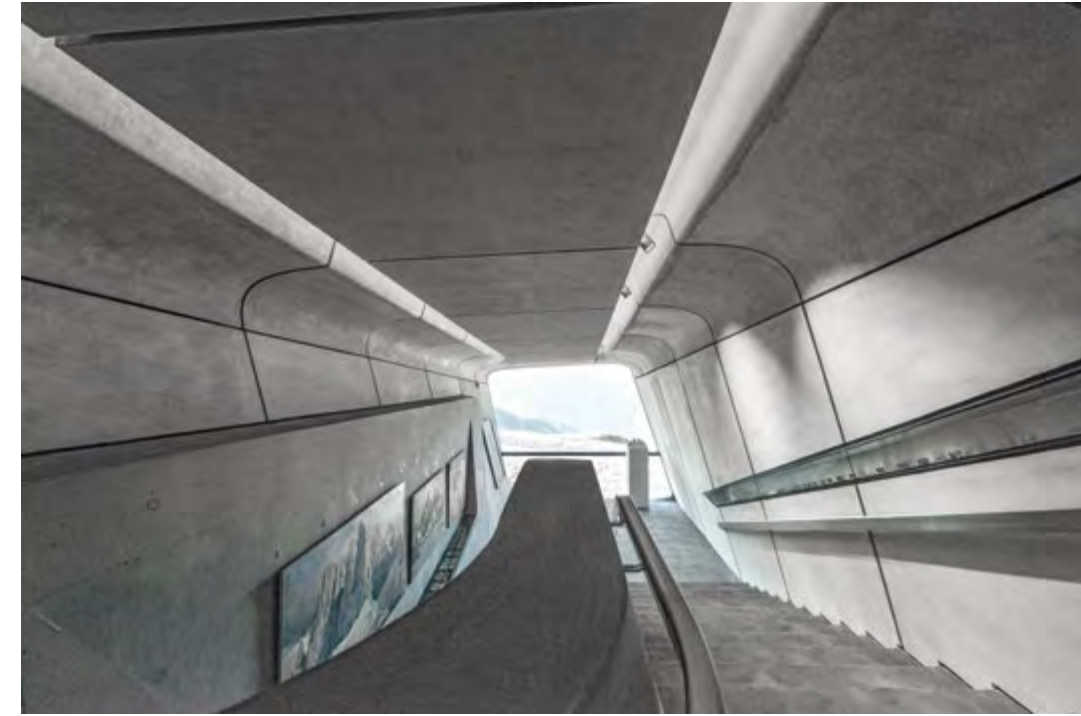
2015. Plan De Corones, Italy  
Architect: [Zaha Hadid](#)

Nuvolato Architop®

The Messner Mountain Museum Corones was designed by Zaha Hadid, a renowned architect with a great passion for concrete.

The outstanding feature of the Museum, dedicated to mountaineering, is the fact it is embedded in the upper part of Monte Plan de Corones (at 2,275 metres above sea level) with a marvellous, evocative panorama of the Dolomites.





# P+E+3 House

2021. Cittadella, Italy  
Architect: [Caprioglio Studio](#)  
Ph: [Paolo Monello](#)

Nuvolato Architop®

Nuvolato Architop® covers the horizontal surfaces of P+E+3 house designed by Studio Caprioglio Architects in Cittadella (PD). Highlights of the project include the residence's connection with the surrounding context and its history.



# Private villa with a colonnade

2023, Treviso, Italy  
Architect: [ANK STUDIO](#)  
Ph: [Luca Casonato](#)

Nuvolato Architop®

In the province of Treviso, a villa with a colonnade has been the subject of an important renovation project led by the architects at Ank Studio.

The project involved the expansion of the residence and the adjacent colonnade as well as their integration within the villa's large, beautiful garden. The development is surrounded in turn by a dense forest of broad-leaved trees, hornbeams and maples. It could be said that nature has entered the house: the small windows of the residence and the opaque walls of the existing colonnade have been replaced by large windows, allowing the greenery to enter the interior.





# La Ghiacciaia

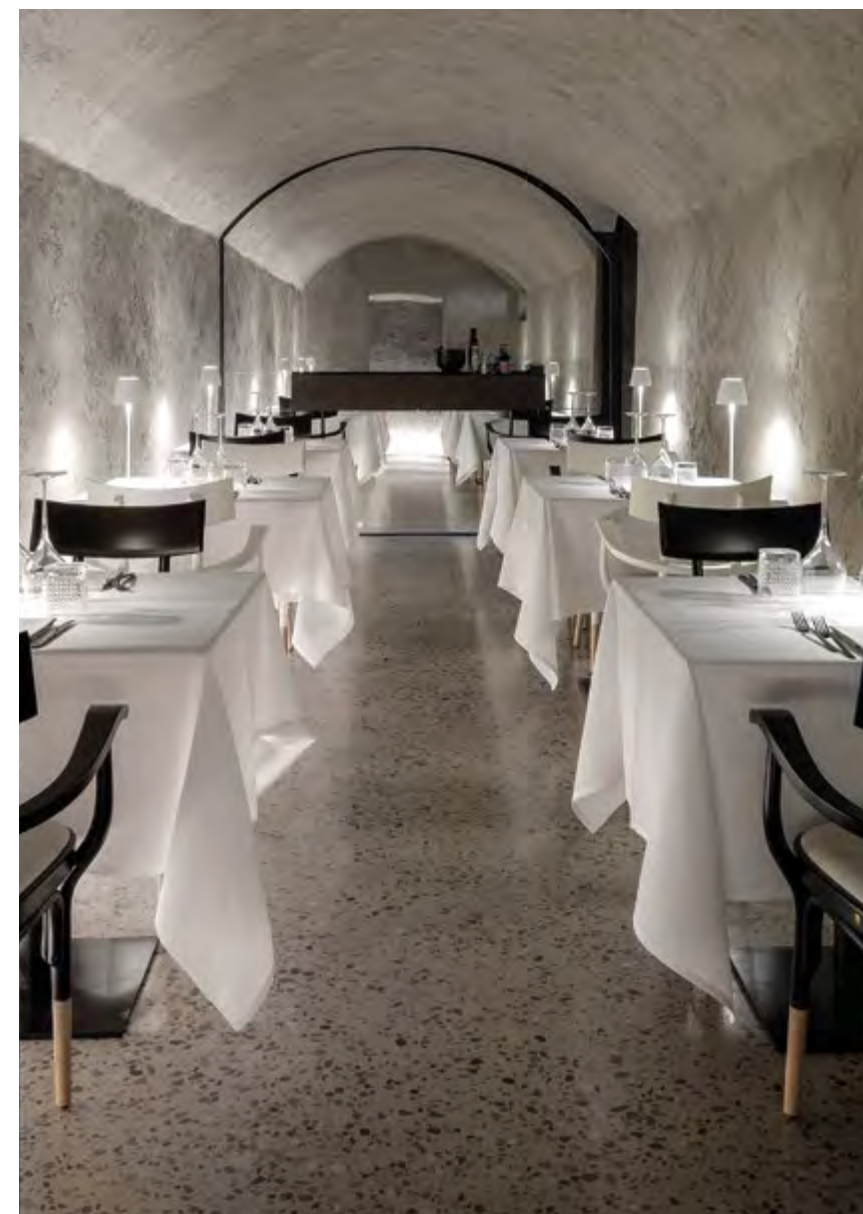
2020. North of Italy  
Architect: MAO Architect

Lixio®+  
Sassoitalia®

Near Treviso, there is a peculiar place, a restaurant with an interesting story: La Ghiacciaia is the result of an important restoration project involving a XVII century icehouse which then became a bunker during the Great War.

The project has been developed by MAO Architects Studio. Sassoitalia® and Lixio®+ have been used for the external and internal spaces respectively, giving continuity and harmony to the project.





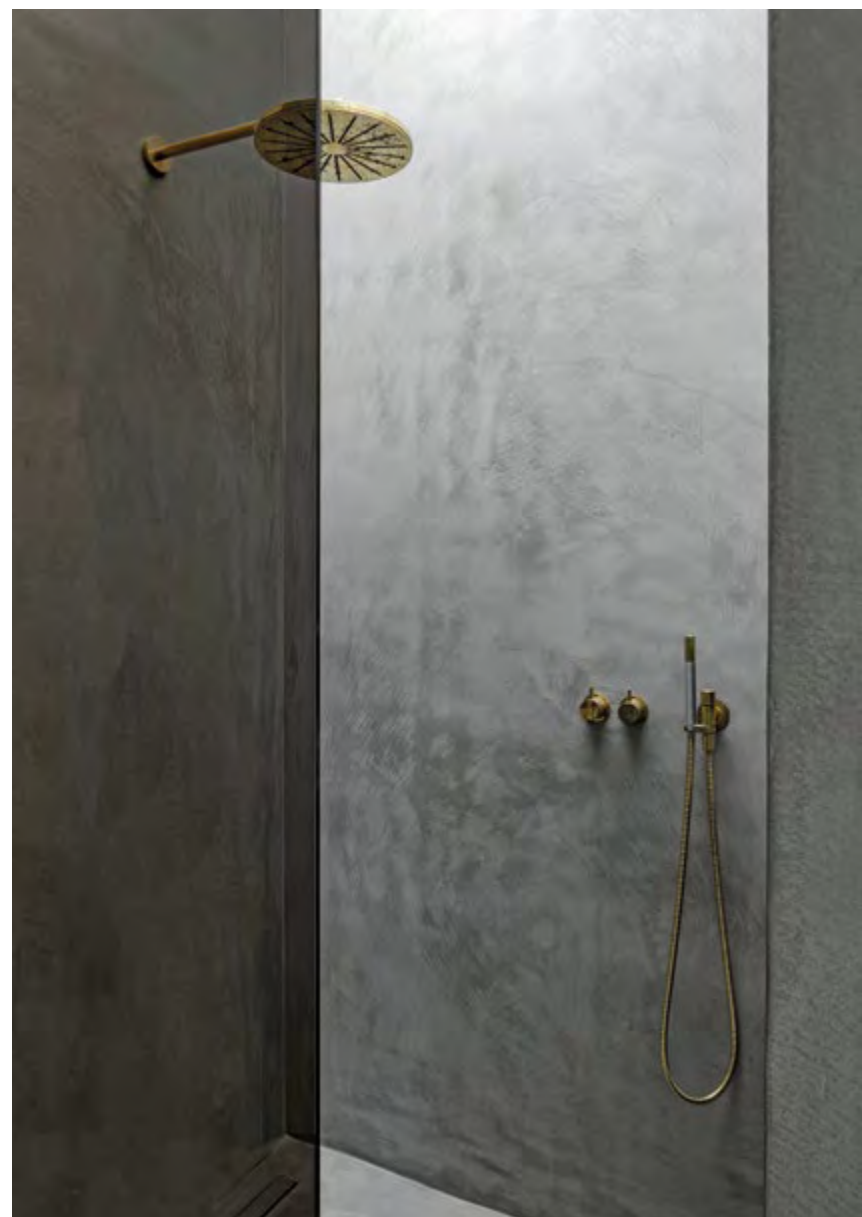
# Poolhouse S-W

2017. Kasterlee, Belgium  
Design: [Arjaan De Feyter](#)  
Ph: [Piet-Albert Goethals](#)

Microtopping®







# Private Villa

2016. Italy

Stamped Concrete



# Private Villa in Mestre

2020. Mestre, Italy  
Architect: [ANK Studio](#)  
Ph: [Luca Casonato](#)

Nuvolato Architop®

A historical villa in Mestre has recently been expanded with a new modern structure characterised by an ethereal look created by its wide glass windows. Nuvolato Architop®, used on both the internal floor and the surrounding porch, connects the different spaces with character and neutrality.



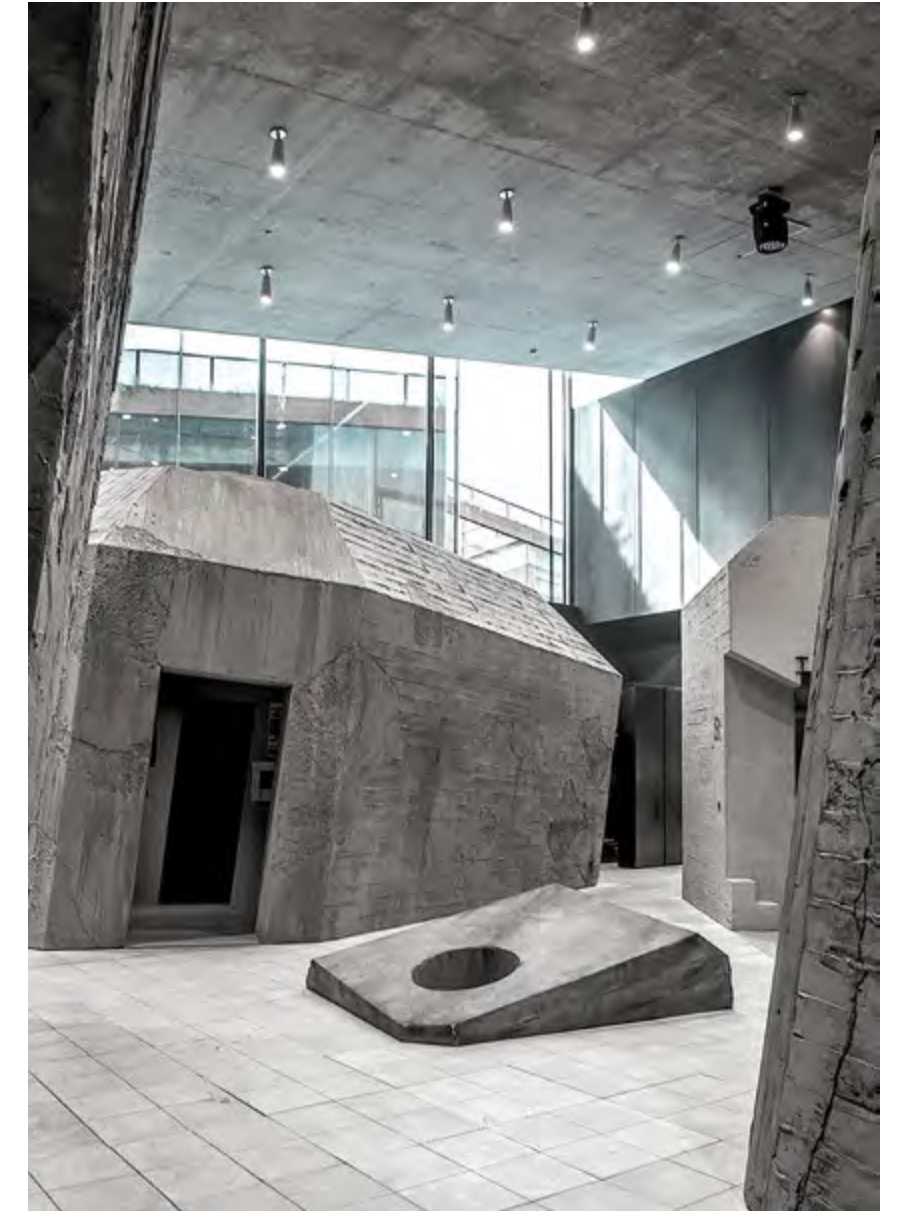
# Tirpitz Museum

2017. Blåvand, Denmark  
Architect: BIG | Bjarke Ingels Group  
Ph: Mike Bink, Jesper Ray Manley,  
Rasmus Hjortshøj

Ideal Wall

In Denmark, the Tirpitz Museum is designed to be hidden in the nature; its original structure was that of a former war bunker, built in 1944. Ideal Wall has been used to cover some of the indoor walls, for a rough concrete effect.





# Ideal Work

COMPANY PROFILE

p. 236 **Ideal Work's virtuous circle**  
Il circolo virtuoso di Ideal Work

p. 237 **Ideal Work as part of the Bostik / Arkema group**  
Ideal Work come parte del gruppo Bostik / Arkema

p. 238 **Since 1982**  
Dal 1982 ad oggi

p. 240 **Towards new Countries**  
Verso nuovi paesi

p. 242 **A long history of training courses**  
Una lunga tradizione di corsi e formazione

p. 244 **Not only clients.. partners as well!**  
Non solo clienti... ma partner!

p. 246 **Our story**  
La nostra storia

p. 248 **Team**  
Il Team

## OUR MISSION

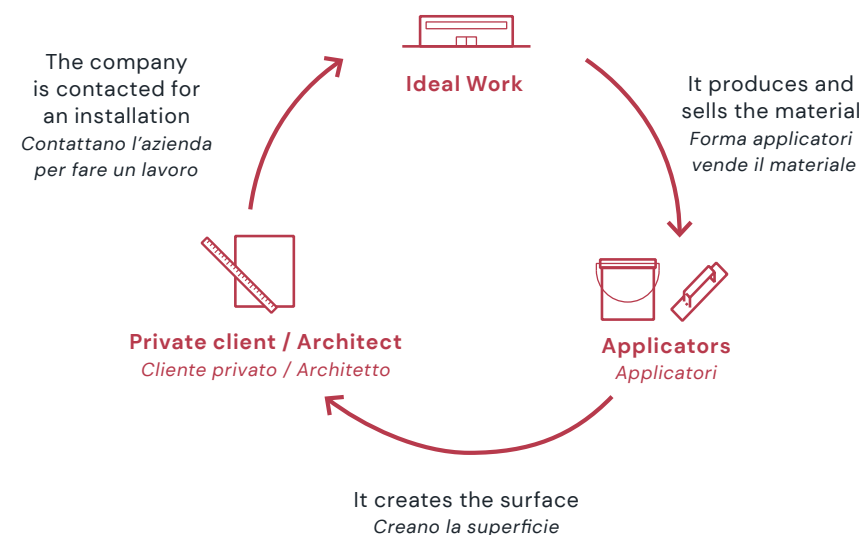
Ideal Work exists to offer solutions, inspiration, skills, pride and a voice to artisans around the world, enabling them to create internal and external decorative finishes that bring to life the creative vision of architects, designers and clients.

Ideal Work esiste per offrire soluzioni, ispirazione, abilità, orgoglio e una voce agli artigiani di tutto il mondo, permettendo loro di creare rivestimenti decorativi per l'interno e l'esterno in grado di dare forma alla creatività di architetti, designer e clienti.



## Ideal Work's virtuous circle

IL CIRCOLO VIRTUOSO DI IDEAL WORK



**EN** Ideal Work has a unique approach to the market, based on collaboration and mutual consultation with its partners. Complimented by a network of well-trained and highly qualified specialist contractors, the company values training, updating and consultancy as essential elements for an excellent outcome. This virtuous circle leads to the creation of innovative products and guarantees qualified installation along with the ability to satisfy every client's needs, customising their space to their own taste.

**IT** Ideal Work adotta un approccio unico nel mercato, fondato sulla collaborazione e nel continuo confronto con i propri partner. Affiancata da una rete altamente qualificata di applicatori specializzati nella posa dei propri prodotti, l'azienda conferisce estrema importanza alla formazione, all'aggiornamento e alla consulenza. Un circolo virtuoso che porta alla creazione di prodotti innovativi, con la possibilità di rispondere alle singole esigenze di personalizzazione degli ambienti a seconda delle volontà della committenza.

**EN** From the small town of Riese Pio X (TV), a great purpose: bringing to the world the art of decorative concrete, to revolutionise the space with a new, practical beauty.

**IT** Da una piccola località come Riese Pio X (TV), un grande obiettivo: portare nel mondo l'arte delle superfici decorative, per rivoluzionare gli ambienti con una nuova bellezza pratica da vivere.

## Ideal Work as part of the Bostik / Arkema group

IDEAL WORK COME PARTE DEL GRUPPO BOSTIK / ARKEMA



Arkema has been a listed company on Euronext Paris since 2006.  
Arkema è quotata alla borsa di Parigi dal 2006.

**ARKEMA**

AVERAGE YEARLY SALES Vendite indicative	EMPLOYEES Dipendenti	R&D Ricerca & Sviluppo
<b>€ 9,5 B</b>	<b>21 100</b>	<b>2.9%</b> OF SALES Del fatturato

**EN** In 2020 Ideal Work joins Bostik and Arkema group. Bostik, a subsidiary of the Arkema Group and a global player in specialty adhesives for the construction, consumer, and industrial markets, develops innovative and multifunctional sealing and bonding solutions that are shaping our daily lives.

**IT** Nel 2020 Ideal Work è entrata a far parte del gruppo Bostik /Arkema. Bostik, società controllata dal gruppo Arkema, opera a livello globale nel mercato edile, industriale e di consumo, sviluppando soluzioni adesive saldanti innovative e multifunzionali in grado di dare una nuova forma alla quotidianità.

**ARKEMA**

Material Science

**BOSTIK**

Formulation *know-how* and performance

**IDEAL WORK**

Design oriented  
Training *know-how*  
Networking applicators



# Since 1982

## DAL 1982 AD OGGI

1982

Maurizio Pontello starts as an installer of concrete floors



*Maurizio Pontello comincia a fare il posatore di pavimenti in calcestruzzo.*

1984

As an installer, Maurizio gets to work on some of Italy's greatest construction sites.



1995

*Maurizio come posatore opera nei più grandi cantieri d'Italia.*

1997

Maurizio Pontello meets Luca Seminati and they decide to create Ideal Work

- Ideal Work foundation.
- Visit to the Word of Concrete in the USA.
- Participation in the first SAIE Exhibition in Bologna.

*Maurizio Pontello incontra Luca Seminati e decidono di creare Ideal Work.*

- *Fondazione Ideal Work.*
- *Visita al Word of Concrete negli USA.*
- *Partecipazione alla prima Fiera SAIE di Bologna.*

1998

First training course.

*Primo corso di formazione.*



2001

Ideal Work's new headquarters in Riese Pio X (TV).



*Nuova sede Ideal Work a Riese Pio X (TV).*

2002

First international training course.

*Primo corso di formazione internazionale.*



2006

Microtopping® is launched on the market.

*Lancio sul mercato di Microtopping®.*



2009

Reconstruction of the company facility after its destruction by a storm.

*Ricostruzione dopo il tornado che ha distrutto l'azienda.*



2011

"STAY WITH THE BEST" Event with the clients and Bob Harris.

*"STAI CON I MIGLIORI" evento con i clienti e Bob Harris.*



2017

Celebration of the company's 20th anniversary with partners and friends.

*Festeggiamo i 20 anni dell'azienda con i partner e amici.*



2020

Ideal work has joined the Bostik-Arkema group.

*Ideal Work entra a far parte del gruppo Bostik-Arkema*



2022

Ideal Work celebrates its 25th anniversary.

- Opening of Campus in France and new Showroom in Paris.

*Ideal Work festeggia il suo 25° anniversario.*

- *Apertura Campus in Francia e nuovo Showroom a Parigi.*



2024

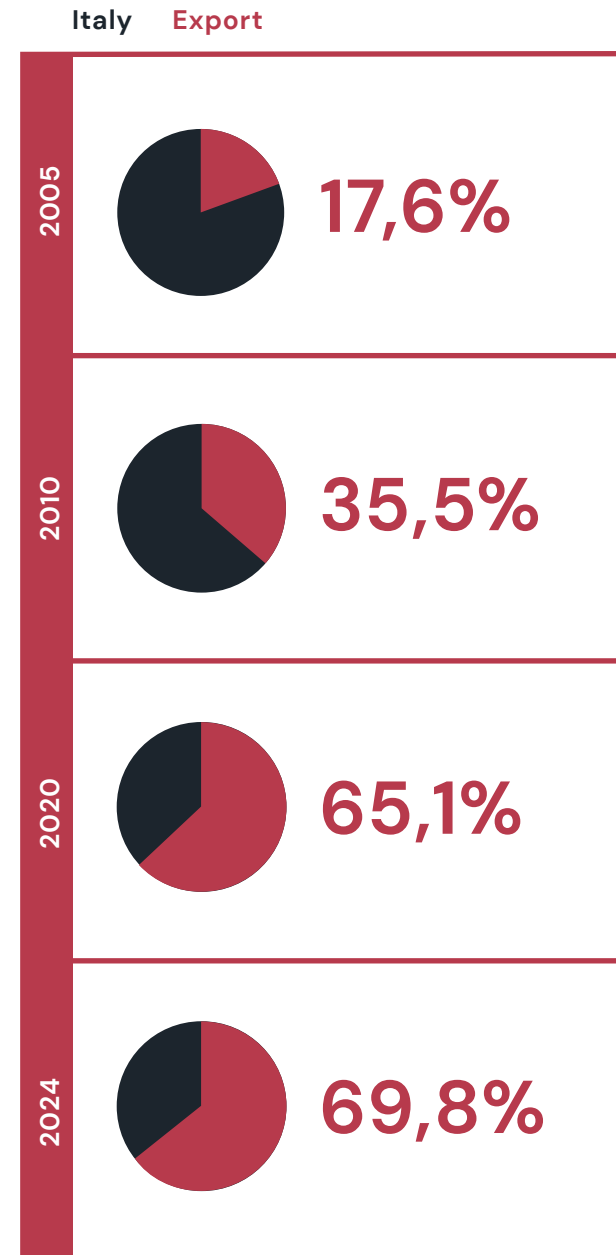
Opening of new company showroom.

*Apertura nuovo showroom aziendale.*



# Towards new Countries

VERSO NUOVI PAESI



# Countries where our products have been installed

PAESI DOVE SONO STATI APPLICATI I NOSTRI PRODOTTI

- Italy
- Albania
- Saudi Arabia
- Australia
- Bahrain
- Algeria
- Bosnia
- Brazil
- Canada
- China
- Croatia
- United Arab Emirates
- Ethiopia
- Georgia
- Equatorial Guinea
- Ghana
- Republic of the Philippines
- Guatemala
- India
- Iran
- Iraq
- Iceland
- Israel
- Kazakhstan
- Kenya
- Korea
- Lebanon
- Libya
- Maldives
- Morocco
- Macedonia
- Moldavia
- Malaysia
- Montenegro
- Nigeria
- Norway
- Puerto Rico
- Palestine
- Oman
- Qatar
- Kosovo
- Russia
- Serbia
- San Marino
- Switzerland
- Seychelles
- Tunisia
- Turkey
- Ukraine
- USA
- Vietnam
- Austria
- Belgium
- Bulgaria
- Cyprus
- Denmark
- Estonia
- Finland
- France
- Germany
- Luxembourg
- Malta
- Holland
- Netherlands
- Poland
- Portugal
- Czech Republic
- Romania
- Slovakia
- Slovenia
- Spain
- Sweden
- UK
- Hungary
- Japan



# 2010 - 2024

Main References  
 Referenze principali

- Adidas
- Allianz
- Balenciaga
- Benetton
- Biennale Venezia, Italy
- Calvin Klein
- Camper
- Carhartt
- Chanel
- Cinecittà Studios, Rome
- Converse
- Delta airlines
- Diesel
- Disneyland Paris
- Dubai Smart Gov Office
- Dune Art Museum, China
- Eataly
- Expo 2015 Milano
- Fendi
- Fossil
- Garage Italia, Italy
- Gardaland, Italy
- Geox
- Golden goose
- Hermes
- Hilton Hotel
- Huawei
- Issey Miyake
- Lacoste
- Maldives Joali Alibey Resort
- Milad Tower Teheran
- Minotti
- Monclere
- Museo del Vetro, Italy
- Museo Messner, Italy
- Museo Palazzo Grassi, Italy
- Nike
- Porsche
- Prada
- Prada Fondazione
- Rainbow Magicland
- Ray Ban
- Salomon
- Starbucks
- Uffizi, Florence
- Vans
- Veja
- Zagreb Airport

# A long history of training courses

UNA LUNGA TRADIZIONE DI CORSI E FORMAZIONE



**EN** Synergy, collaboration, listening. These are the values that guide the company in its relationship with its qualified installers. Training is the foundation of such a high quality offer on the market: Ideal Work provides both basic and regular update training courses for its partners along with valid post-course technical assistance and a qualified consultancy service.

The training courses, held both in Italian and English, include theory and practice as well as a 360° support. The participants also get the chance to confront themselves with other professionals of the field.

**IT** Sinergia. Collaborazione. Ascolto. Sono i valori che guidano Ideal Work nel rapporto con i propri applicatori qualificati. Per offrire al mercato la più alta qualità il punto di partenza è la formazione: Ideal Work offre ai propri partner corsi base e di aggiornamento, assistenza tecnica post corso e servizi di consulenza qualificata.

I corsi, svolti in italiano e in inglese, sono comprensivi di teoria e pratica, offrono un supporto a 360°, insieme alla possibilità per gli applicatori-artigiani di confrontarsi direttamente con altri professionisti del settore.



«A truly great experience! Finally a course where we get the chance to really try the material by applying it to large samples.»

«Un'esperienza fantastica! Finalmente un corso dove si prova il materiale per davvero, applicandolo su dei campioni di grandi dimensioni.»

«I wish to thank you and your team, not only for having me on the course, but also for your warm hospitality which was extraordinary.»

«Vorrei ringraziare voi e il vostro team non solo per il corso, ma anche per la straordinaria ospitalità e la calda accoglienza che hanno rallegrato il mio soggiorno.»



**TRAINING CENTRES IN EUROPE**

*Centri di formazione in Europa*

**3**

Italy  
France  
Spain



**COURSES HELD EACH YEAR**

*Corsi svolti ogni anno*

**34**



**APPLICATORS TRAINED EACH YEAR**

*Posatori formati ogni anno*

**259**

# Not only clients...

NON SOLO CLIENTI...



On site annual assistance hours  
Ore di assistenza in cantiere dedicate ogni anno

# 2100 HOURS



Flights our technical supervisors took for assistance every year  
Aerei presi dai nostri responsabili tecnici per assistenze ogni anno

# 90



Km travelled for support every year  
Km percorsi ogni anno per assistenze

ABROAD

# 104 000 KM

ITALY

# 61 000 KM



2018. Maldives



2018. Oman



2016. China

# ...partners as well!

... MA PARTNER!



Trip to the USA with our clients.  
Viaggio negli USA con i nostri clienti.

EN "We are all a great team": some goals can only be achieved with good teamwork. Ideal Work and its installers are a great team; they put effort and commitment into their work... but the playful side is not to be neglected!

IT "Siamo tutti un grande team": solo lavorando in squadra si raggiungono gli obiettivi. Ideal Work ed i propri applicatori sono proprio questo, una squadra che mette tanto impegno e passione nel lavoro...ma che sa anche coglierne il lato ludico!

Thomas Pollet



«If I had to describe with a single word what Ideal Work is for me, I would say *truth*. And for men like Maurizio and Luca, trust comes first. It is very important. I trust these two incredible men and I trust their products and their solutions.»

– Thomas Pollet

«Se dovessi descrivere Ideal Work con una sola parola direi *verità*. Per uomini come Maurizio e Luca, la fiducia viene prima di tutto, riveste un'importanza fondamentale. Anch'io ho fiducia in Ideal Work, ho fiducia in questi due uomini incredibili e ho fiducia nei loro prodotti e nelle loro soluzioni.»

– Thomas Pollet

Luca Calandra



«For me Ideal Work means past and future. Past because the company was born an year before I was and since its origins my father's firm started to use its products. A relationship based on mutual trust and friendship has come natural from the very beginning of our collaboration.»

– Calandra Luca

«Per me Ideal Work significa passato, ma anche futuro; passato perché è nata persino un anno prima che nascessi io e sin da allora la ditta di mio padre ha iniziato a usare i loro materiali. Si è venuto quindi a formare un naturale rapporto di fiducia reciproca e di amicizia.»

– Calandra Luca

Ak Murat



«Ideal Work offers full, high quality, product range with marketing, sales and full technical support to it's co-partners. Ideal Work team members' experience, attitude and work ethic are taking the company to the future. We're proud to be partner of the company's growth and success.»

– Ak Murat

«Ideal Work offre una gamma di prodotti di alta qualità, con il marketing, le vendite ed il supporto tecnico ai partners. L'esperienza del team Ideal Work, la sua etica e il suo approccio al cliente accompagneranno l'azienda nel futuro. Siamo fieri di essere parte della crescita e del successo dell'azienda.»

– Ak Murat

Massimo Ruggero



«I've been working for Ideal work for many years now and to me the company means family. When I enter the office it feels like coming back home to my family; a family which is always ready to help. That's what binds me to Ideal Work: love.»

– Massimo Ruggero

«Lavoro per Ideal Work da parecchi anni e per me l'azienda è come una famiglia. Entrare in ufficio è come tornare a casa da una famiglia pronta ad aiutarti in qualunque cosa. È questo che mi lega a Ideal Work: l'amore.»

– Massimo Ruggero

# Our Story

A PASSION,  
A VISION,  
A COMPANY

<sup>EN</sup> Ideal Work began with a contractor and concrete craftsperson, Maurizio Pontello, who saw the potential for concrete to be an aesthetically enticing and versatile building product.

In the 1980's and '90s when Maurizio was working as a craftsperson, available decorative concrete options were limited, and viewed by the Italian market as lacking in desirability. Marble and tile were seen as superior and were the favoured alternatives.

Nevertheless, Maurizio believed decorative concrete could become a unique and beautiful material of choice if produced and created in collaboration with artisans, rather than in isolated production facilities removed from craftspeople.

Maurizio explains:

«When I was an applicator, I wanted my supplier to not just be a salesperson. The ideal supplier would understand my needs and be a partner. I envisioned the supplier visiting the jobsite and exchanging ideas and suggestions. I knew I could help suppliers create better products and they could help

me improve my skills. We built Ideal Work to be the ideal supply-partner.»

It was around this vision that Ideal Work emerged into the Italian marketplace.

In 1997, Maurizio joined talents with Luca Seminati, an enterprising and industrious young person with an aptitude for communicating the potential of decorative concrete. Maurizio worked on product formulation and development while also imparting technical knowledge to Luca.

Luca, in turn, focussed on building the company into a supplier that was more than a just a salesperson.

Maurizio and Luca built Ideal Work upon the foundation of being a decorative concrete producer and supplier that is a colleague to its concrete artisans. The ideas and suggestions of Ideal Work artisans inspired the development of new concrete formulations and wider product lines. At the same time, Ideal Work offered applicators high-quality technical support. In fact, within a few months of opening its doors, Ideal Work hosted its first training course for

applicators – training courses and post-training course support have always been central to the success of Ideal Work.

In October 2020, Ideal Work was acquired by Bostik, part of the French group Arkema, a global player with over 20,500 employees in 55 countries. Being part of Bostik provides the resources and support for next-level advancement of product research and development. It also unites an even wider community of skilled artisans.

Ideal Work began with artisans in mind, and continues to take pride in offering solutions, inspiration, skills and a voice to artisans worldwide.



Maurizio Pontello  
Founder

Luca Seminati  
Founder

«The secret is trying to push oneself beyond and to always be one step forward.»

«Il segreto è cercare di spingersi oltre e essere sempre un passo avanti.»

<sup>IT</sup> Ideal Work nasce dalla mente di Maurizio Pontello, posatore e artigiano del calcestruzzo, che vide in questo materiale il potenziale per diventare una superficie versatile e dall'estetica accattivante.

Negli anni '80 e '90, quando Maurizio lavorava come posatore, il concetto di superfici decorative in calcestruzzo non era ancora conosciuto in Italia e la loro offerta era alquanto limitata. Maurizio era tuttavia convinto che il calcestruzzo decorativo potesse avere potenzialità importanti per divenire un materiale pregiato, unico e d'effetto, se prodotto in collaborazione con artigiani, lontano da stabilimenti produttivi di stampo industriale.

Maurizio racconta:

«Quando facevo il posatore, avrei voluto che il mio fornitore fosse più di un semplice venditore. Il fornitore ideale avrebbe dovuto comprendere le mie esigenze, rappresentare un partner, una figura presente nel cantiere, con cui scambiare idee e consigli. Sapevo di poter aiutare i fornitori a creare prodotti migliori, e loro potevano aiutare

me a migliorare le mie capacità tecniche. Ideal Work rappresenta proprio il fornitore-partner ideale.»

È attorno a questa idea che Ideal Work è comparsa nel mercato italiano.

Nel 1997, Maurizio ha unito il proprio talento a quello di Luca Seminati, un giovane intraprendente fermamente intenzionato a diffondere e promuovere il potenziale del calcestruzzo decorativo. Maurizio si occupava della formulazione e dello sviluppo dei prodotti, trasmettendo le proprie conoscenze a Luca, che si dedicava a rendere l'azienda il fornitore e partner ideale per ogni posatore.

Maurizio e Luca fondarono Ideal Work con l'obiettivo di diventare un produttore di calcestruzzo decorativo che fosse anche partner e collega degli artigiani del settore, con cui instaurare relazioni positive e durature. Da una parte, le idee e i consigli degli artigiani di Ideal Work ispiravano lo sviluppo di nuove formulazioni cementizie e di più ampie linee di prodotto; dall'altra

parte, Ideal Work offriva ai posatori assistenza tecnica di alta qualità e *know-how*. Solo pochi mesi dopo la fondazione, Ideal Work ospitò il primo corso di formazione per posatori; i corsi di formazione e di assistenza post formazione hanno continuato a susseguirsi, divenendo un punto cardine del successo dell'azienda.

A ottobre 2020 Ideal Work è stata acquisita da Bostik, parte del gruppo francese Arkema, multinazionale con più di 20.500 dipendenti in 55 paesi. Un passo importante, che ha consentito all'azienda di disporre delle risorse e dell'assistenza necessarie per portare avanti un'importante attività di ricerca e sviluppo e di creare una comunità di posatori-artigiani ancora più ampia.

Ideal Work ebbe inizio dall'idea di "artigianato del calcestruzzo", ed è con orgoglio che oggi prosegue in questa direzione, continuando ad offrire soluzioni innovative, ispirazioni, competenze e a dare visibilità agli artigiani in tutto mondo.

# Team

## IL TEAM



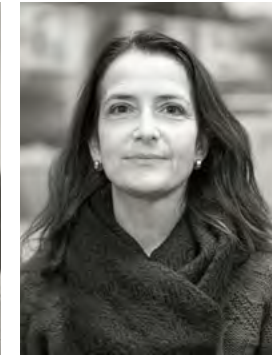
**Stefano Bastasin**  
Technical & Assistance manager  
Since 2002



**Paola Zen**  
Business Development Italy  
Since 2002



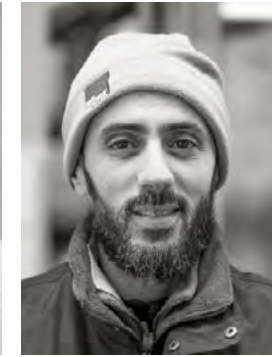
**Adil El Hachimi**  
Operations supervisor  
Since 2005



**Claudia Danesi**  
Purchase manager  
Since 2009



**Simone Fasan**  
R&D Sample manager  
Since 2010



**Hamid El Hachimi**  
Warehouse manager  
Since 2011



**Silvia Gambirasi**  
Commercial operational  
Since 2012



**Arianna Stradiotto**  
Customer experience manager, crm & Training courses  
Since 2015



**Laila Vezzano**  
Commercial manager  
Since 2015



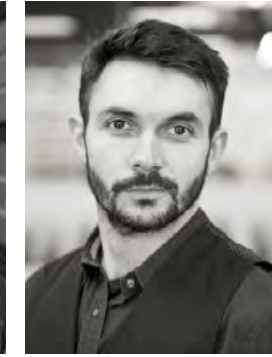
**Cristina Carraro**  
Commercial operational  
Since 2015



**Stefano Fontanari**  
Business development architects & projects, sampling system and Certification manager  
Since 2016



**Renzo Zanatta**  
Technical officer  
Since 2016



**Giovanni Fonte Basso**  
Communication manager  
Since 2016



**Valentina De Agnoi**  
Graphic designer and communication  
Since 2017



**Omar Pagnan**  
Warehouse officer  
Since 2017



**Nicola Cazzaro**  
Plant & HSE manager  
Since 2018



**Francesca Furlan**  
Front office  
Since 2019



**Gabriele Bragotto**  
Commercial operational  
Since 2020



**Damiano Zecchin**  
Regulatory, quality system specialist and RD support  
Since 2021



**Simonetta Innocente**  
Finance controller  
Since 2021



**Gianluca Barbisan**  
Technical & Customer engagement specialist  
Since 2022



**Elana Scapin**  
Administration & finance  
Since 2022



**Kathryn Favaro**  
Commercial operational  
Since 2022



**Marcel Mihai**  
Warehouse & production officer  
Since 2022



**Manuel Baggio**  
Warehouse officer  
Since 2022



**Mutambayi Mukendi**  
Handling processing officer  
Since 2022



**Federica Andretta**  
Buyer assistant  
Since 2023



**Nils Langwisner**  
International technical specialist  
Since 2023



**Christophe Vaissier**  
Business Development France  
Since 2020



**Marco Di Nino**  
Technical specialist France  
Since 2020



**Laurent Cote**  
Technical Sales France  
Since 2023



**Roberto Enrico Fabbri**  
Global business director  
Since 2024

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September 2024

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