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[editorial]

Andrea Pane

Everything (is) Architecture

This year the traditional appointment with the most influential event for the construction industry of the MENA Region – The Big 5 Exhibition – will be joined by a smaller but no less relevant event, eagerly awaited and strongly requested by the community of architects who visit the Big 5 annually. We are talking about Everything Architecture, an event dedicated to architecture and design which will take place from 5 to 6 December 2022 at the Dubai World Trade Center. The choice of the title of the event is not accidental. In fact, it recalls the famous, seminal, and polemic text published by Hans Hollein in April 1968 entitled “Everything is Architecture” in which the Austrian architect attempted to redefine architecture beyond the conventional discipline, recalling an extensive definition that goes back to William Morris who stated in 1881 that architecture consists in “all the signs that mankind leaves on the Earth, except pure desert”. The goals of Everything Architecture are clearly described in the interview with event director Mehtap Gürsoy, which opens this issue of C+. Expressing great faith in this event, Gürsoy recalls the big names who will take turns in the two intense days of talks: Kai-Uwe Bergmann of Bjarke Ingels Group, Andrew Mason of Calatrava International, Will Plowman of Foster + Partners, Raya Ani of RAW-NYC Architects, along with many other protagonists, including Saudi Arabia’s Red Sea Global.

Compasses will participate in Everything Architecture in various forms, mainly with the involvement in a talk by Cristiano Luchetti, Associate Editor Middle East of the magazine, who signs the article *Restructuring Dubai. The Challenge of the Future* in this issue. This is an important reflection, originated in the context of the *Urban Renaissance* workshop sponsored by Fondazione Inarcassa and held in November 2021 at Expo Dubai 2020, the results of which are published in full in issue 39 of Compasses. Led by a team of experienced professionals and teachers, including Paolo Desideri, Cristiano Luchetti, Luigi Prestinenza Puglisi, Guendalina Salimei, X-Architects, 15 young professionals, gathered in four teams, have imagined proposals for a crucial area of Dubai, Downtown Boulevard. In this issue of C+ we propose the project led by Andy Shaw, who is also member of the advisory board of the Event. Finally, the issue closes with the presentation of the Westin London City hotel created by the Dexter Moren Associates studio, whose lighting design solutions are particularly emphasized, developed with the consultancy of Nulty Lighting and using many products of the Italian company Linea Light. From Europe to the UAE, from the UAE to Europe: Everything Architecture also means an opportunity to intensify the cultural and commercial exchanges that make Dubai unique.



EVENT

A talk with event director: Mehtap Gürsoy

Why did dmg events decide to launch an architecture-specific event? What will be the showcase focus, and what are your expectations for the launch edition?

The architecture community has always been a critical audience for The Big 5 and active participants across our high-profile portfolio of construction events spanning the Middle East, Africa and South Asia (MEASA) region.

To date, there were no regional events exclusive to the architecture discipline that offers quality content and innovative product showcase, and we recognized that there was significant demand - and a need - for a niche event that specifically focuses on the architecture and design community.

Everything Architecture allows us to home in on the sector and ensure that we continue to deliver optimal value to the communities we serve.

This exclusive showcase has been carefully curated with the support of leading architects and designers from across the Middle East - who form our advisory committee. It will bring together architects, designers, specifiers, and property developers to explore a carefully selected range of innovative and inspiring products, materials, and services.

At the heart of the event is a series of product showcases conceptualized to reflect current market needs; that will offer fresh inspiration to help architects and designers plan their next projects.

The event will also feature an exciting, knowledge-rich schedule of Architecture & Design Talks, interactive workshops, and more. These sessions will take place in a relaxed atmosphere designed to encourage conversation, spark discussion, and generate opportunities through open peer to peer dialogue over a cup of coffee or at a hands-on workshop.

Taking place over two days, from 5-6 December 2022, we are forecasting around 2,000 attendees for our launch edition.

Can you share some insight into the rationale behind the choice of topics selected for the presentations and panel discussions, which span a broad selection of industry trends?

The two-day Architecture & Design Talks series addresses a thought-provoking line-up of trending industry topics that span both practical architectural and design considerations as well as tapping into the human psyche and the role that emotion and connections play in creating places and spaces that resonate.

It was important for us to curate the programme based on direct input from the community, in order to create a credible open platform for learning, the sharing of ideas and as a place that welcomes and ignites inspiration.

Five key programme themes were selected: health and wellbeing, heritage, innovation, technology and sustainable development. Specific session topics were debated and agreed upon based on insights and feedback from our expert advisory panel, along with feedback from over 200 industry professionals.

An event USP is the fact that over 70 per cent of the acclaimed industry speakers joining us will be speaking in the UAE for the first time.

For this year's event, our speaker line-up represents the best of the best, featuring some of the architecture world's greatest innovators and game changers. Among the illustrious companies sharing their expert insights and knowledge will be day two keynote speaker Kai-Uwe Bergmann, partner at



Bjarke Ingels Group (BIG), New York, whose work includes the Manhattan coastline resiliency plan, Pittsburgh Master Plan and Penang Islands Masterplan. Other featured speakers include Andrew Mason, Director of Contracts at Calatrava International. In his session, Andrew will explore how firms can drive health and wellbeing in their team to empower self-awareness and amp up motivation, while Foster + Partners' Will Plowman will explore the benefits of biophilia in architecture and interior spaces.

With technology a perennial hot topic, we welcome Raya Ani, Founder and Design Director at RAW-NYC Architects to the podium for her perspective on technology and sustainability, while Vignesh Kaushik, Director of Design Technology, Gensler, Singapore will tackle innovation implementation and the integration of design technology to support a progressive practice and research.

We are also thrilled to have secured participation from government entities and leading regional developers, including Saudi Arabia's Red Sea Global. Scott Henshaw, Head of Design - Project Delivery Division at the visionary developer will deliver a keynote address, while Myriam Patricia Lopez Yanez, Director of Lighting Design, also at Red Sea Global, will join a panel discussion on 'Conservation, modernization, and adaptation of existing buildings.' Joining the stellar line-up is Engineer Marwa Al Taffag, Head of the Federal Buildings, Housing and Establishments Design, Ministry of Energy and Infrastructure in UAE, on a panel conversation about reimagining streets, buildings and landscapes at electrified cities.

With product and services categories ranging from acoustics and lighting to green walls, interior accessories and urban design, what will be the most innovative products and solutions on show?

Everything Architecture will feature five main product categories: Façade, Interiors, Outdoor, Flooring & Coverings, Lighting, Kitchen & Bath.

As an exclusive event, companies wishing to exhibit applied to take part. Those given showcase space at Everything Architecture have been carefully selected based on a robust set of criteria that assessed, among other topics, sustainability, innovation, topical aspects, and compatibility with market needs.

To give you a sneak preview of what to expect, visitors will have access to the latest highly transparent building claddings, frameless windows, smart bathroom solutions, minimal doors, seamless acoustical solutions, sustainable natural materials, freeform façades, and more.

First of its kind 'Everything Architecture' event for the architecture and design community debuts in the Middle East

Editorial Staff

- Curated product displays to showcase the latest architectural innovations in façade, flooring and coverings, kitchen and bath, indoor, outdoor, and lighting
- Event and programme to explore new architectural and design models and trends
- Health & wellbeing, heritage, innovation, technology and sustainable development in focus at the Architecture & Design Talks

The latest and most innovative products, materials and services driving the architecture and design sectors are to be explored at the inaugural Everything Architecture event from 5-6 December 2022, at the Dubai World Trade Centre. Dmg events' latest launch will be held alongside its flagship construction event The Big 5, the largest and most influential construction event in the Middle East, Africa, and South Asia.

Curated with the knowledge, expertise and guidance of experts from the architecture and design community, Everything Architecture is the only exclusive event especially for architects, designers, specifiers, and property developers to explore a carefully selected range of innovative and inspiring products, materials, and services for architectural projects. Everything Architecture will also host a dedicated, two-day think tank platform – Architecture & Design Talks. The Talks will cover topics such as heritage & culture, innovation, modernization, building adaptation, human-centric urban design, metaverse technology integration in architecture, and carbon-neutral design for the circular economy through inspirational case studies, presentations, and panel discussions.

"Architecture and design are crucial in addressing some of the main challenges the construction sector is currently facing, particularly in achieving sustainability goals, hence creating a dedicated platform for its key stakeholders to exchange knowledge, network and explore the latest products innovations. Dubai, rightly known as one of the pioneers of new-age architectural design paradigms, is well placed to host this transformational showcase and gathering of inspirational industry experts" explained Josine Heijmans, Vice President – Construction at dmg events.

Digital advancements such as the metaverse are being viewed as major initiators in the road to carbon zero, and the delivery of truly smart cities demands immediate solutions, which will be aired at Everything Architecture, offering a window to what our future living and working experiences could look like and how they would function.

Andy Shaw, Chair of the Royal Institute of British Architects (RIBA) Gulf Chapter and an advisory panel member, comments that Everything Architecture is a timely initiative: "There is a lot of excitement around projects across Saudi Arabia's transformation and where the UAE will go next in terms of innovation and architectural mastery."

Fellow panel member Jennie Binchy, of Dubai's award-winning BINCHY AND BINCHY architecture and design studio, said market growth is being stimulated by the luxury residential sector. "The sector is booming, and with so many projects coming up across the region, there is a requirement for bespoke design approaches which in turn demand exciting products," said Binchy.

The Architecture & Design Talks will be chaired by design strategist Esra Lemmens and see experts address the themes of health and wellbeing, heritage, innovation, technology, and sustainability development. Some of the architecture world's greatest names are confirmed to speak, including

Kai Uwe Bergmann, Partner at Bjarke Ingels Group (BIG); Scott Henshaw, Head of Design - Project Delivery Division at Red Sea Global; Will Plowman, Partner at Foster + Partners; Andrew Mason, Director of Contracts at Calatrava International; Marwa Al Taffag, Head of the Federal Buildings, Housing and Establishments Design, Ministry of Energy and Infrastructure in UAE; Dr. Nasser B. Abulhasan, Principal & Founding Partner at AGi Architects; Arjan Pit, Managing Director MEA at UNStudio in the UAE, among others.

Also taking place will be a series of workshops being delivered by leading designers and professors. Some of the topics include the potential of space making through the direct use of natural stone materials, exploring architectural language through model making, and the impact of virtual reality on architectural education and profession.

To date, some of the key local and international companies set to take part include Schüco, Knauf, SolarLux, MAPEI, GEZE, Ecophon by Saint Gobain, Presto, AGC Glass and DCW Editions, among others. Speaking ahead of the event, Ammar H Alul, Managing Director at Schüco, a leading German system solution provider for windows, doors and facades said; "It is great to be part of the launch edition of Everything Architecture, and to now have a dedicated platform for architects and designers. We're looking forward to meeting focused participants, attending high-quality presentations and discussions that address real construction industry challenges, and get a better understanding from key stakeholders and influencers of the real meaning of 'value-for-money', and then use those takeaways to apply to our business strategy moving forward."

"With a number of other exciting companies set to come on board before the show in December, we are looking forward to seeing even more innovative products confirmed to be at the event giving the architecture and design community the best possible experience and opportunities," added Heijmans. For more information and to apply to attend as a visitor, please visit: www.everythingarchitecture.com.



About Everything Architecture

Everything Architecture is a new and exclusive event where architects, designers, and specifiers from the Middle East region explore carefully selected innovative and inspiring products, materials, and services.

Taking place from 5 – 6 December 2022 at Za'abeel Hall 4, Dubai World Trade Centre, attendees will also be able to attend CPD-certified workshops, engage in exclusive Q&A's, and enjoy networking in a relaxing environment with gourmet refreshments and beverages.

Everything Architecture is organised by dmg events and is free to attend for all pre-registered visitors who qualify through the application process.

About dmg events

dmg events is a leading organizer of face-to-face events and a publisher of trade magazines. The company aims to keep businesses informed and connect them with relevant communities to create vibrant marketplaces and to accelerate their business through face-to-face events.

dmg events organises more than 80 events across 25 countries, attracting over 425,000 attendees and delegates every year. The company's portfolio of products includes many industry-leading events in the energy, construction, hospitality & design, coatings and transportation sectors. ADIPEC, The Big 5, Gastech, EGYPS, The Hotel Show and INDEX are the company's flagship events. For more information visit www.dmgevents.com.



Cristiano Luchetti

Restructuring Dubai. The challenge of the future

Dubai has experienced, on and off, a notable economic development from the 1990s until today. The urban phenomenon, manifested through its rapid morphological expansion, has been the object of study and research for some years. These attempts to analyze the city focus, for the most part, on the uniqueness of its history, characterized by two main factors: its construction speed and the experimental/spectacular approach of its architectural proposals. This process is still ongoing. In fact, the expansion of the Arab metropolis received a new impetus after the 2020 Expo, even if its latest phase of growth can probably be attributed to a series of factors connected, as always in the history of Dubai, to the state of health of the international finance. However, in this scenario, always oriented towards the future, we begin to see a reflection on the reinterpretation of the modern and postmodern built environment. The infrastructures and buildings constructed from the 1970s to the 1990s are deteriorating.



X-SPACE, aerial view.

The economy has not received the same driving force as luxury real estate, and the social level of some historic communities has gradually eroded'. For the first time, in Dubai, there is not only the "new" theme, but we can see an ever more present sensitivity towards the themes of redevelopment and regeneration. In this sense, government authorities have recently begun to enact policies aimed at improving the built environment through the redevelopment of local commercial areas, the creation of new productive activities, and the improvement of the population's cultural level².

After the urban development that transformed a small town that benefited from being positioned along the main trade routes of the region into a metropolis known all over the world for its luxury tourist vocation, it is time to turn attention to reprogramming the existing city. In this context is the experience of the workshop conceived by Inarcassa Foundation with the collaboration of the Italian pavilion at the Expo, the Italian Association of Architecture and Critics, and Emaar, the most important real estate entity present not only in the Emirates but in all the MENA region (Middle East & North Africa). The design experience has chosen as its field of action the Downtown Boulevard area, perhaps the most representative of the city. This area is still in the process of functional development yet is already starting to show some morphological issues that could, through a critical approach, be questioned by a design that is more attentive to contemporary needs. This regenerative interest is part of a broader plan that the Emirati authorities are implementing, and it should promote further economic development after the pandemic interlude.

In the vision of its leaders, the UAE should represent the ideal destination model for foreign investments and global professional talents. Traditionally, so-called expatriates considered

X-SPACE

Work
X-SPACE Dubai Urban Greenway
Architecture and design
Verform
Image credits
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AL NASSERYA

Work
Al Nasserya - Sustainable urban and architectural regeneration
Location
Sharjah, UAE
Architecture and Design
American University of Sharjah - CAAD STUDENTS
Course: ARC501 FALL2019
Project Team
Tutor: Cristiano Luchetti
Consultant: Ahmed Khadier
Students: Al Kalouti Shaden, AISuwaidi Rashid, Besiso Saba, Drak Sibai Rim, George Rachel, Girijavallaban Velloorkunju Akila, Kah Mariama, Khamis Ibrahim, Mohamed Rania, Pribabaie Navaz, Samara Mohammad, Sebastian Alina, Shaaban Rewan, Shibu Ashika, Suresh Samrakshana



X-SPACE, view of the public space.



their work experience in the Emirates to be mostly temporary. Attracted by higher wages and by a favorable tax regime, international professionals chose the main cities of the Gulf as the location for an experience that they have historically considered profitable but limited in time. In recent years, however, local authorities, especially those of Dubai, have been willing to remodel and promote the long-term permanence of these subjects. In this sense, as Hussain Sajwani, chairman of Damac Properties, wrote in an article on Gulf News, «the city needs to respond to changing social fabric and refashion itself accordingly. It is time for Dubai to enter a new era of urban regeneration»³. This strategy is among the fundamental ones underlying the master plan's choices defining the Emirate metropolis's future assets. But what urban regeneration are we talking about? Among the now inalienable objectives that global cities set for themselves in the contemporary era, that of obtaining a level of environmental sustainability can no longer be postponed. Therefore, strategies oriented towards a Net-Zero approach will prevail in guiding this process. Also, in Dubai, political and academic institutions define sustainable urban regeneration as an action comprising four fundamental pillars: economic, environmental, social, and institutional⁴. The task of holistic urban regeneration is to provide better characteristics of the built environment without forgetting the economic and cultural aspects of the context, necessary to ensure an adequate and sustainable level of habitability⁵. The latter is perhaps the most crucial factor and requires local government agencies and investors' joint action. Such a regenerative process must be carried out through a series of acts that solve the technical, spatial, and socio-economic issues without forgetting the possible environmental risks and, more generally, the quality of the lifestyles of a continuously transforming multicultural society⁶.

Examining the specific methodologies adopted by the restructuring of Dubai, it is easy to underline how there has been an evolution that we could define as more symbolic and prone to the economic aspirations of the ruling classes, while the many social issues of the rest of the population remain mostly unsolved⁷. To be sustainable, urban regeneration must mainly focus on the reconstruction of the economic bases of the metropolitan area, improving its physical environment, and favoring the return of the population and of productive endeavors in degraded areas⁸. These objectives are the basis of the spatial reconstitution aimed at increasing the urban fabric's level of activity and vitality. Once again, Dubai is an urban entity promoting new design approaches. From this point of view, it does not matter whether they are promoters of purely speculative interests or more sensitive to socio-cultural issues. The predisposition toward innovative, although sometimes controversial, architecture and urban planning is undoubtedly inherent in the city's nature. A model to always carefully look at to understand the "best practices" and the errors of contemporary urbanity.

Notes

- 1 K. Alawadi, S. Dooling, *Challenges and opportunities for participatory planning approaches within Dubai's urban context*, in «Journal of Urbanism: International Research on Placemaking and Urban Sustainability», vol. 9(3), 2016, pp. 276-301.
- 2 H. Abusaada et al., *Articulating assemblage theory for salient urban atmospheres in children's environments*, in «Ain Shams Engineering Journal», vol. 12, n. 2, 2021, pp. 2331-2343.
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- 4 J. Awad, C. Jung, *Extracting the Planning Elements for Sustainable Urban Regeneration in Dubai with AHP (Analytic Hierarchy Process)*, in «Sustainable Cities and Society», vol. 76, 2022.
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- 6 URBACT II, *Sustainable regeneration in urban areas - URBACT*, 2015; https://urbact.eu/sites/default/files/04_sustreg-web.pdf.
- 7 M. Acuto, *High-rise Dubai urban entrepreneurialism and the technology of symbolic power*, in «Cities», vol. 27, n. 4, 2010, pp. 272-284.
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The X-SPACE Project

The X-SPACE Project is an example of urban regeneration in the context of the monumental architecture of Sheik Zayed Road. The goal is to mend the areas separated from the impressive road infrastructure by burying traffic and creating public and commercial spaces for mainly pedestrian use.

Al Nasserya

New proposals for urban redevelopment are necessary not only for the popular areas of Arab metropolises, but also for the less-known ones gradually losing their livability attractiveness. The projects' design strategy has placed the social and environmental sustainability of a disadvantaged area within the Sharjah territory at the center of the design strategy. In the case of Al Nasserya, the project includes a series of interventions linked together by a general master plan. New services, functions, and residential types are designed to interrupt/invert the abandonment of the area by the original inhabitants with consequent impoverishment of the urban area / I progetti elaborati dagli studenti hanno messo al centro della strategia progettuale la sostenibilità sia sociale che ambientale di un'area disagiata all'interno del territorio di Sharjah.



[experiences]

Alawiya Ali, Sapna Meghani, Subby Rani,
Francesca Riva, Francesca Rogers,
Francesco Vaj

The Boulevard

Team E

Tutor

Andy Shaw

Team Leader

Christian Bonu

Members



Whether one analyzes the context remotely or experiences it firsthand, the first thing that comes to mind from studying the Downtown Boulevard is a void in need of activation to add value to the space. It is a scar in the fabric of the city needing reconnection that would leak matter to the whole city as it heals.

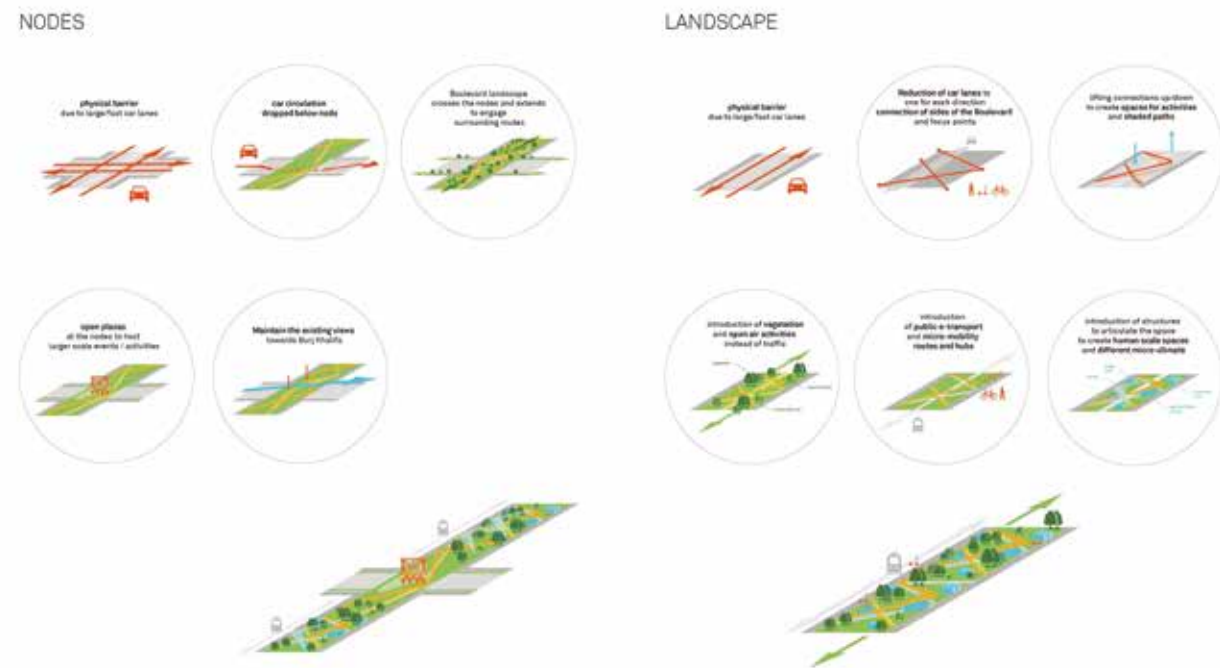
The current primary use is car-centric circulation. There are some commercial activities along the Boulevard. Still, the context does not seem to inspire people to enjoy the Boulevard itself: the heat can be extreme with barely any shading, and the scale of the buildings does not promote spending time in any activity. Furthermore, the valuable connections to the rest of the city that could attract people are significantly underused because of the car predominance. The multiple car lanes make it hard to cross from one side to the other if not at specific points where the traffic lights allow it, creating a drastic separation between the two pedestrian sides.



We quickly realized that the approach had to shift the frame of reference from infrastructure to urbanism: the Boulevard needs to change from being a pure utility to becoming an amenity.

One characteristic that is fundamental in keeping a space alive at all times is mixed-use functions. From here, the idea of mixing residential and work solutions with an experimental approach (such as co-housing/co-working for artist residencies, etc.) gives it a strong identity. It will include commercial and recreational activities such as retail, sports facilities, and recreational spaces. Furthermore, the proposal downsizes and diversifies circulation function. There is a reduction of lanes reserved for people directly accessing the Boulevard, while the rest of the traffic is sunken below ground level. Moreover, introducing public electric transport and micro-mobility such as scooter and bicycle sharing encourages the use of the Boulevard as an enjoyable slow route to enjoy. >





Users are invited to an attractive and spontaneous use of public space, enabled through the offer of free utilities and facilities. Such strategy attracts people towards work and commercial activities and vice versa in a virtuous cycle. The aim is to attract people to and around the Boulevard by stitching it to the city and creating new nodes to work on. Space is modelled through the layering of functions on different levels, including the creation of a linear park. The project foresees new structures to develop human-scale spaces. Hence, people will feel more comfortable and will want to spend more time there. Finally, introducing a canopy with sustainable technology creates a comfortable microclimate to shelter from the extreme temperatures while still outdoors. Strategically, complementary activities, including the production, distribution, and consumption of resources (energy, food, products, etc.), are also suggested as the use of innovative building materials and technologies (3d printing of modular building pods) to create a system that stands alone as an iconic project. The Boulevard will be a comprehensive autonomous system. Yet, at the same time, thanks to its circular distribution of space, it will allow the surrounding city to tap into its resources and become embedded in its surrounding fabric. The “scar” will be repaired, creating something of great value to Dubai.





The Westin London City

Lighting experience in the hotel London - UK



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Dexter Moren Associates

Project Year
2020

Lighting design
Nulty Lighting

Products
Pound, Vos, Archicove,
Creek 2.0, Rubber,
Ribbon, Ice-Cut, Cell,
Ink Systems,
Rollip

Photography
Matteo Barro





Well-being in light

Designed by the British architecture and interior design studio Studio Moren, the new urban refuge presents itself as an open and airy environment, able to guarantee its guests just the right intimacy. Starting with The Haven, the hall spread over three floors and flooded with natural light that features an art installation created on paper and inspired by underwater greenery.

The high-to-the-ceiling windows show the interior space, decorated with natural tones that evoke feelings of tranquillity and well-being. The furnishings are also inspired by the natural world in its purest forms, and consist of oak panelling, varied shades of green, matte finishes, and curved lines. Further emphasizing the elegant atmosphere of the hotel is the precise lighting design realised by lighting design consultants Nulty in collaboration with Studio Moren, using various solutions from Linea Light Group.

The lighting design project was conceived to be perfectly in keeping with the general theme of the hotel: well-being. And so, to enhance The Heaven lobby at the entrance, and its paper sculpture placed in the centre, track lighting was set up on three sides, with Pound spotlights allowing light beams to be directed in an evocative play of light on the fourth wall, of a soft grey colour. The overall effect is a feeling of calm and tranquillity that pervades the visitor on arrival. To complete the effect and emphasize the atmosphere of well-being are Vos downlights, available in different models and recessed into the ceiling.

For the lighting of the generously sized Westin Ballroom, used for events up to 400 guests for a cocktail toast, and which boasts its own separate private entrance, cloakroom, and bathroom, lighting designers Nulty have opted for high performance lighting solutions. >





Creek 2.0 spotlights, which, thanks to a new fitting system, can satisfy any installation need, have been combined with the linear element Archicove, and the Ribbon LED strip. For the Romeo & Juliet event space, on the other hand - which uses natural light coming from the windows, and is perfect for private dinners, meetings and presentations, as well as for the executive boardroom that accommodates up to 18 people - the lighting design uses Ink-System, for its great installation versatility, Ribbon LED strips in the suspended ceiling, and finally Vos downlights that guarantee punctual and even lighting. The foyer of the Romeo & Juliet room, where in addition to the use of a Cell spot, available in different models, and guaranteeing total control of the light emitted, there is also a Ribbon LED strip and Ice-Cut rod offering a total diffusion effect, thanks to its extruded translucent polycarbonate body. The Heavenly Spa by Westin enshrines atmospheres of well-being and relaxation, where Nulty has chosen both Rubber, which, thanks to its incredible flexibility, marks a revolutionary new concept of light, and the strip Ribbon, which easily adapts to any type of application, since it is able to be folded or cut without damaging the rest of the module. Finally, in the Westin WORKOUT Fitness Studio, next to the Ribbon strips, the Rollip system has also been installed, available in numerous models, and capable of responding to any lighting need.



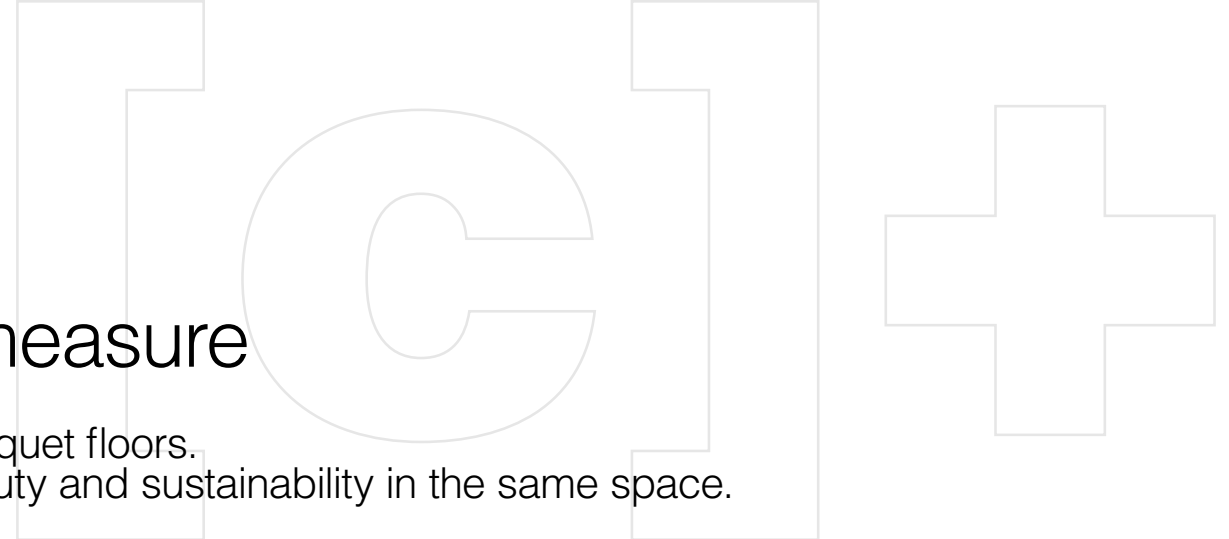
A dream made to measure

Design, made-to-measure inlaid parquet floors.
For those who want to combine beauty and sustainability in the same space.

Always passionately oriented towards innovation, Berti Pavimenti Legno is constantly engaged in the design and research of new products to bring to market. The expanding offering therefore includes plenty of new inspirations in the world of inlaid and tailor-made wood flooring, capable of creating unique and made-to-measure spaces for those who dream of them and live in them.

PARQUET & RESIN: THE ART OF BEAUTY

Berti Pavimenti Legno presents a one-of-kind design that has emerged from an ambitious and complex vision in collaboration with Mino Longo, known for his mastery in the artistic use of resin. The design envisages a series of floors and coverings, where inlaid wood is alternated with resin to create a play of perspectives and optical illusions that are unique every single time. The absolute peculiarity of the parquet floors and coverings proposed here is their non-reproducibility: each and every one of them, in fact, is a unique piece. Created and finished step by step, with craftsmanship that makes every little detail so precious.



FURNISHING WITH ART & BIO-BASED PARQUET

It is out of respect for nature and the environment that Berti has decided to carry out this project focused on sustainability and the comfort and health of those who will inhabit the spaces. How? By applying the latest green technologies, such as the use of renewable and recycled bio-based materials, combining wood, the greenest of building materials, with plant-based resins that are light, biodegradable and resistant to both water and high temperatures.

Bio-based materials are so called because they have biological origins, and do not include any components of fossil origins, that is, deriving from coal or oil. This guarantees a healthy and safe product, with VOCs certified well below permitted limits. Resin has the advantage that it can be sanded and varnished, and can boast unique chromatic effects.

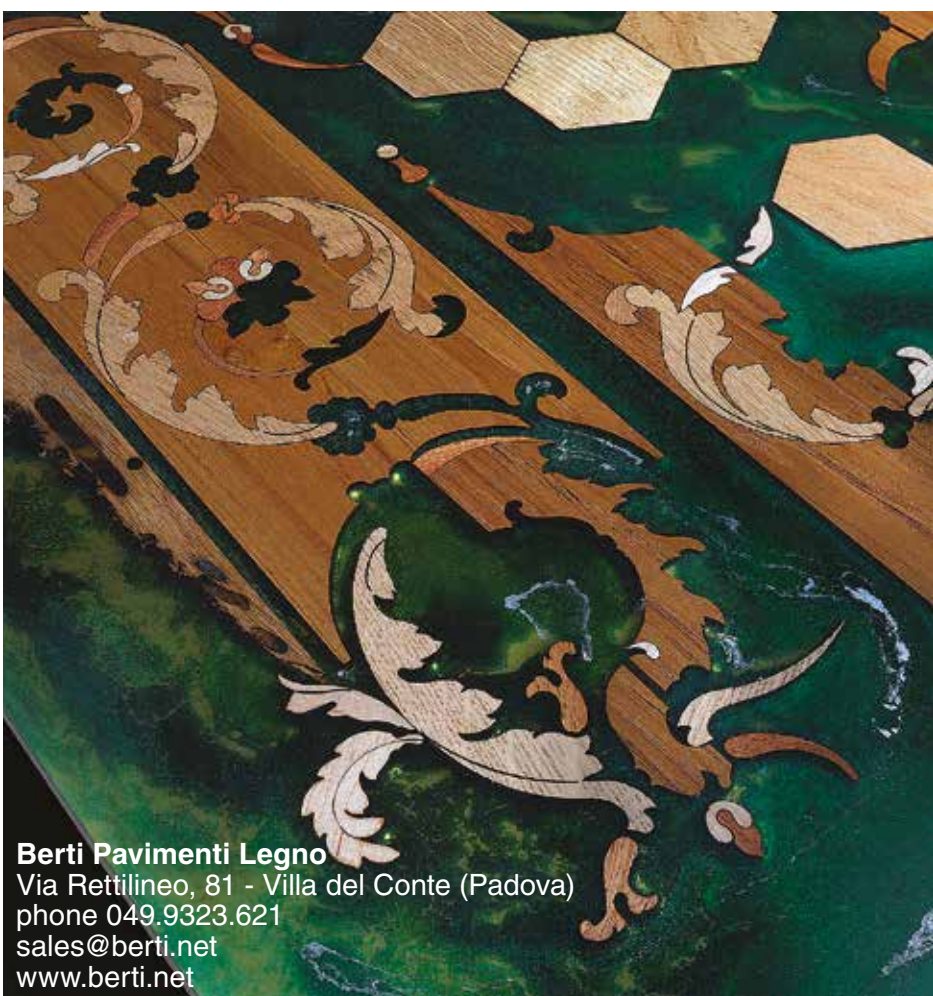
The idea of bringing parquet and resin together is nothing new for Berti. The first experimentations with this combination came in 2004 with the Touch Wood exhibition in Verona, where, in collaboration with the contemporary Italian designer and architect Gaetano Pesce, 6 special parquet and resin panels were created. Uniqueness, understood as the production of unique, that is, non-identical, pieces, is a common thread that has always run through the inlaid wood floor and parquet creations that Berti has brought to market. (See the gallery of the project with Gaetano Pesce: <https://www.berti.net/en/references/gaetano-pesce/>)

The use of resin has, furthermore, become the distinctive feature, transforming details into elegant decorative coverings, in Berti's Square Space wooden marquetry collection. (See the collection: <https://www.berti.net/en/parquet/square-space-marquetry/>)

QUALITY MADE OF EXPERIENCE

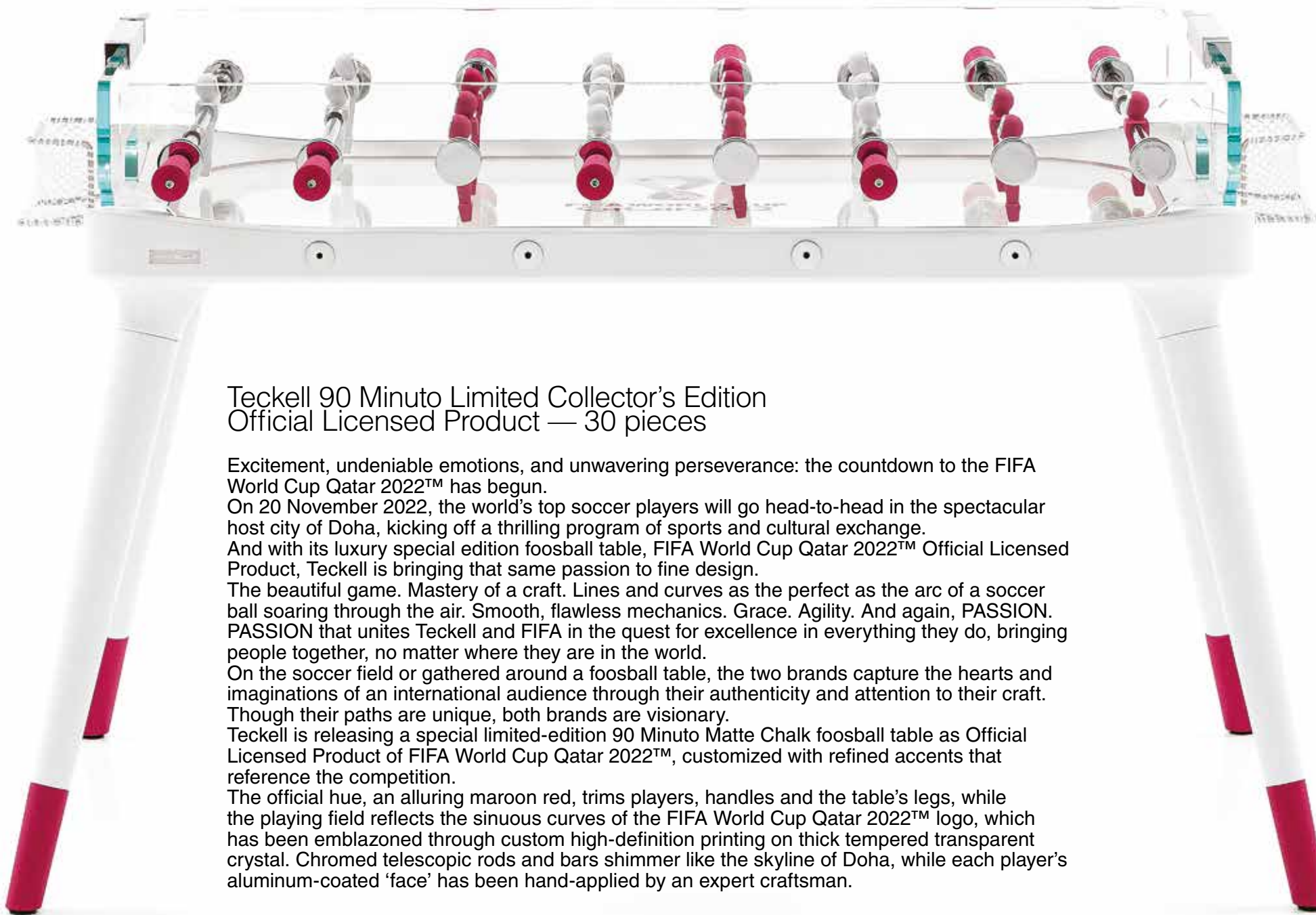
Unique models and creations that become art: quality made of experience and decisive choices focused on the beauty of parquet wood. With this project, Berti wanted to ignite the spark of inspiration of architects, designers and anyone who dreams of such tailor-made creations. Its many years of experience in customizing wooden floors and coverings allows Bert's technical office to interpret and honour any desire or need.

Ask for a consultation now at: <https://www.berti.net/en/ask-for-advice/>



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Teckell brings italian design and passion to the FIFA World Cup Qatar 2022™

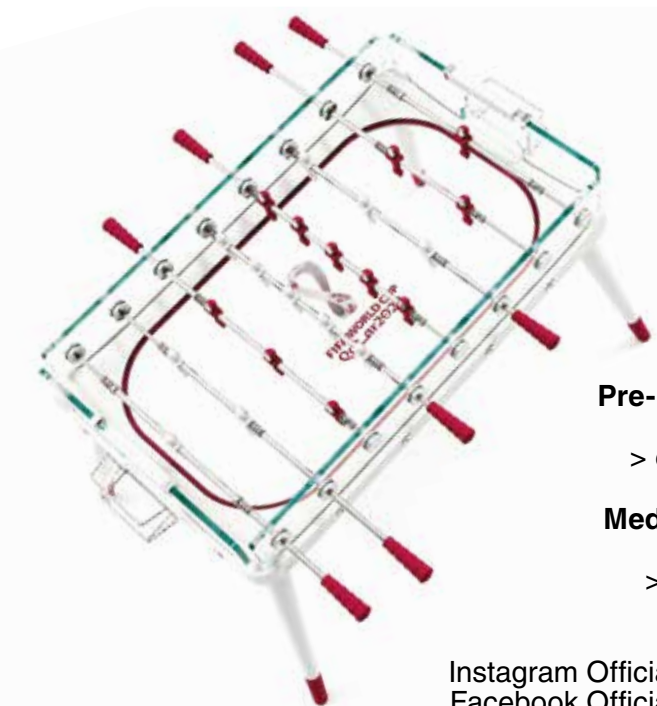


Teckell 90 Minuto Limited Collector's Edition Official Licensed Product — 30 pieces

Excitement, undeniable emotions, and unwavering perseverance: the countdown to the FIFA World Cup Qatar 2022™ has begun. On 20 November 2022, the world's top soccer players will go head-to-head in the spectacular host city of Doha, kicking off a thrilling program of sports and cultural exchange. And with its luxury special edition foosball table, FIFA World Cup Qatar 2022™ Official Licensed Product, Teckell is bringing that same passion to fine design. The beautiful game. Mastery of a craft. Lines and curves as the perfect as the arc of a soccer ball soaring through the air. Smooth, flawless mechanics. Grace. Agility. And again, PASSION. PASSION that unites Teckell and FIFA in the quest for excellence in everything they do, bringing people together, no matter where they are in the world. On the soccer field or gathered around a foosball table, the two brands capture the hearts and imaginations of an international audience through their authenticity and attention to their craft. Though their paths are unique, both brands are visionary. Teckell is releasing a special limited-edition 90 Minuto Matte Chalk foosball table as Official Licensed Product of FIFA World Cup Qatar 2022™, customized with refined accents that reference the competition. The official hue, an alluring maroon red, trims players, handles and the table's legs, while the playing field reflects the sinuous curves of the FIFA World Cup Qatar 2022™ logo, which has been emblazoned through custom high-definition printing on thick tempered transparent crystal. Chromed telescopic rods and bars shimmer like the skyline of Doha, while each player's aluminum-coated 'face' has been hand-applied by an expert craftsman.



To highlight the exquisite essence of the product, Teckell has crafted only 30 of these tables, marked by a polished stainless-steel seal of authenticity engraved with the Collector's Edition number (out of 30). In a finishing touch, the FIFA World Cup Qatar 2022™ trademark is engraved on the chromed scoring unit brackets, so that each goal is a memory of an absolutely unforgettable event. Because it's a limited-edition collector's item, this exceptional version of the Teckell 90 Minuto is sure to sell out quickly. To reserve your fine design piece, pre-order today by sending an email to the Teckell Sales Team: experience@teckell.com



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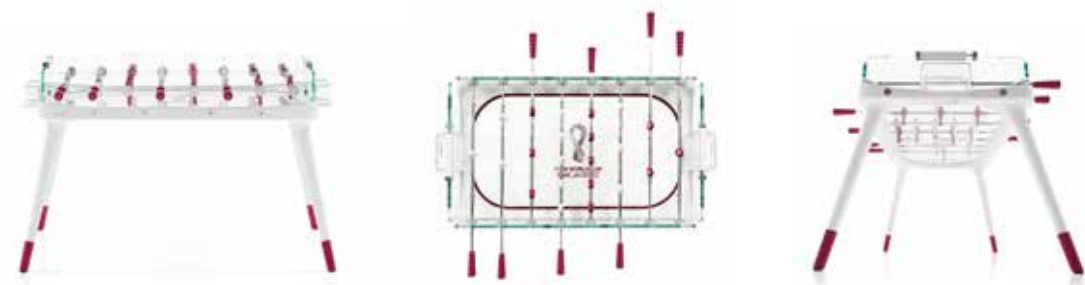
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30 NUMBERED PIECES



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Berti Pavimenti Legno: a dream made to measure

Design, made-to-measure inlaid parquet floors for those who want to combine beauty and sustainability in the same space. The inlaid wood is alternated with resin to create a play of perspectives and optical illusions that are unique every single time with renewable and recycled bio-based materials.



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Teckell has crafted **only 30 tables**, marked by a polished stainless-steel seal of authenticity engraved with the Collector's Edition number. The **FIFA World Cup Qatar 2022™** trademark is engraved on the chromed scoring unit brackets, so that each goal is a memory of an absolutely unforgettable event.

Teckell brings **italian design** to the FIFA World Cup Qatar 2022™

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The SPHERIC Collection design Luca Dini

The Spheric-O circular sofa by Franchi Umberto Marmi, designed by Luca Dini, celebrates the themes of hospitality and inclusiveness, representing the perfect balance between the body and lightness of an absolute protagonist marble. Made in Collemandina Gray, it is 'gentle' piece of furniture for moments of conviviality or relaxation.



Franchi Umberto Marmi s.p.a. via Del Bravo 14 - 16 Carrara (MS) Italy | +39 0585 70057 | www.fum.it | info@fum.it



The Lightben product family

The iconic Lightben product family, manufactured by Bencore, has recently obtained LCA (Life Cycle Assessment), which study the potential environmental impacts throughout the life of the product, and EPD (Environmental Product Declaration) to legitimize in a verifiable and indisputable way its degree of sustainability. Lightben is an ultralight composite material produced by coupling a core consisting of transparent polycarbonate cylinders to external skins of Polycarbonate, PETG or acrylic in various finishes and multiple colors.

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