

# Concrete Works

Feel free to create



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Feel free to create

2021



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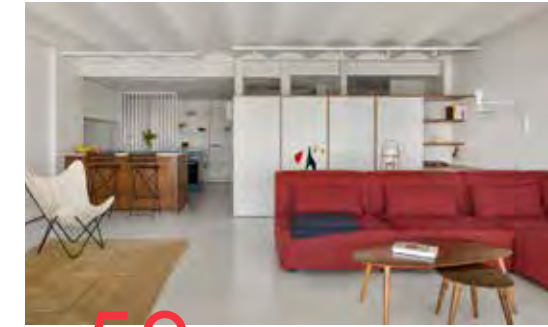
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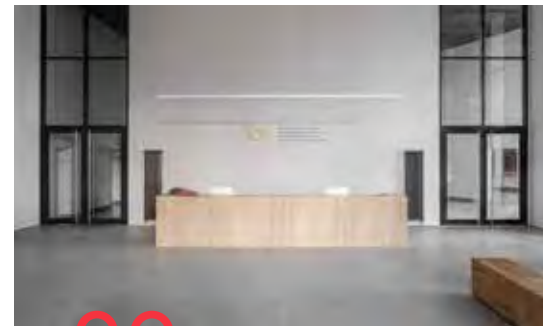
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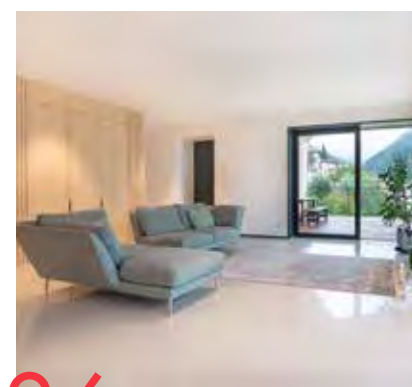
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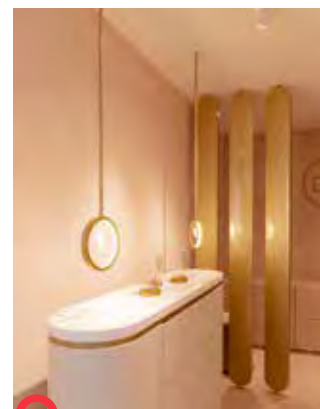
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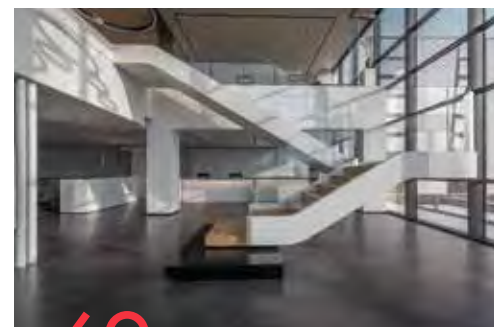
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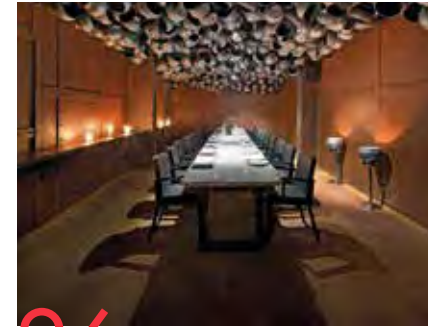
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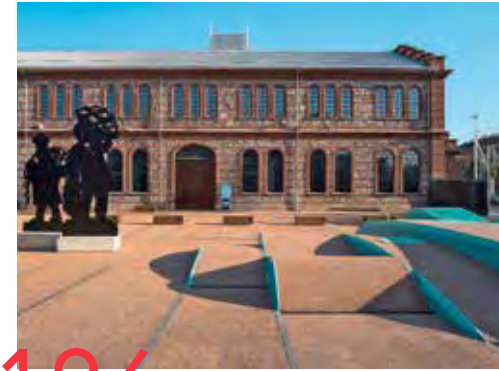
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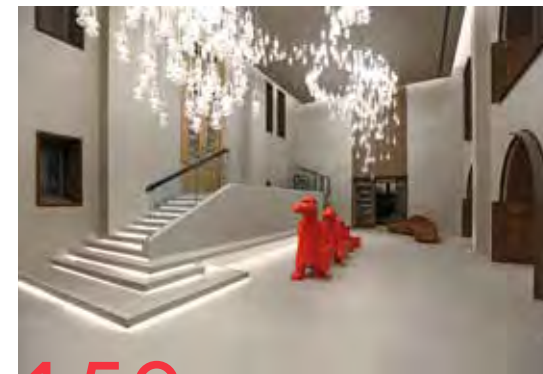
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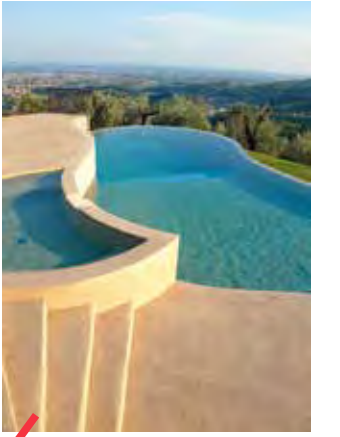
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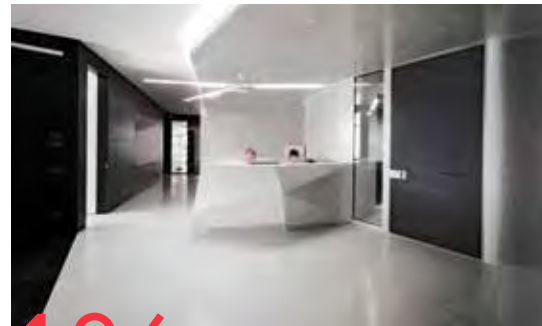
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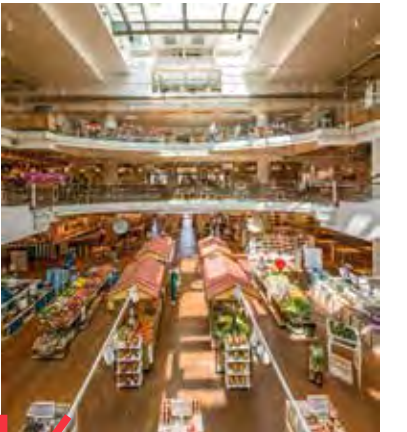
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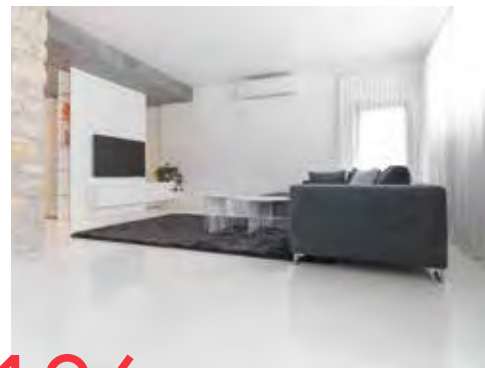
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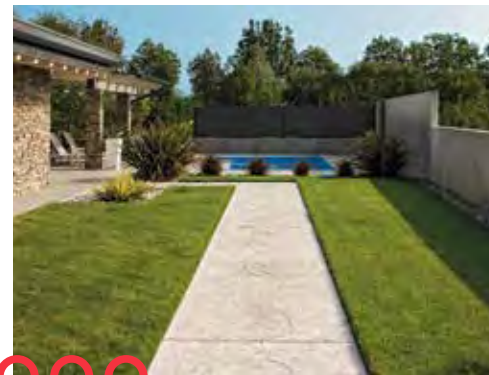
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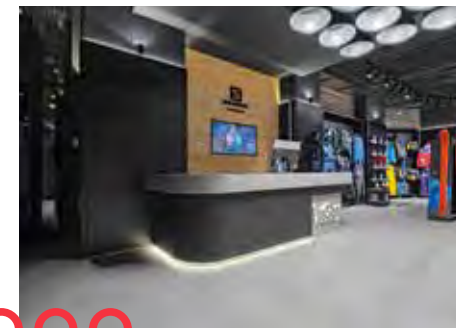
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<sup>EN</sup> Ideal Work<sup>®</sup> systems  
and solutions allow you  
to obtain a unique,  
attractive, valuable finish  
which can only be provided  
by true artisan craftsmen  
and quality materials.  
Our every surface,  
a unique work of art.

<sup>IT</sup> Le soluzioni Ideal Work<sup>®</sup>  
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.

# La Ghiacciaia

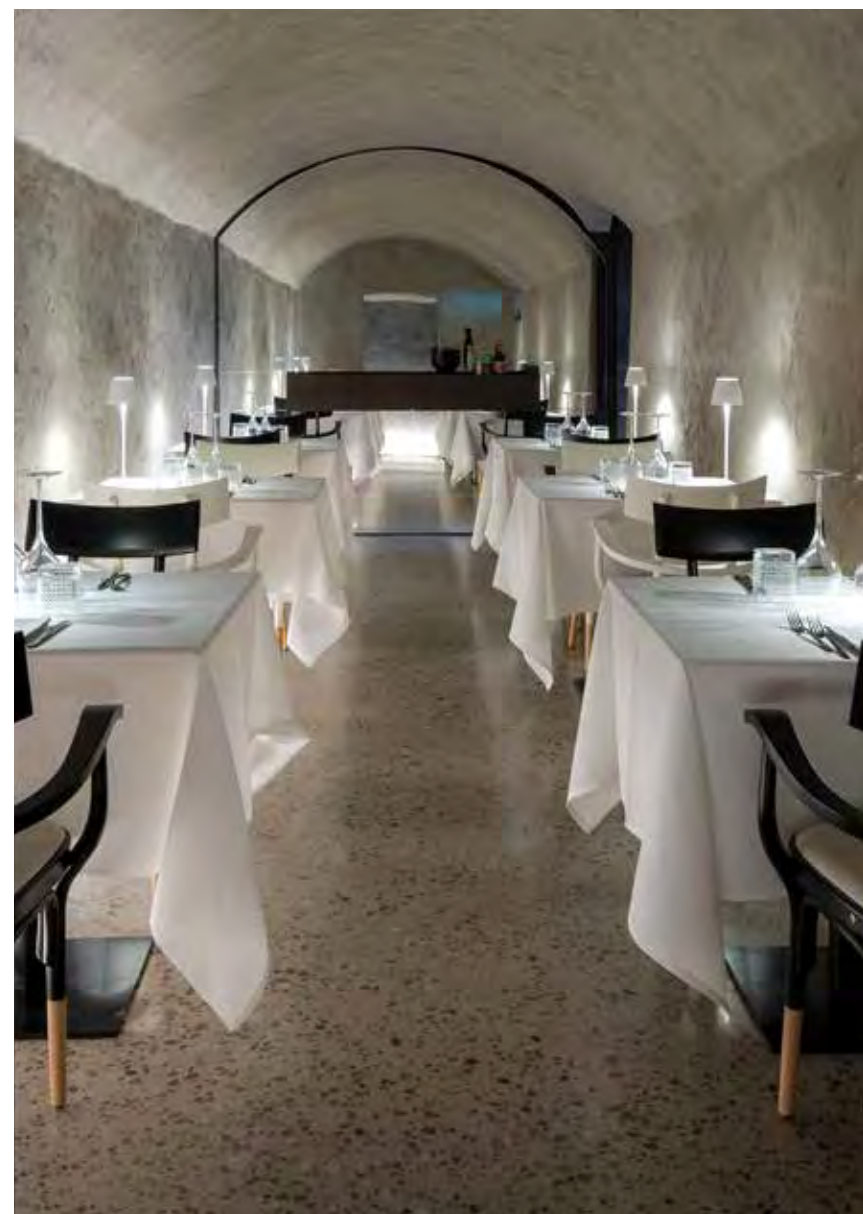
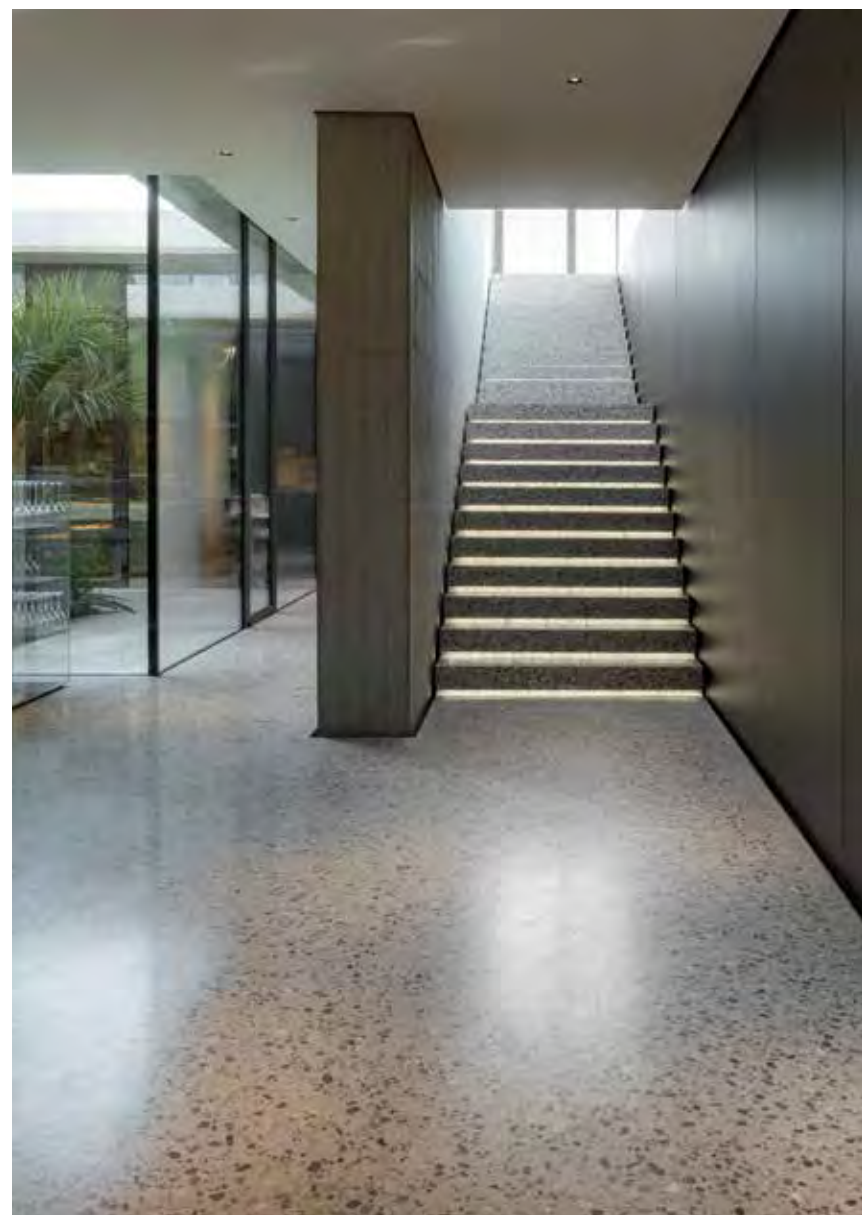
2020. North of Italy  
Architect: [MAO Architect](#)

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.







# 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.



# 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.





# 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.



20



# “Chubby Girl” Restaurant

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

Lixio®+



# 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.







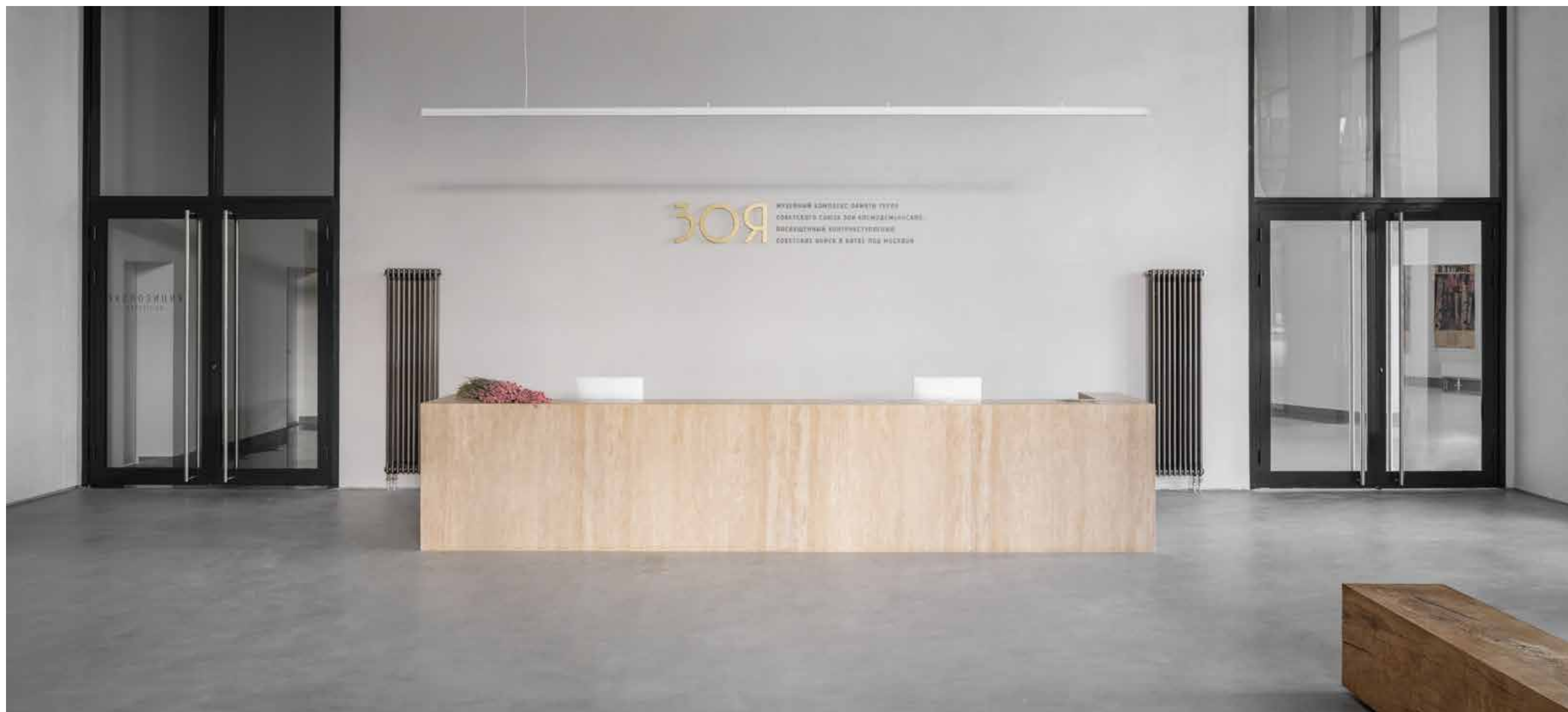
# Zoya Museum

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

Nuvolato Architop®

Located in the small village of Petrishevo 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 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.



# 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.



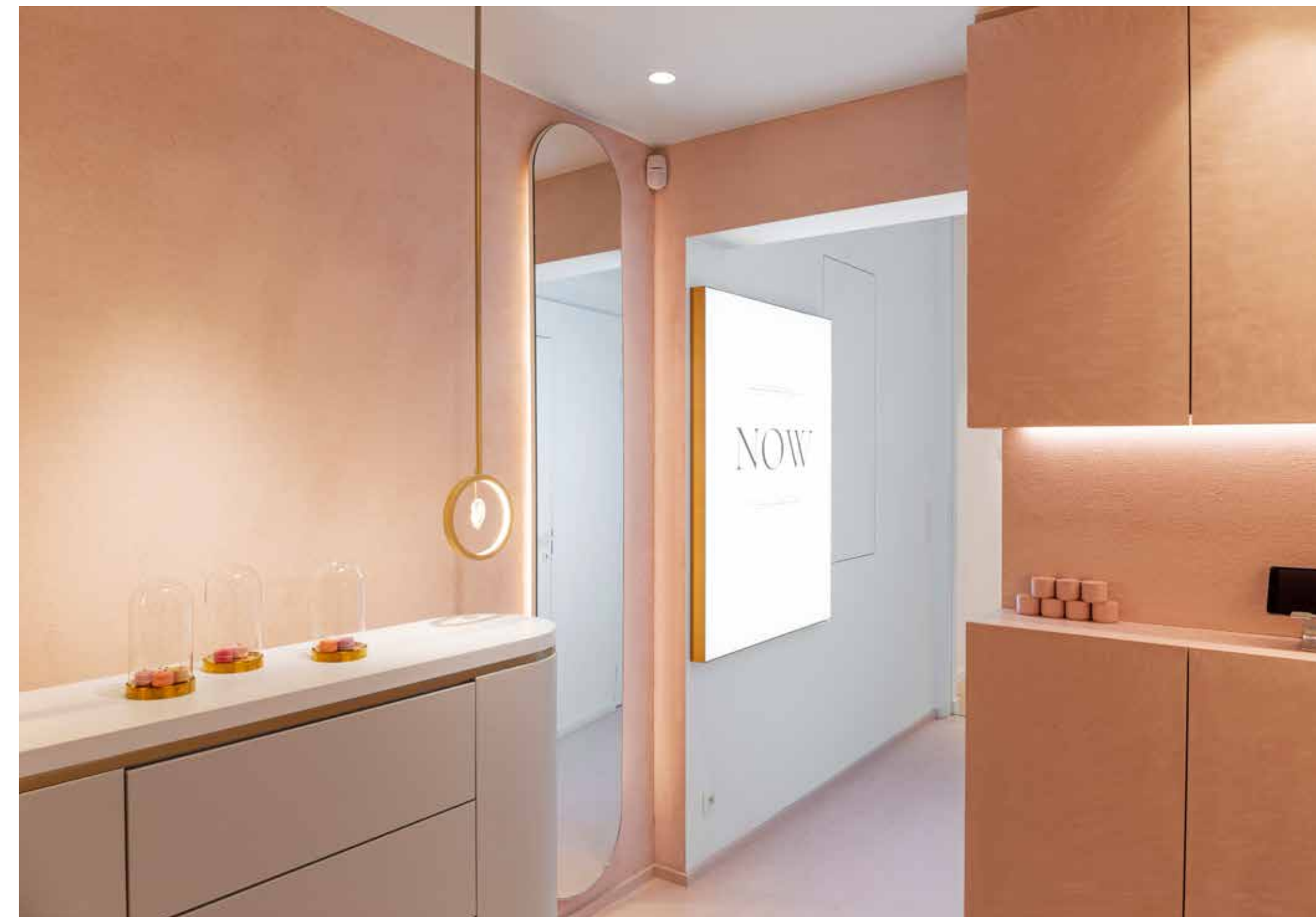


# Jewellery in Antwerp

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

**Microtopping®**

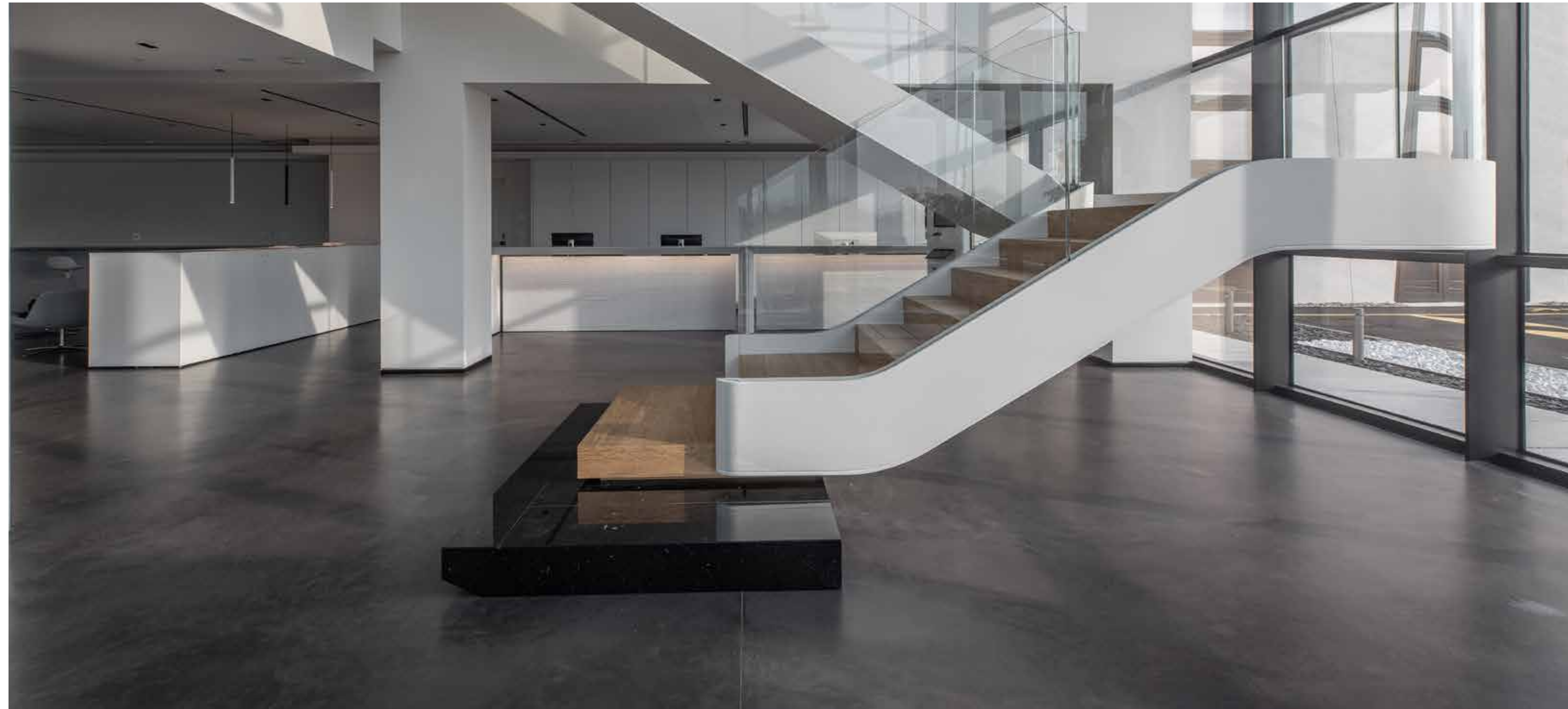
The MF Fine Jewelry store in Antwerp presents itself as a tribute to grace and femininity: pink is the main colour, accompanied by white and gold. The surfaces, made of Microtopping®, attract the client and enhance the products on display.



# Maddalena Offices

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

Nuvolato Architop®



# Auditorium in San Rocco church

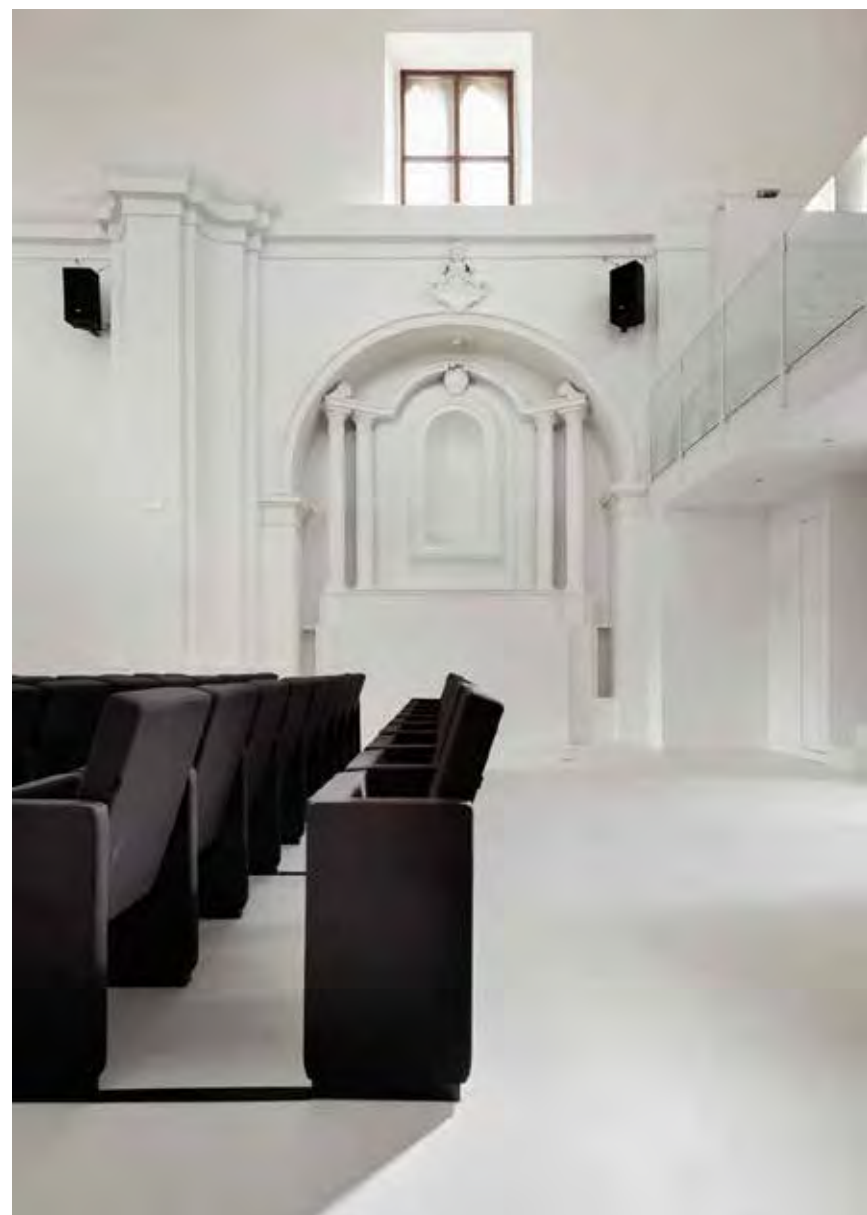
2019. Rotello, Italy  
Architect: [Luigi Valente e Mario di Bona](#)  
Ph: [Stefano Pedretti](#)

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.



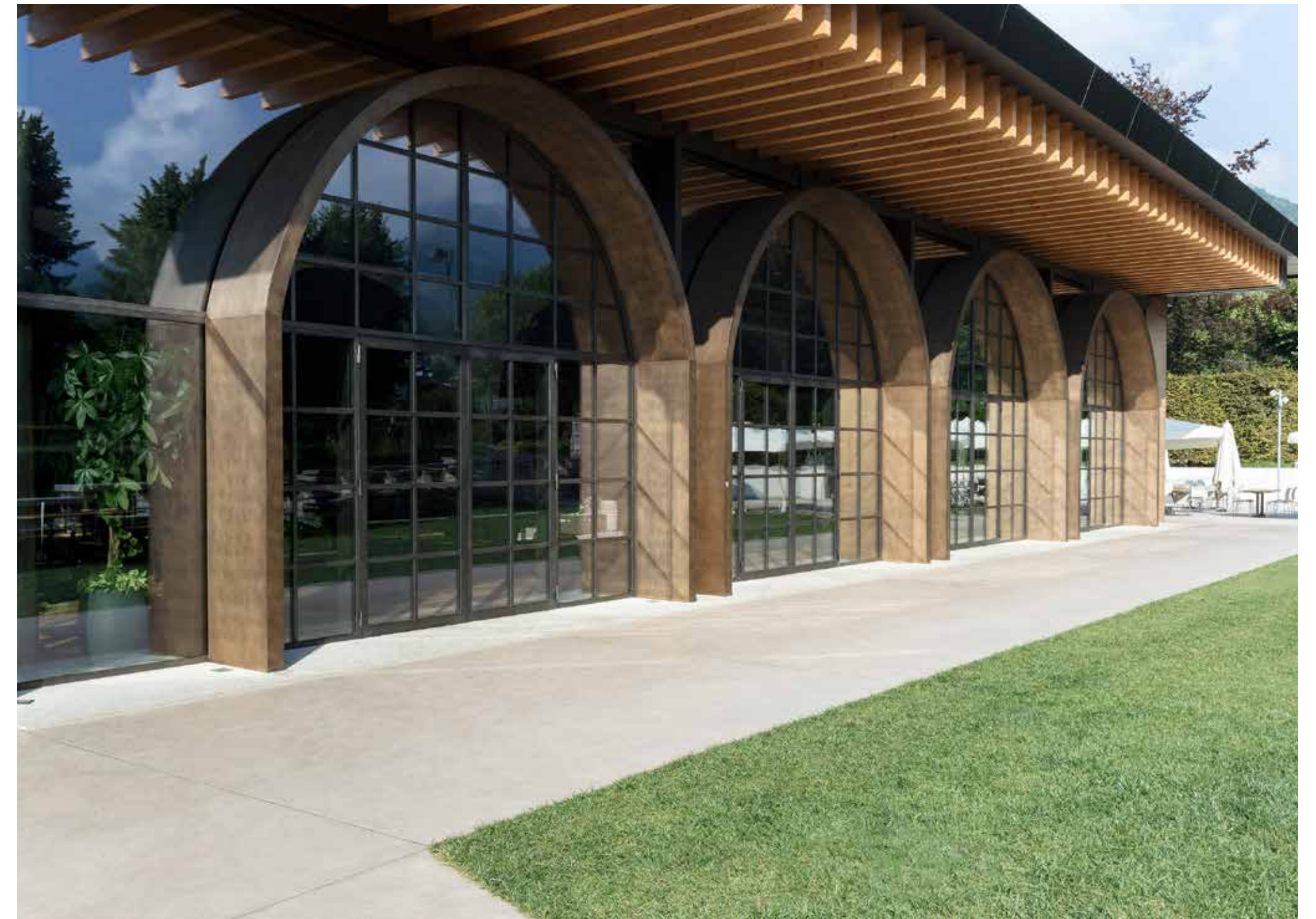




# La Birreria Pedavena

2019. North of Italy

Rasico®



# Apartment in Costa Brava

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

Microtopping®  
Rasico®

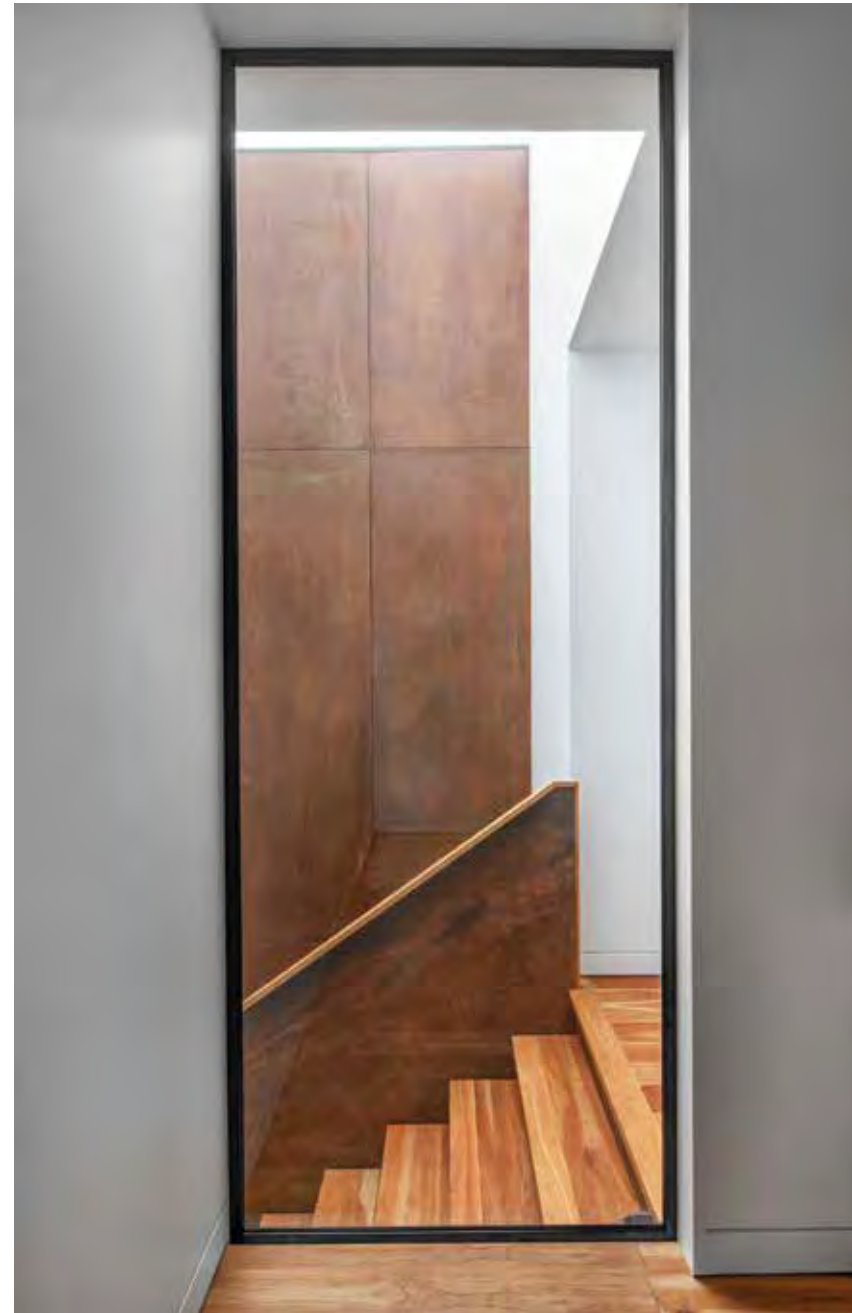




# King Edward Residence

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

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.

# Optical shop in Belgium

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

Microtopping®



# Paestum archeological park

2019. Paestum,  
Italy

Sassoitalia®



# 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.

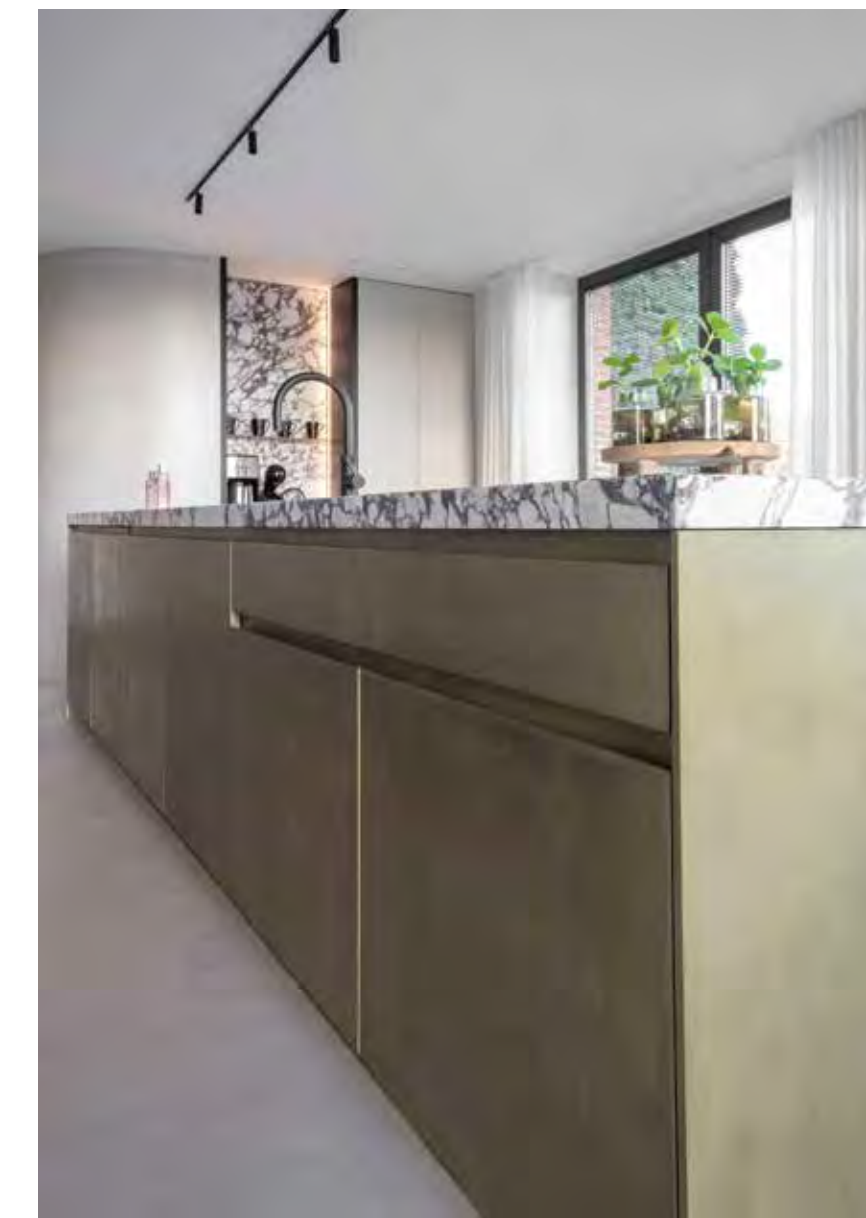
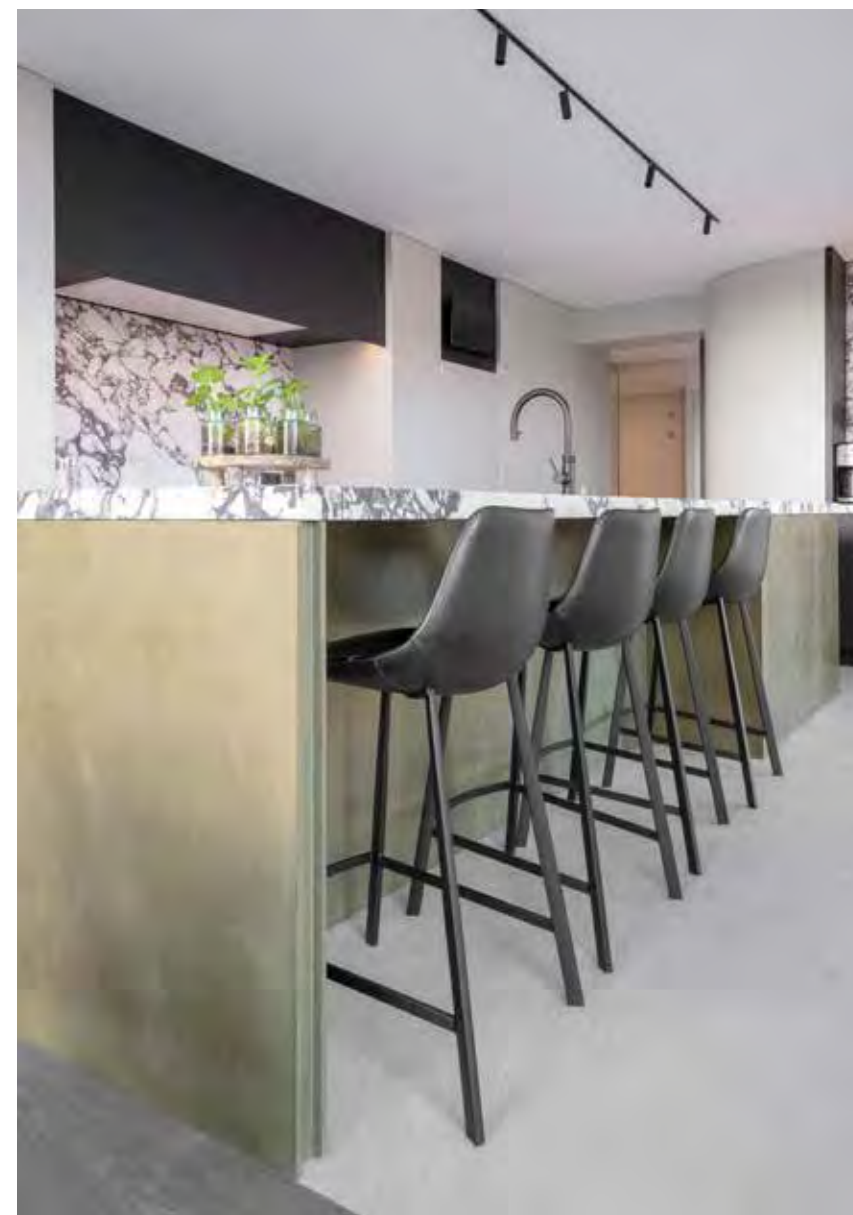




# Residence in Wijnegem

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

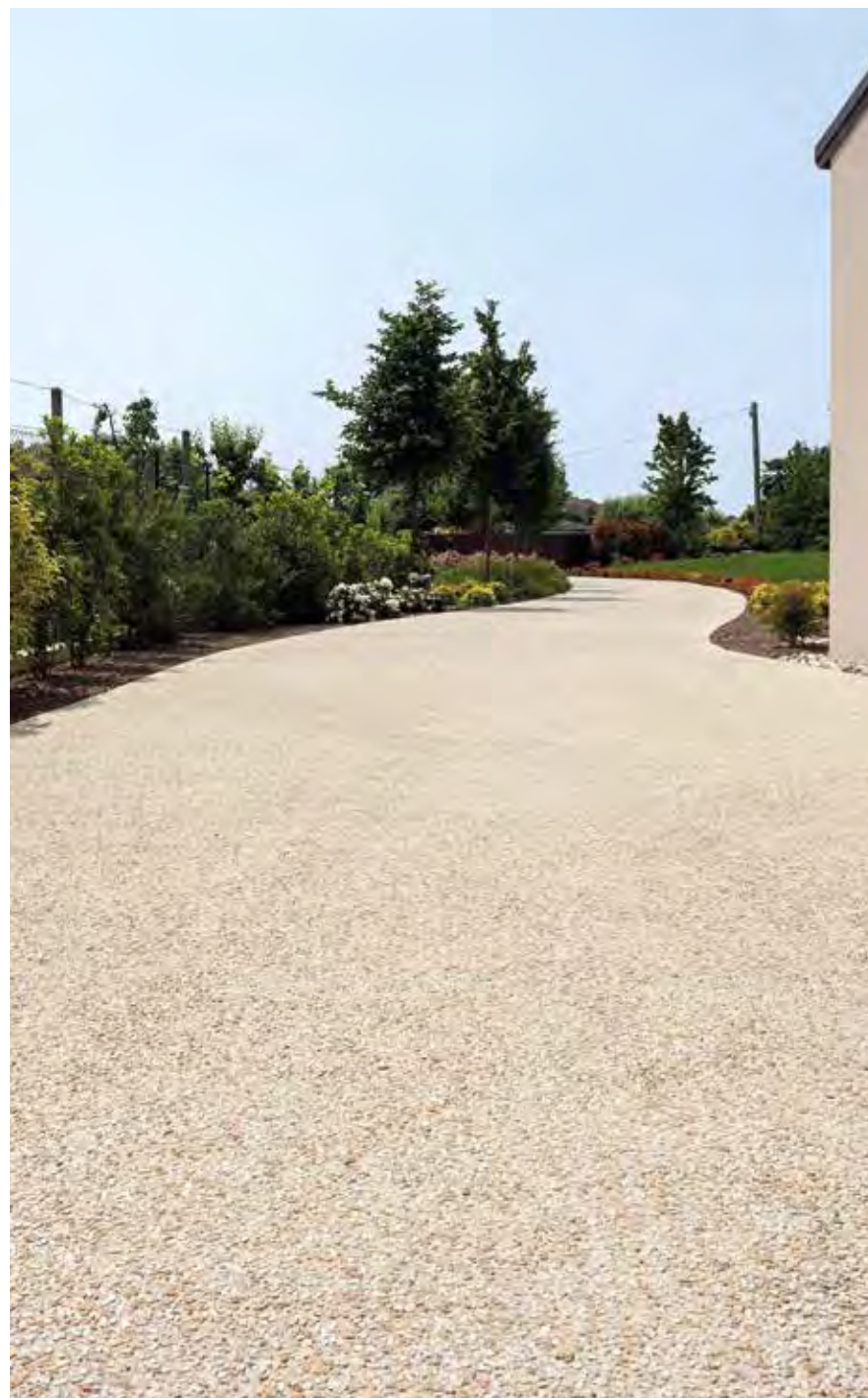
Microtopping®  
Purometallo



# Private villa

2020. Italy

Sassoitalia®



# The Ark

2017. Poland  
Architect: [Robert Konieczny](#)  
Ph: [Olo Studio](#)

Microtopping®

Rising in the majestic landscape of the Polish mountain, a state-of-the-art home, winner of the prestigious "Wallpaper Design Awards 2017" is owned by architect Robert Konieczny. This original concrete structure contains essential interior environments whose surfaces, covered with Microtopping®, stand out with discreet elegance.



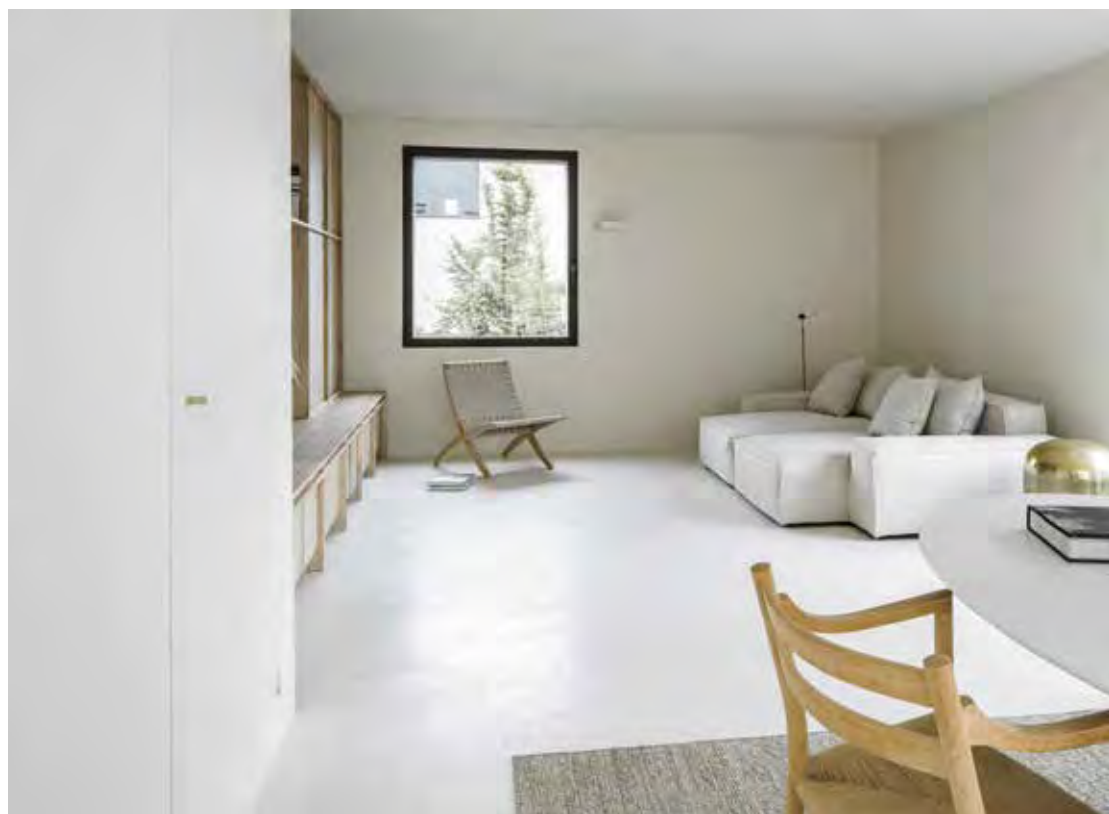


# Cube Apartment V-S Site Kanaal

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

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.





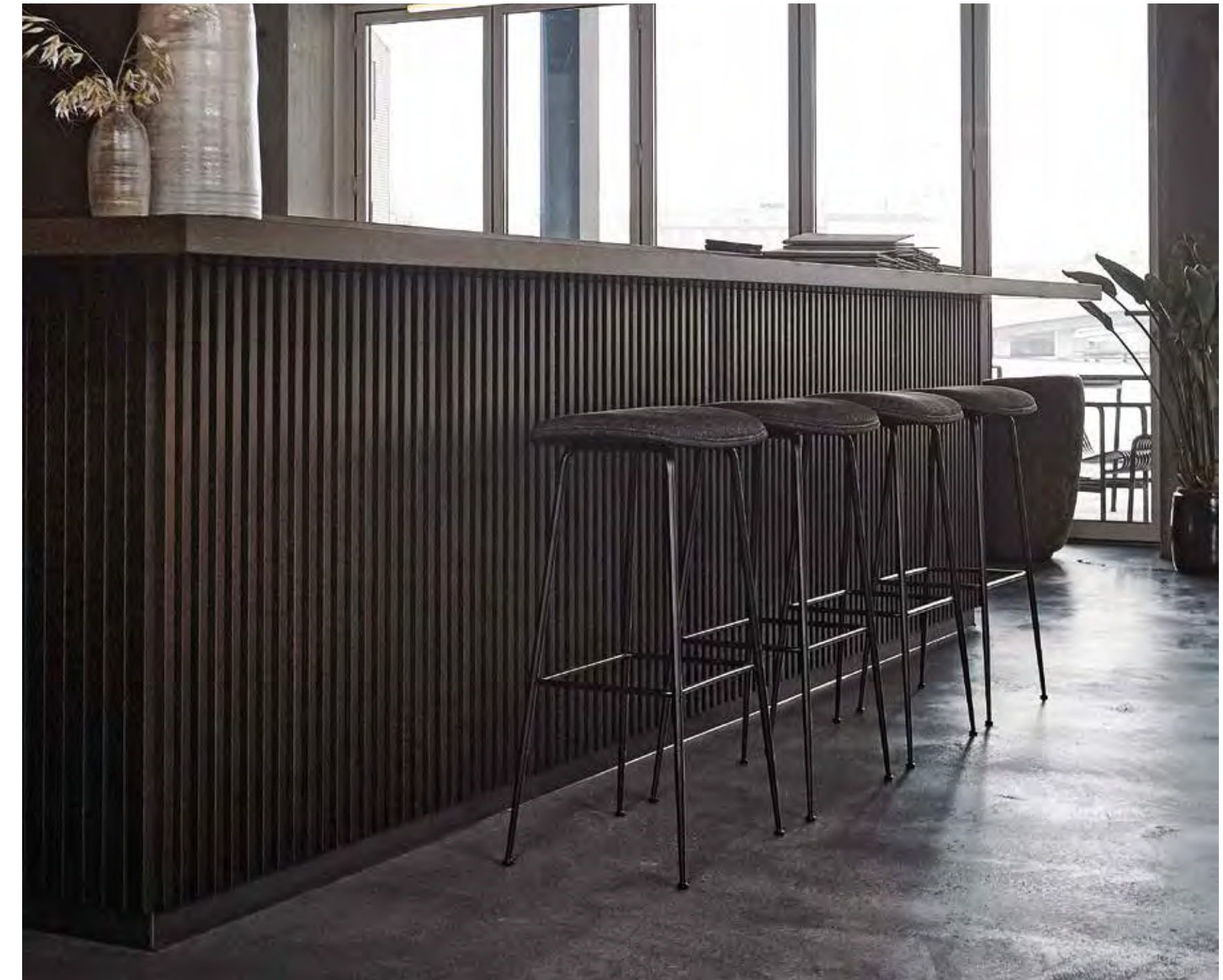


# Nærvær Restaurant

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.





# 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.





# 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.





# Poolhouse S-W

2017. Kastelee, Belgium  
Design: Arjaan De Feyter  
Ph: Piet-Albert Goethals

Microtopping®







# Steakhouse in Kiev



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

Acid Stain





# 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.



# 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.





# OGR

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

Sassoitalia®



# Penthouse M-DB

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

Microtopping®







# 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.



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# Loft Hřebenky

2016. Praha, Czech Republic  
Architect: [Formafatal](#)

Nuvolato Architop®



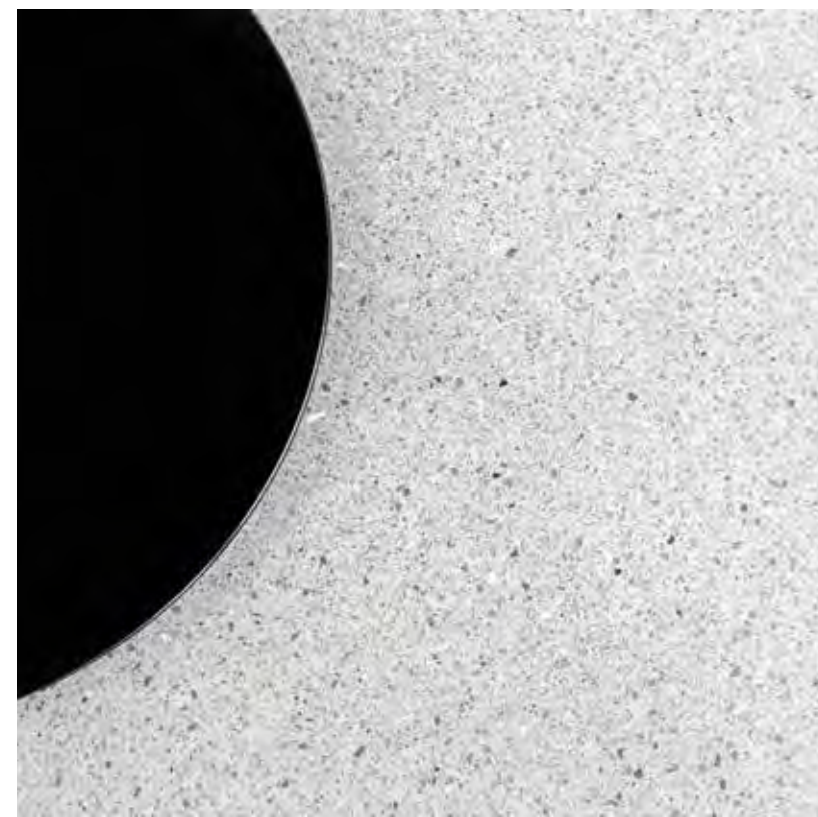
# Private Villa

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.





# 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.





# ACSA Restaurant

2018. Craiova, Romania  
Design: PickTwo

Acid Stain





# 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.





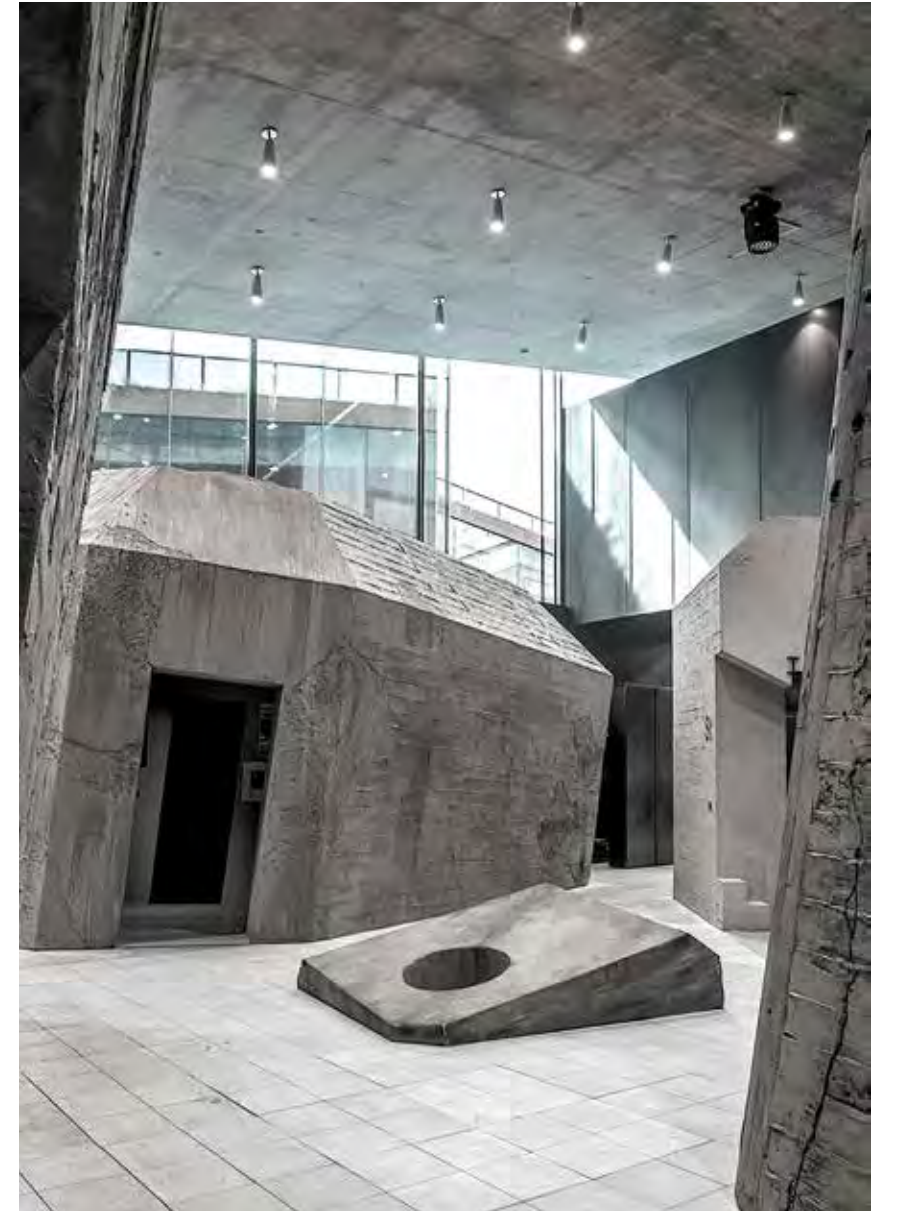
# Tirpitz Museum

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.





# 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.



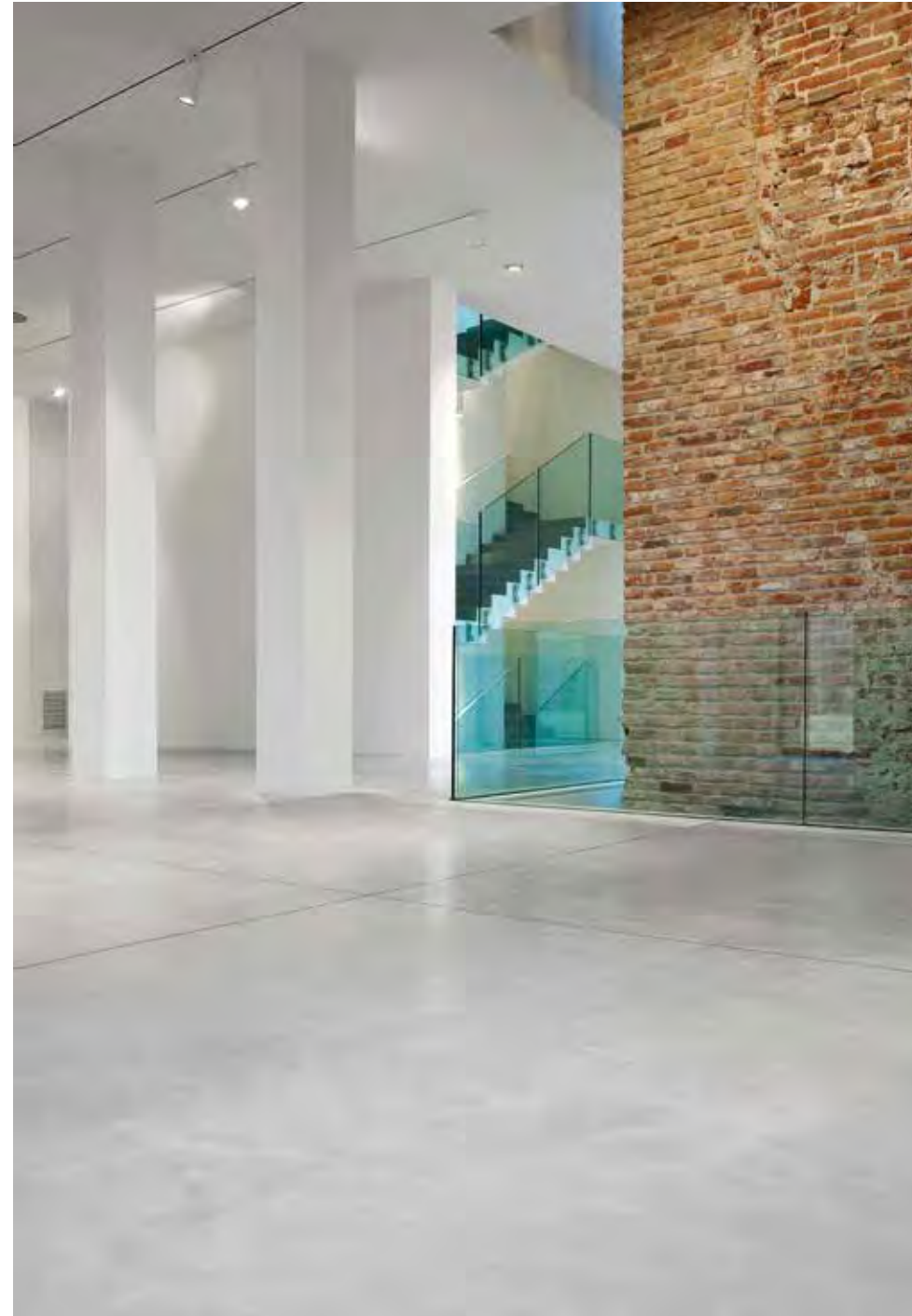


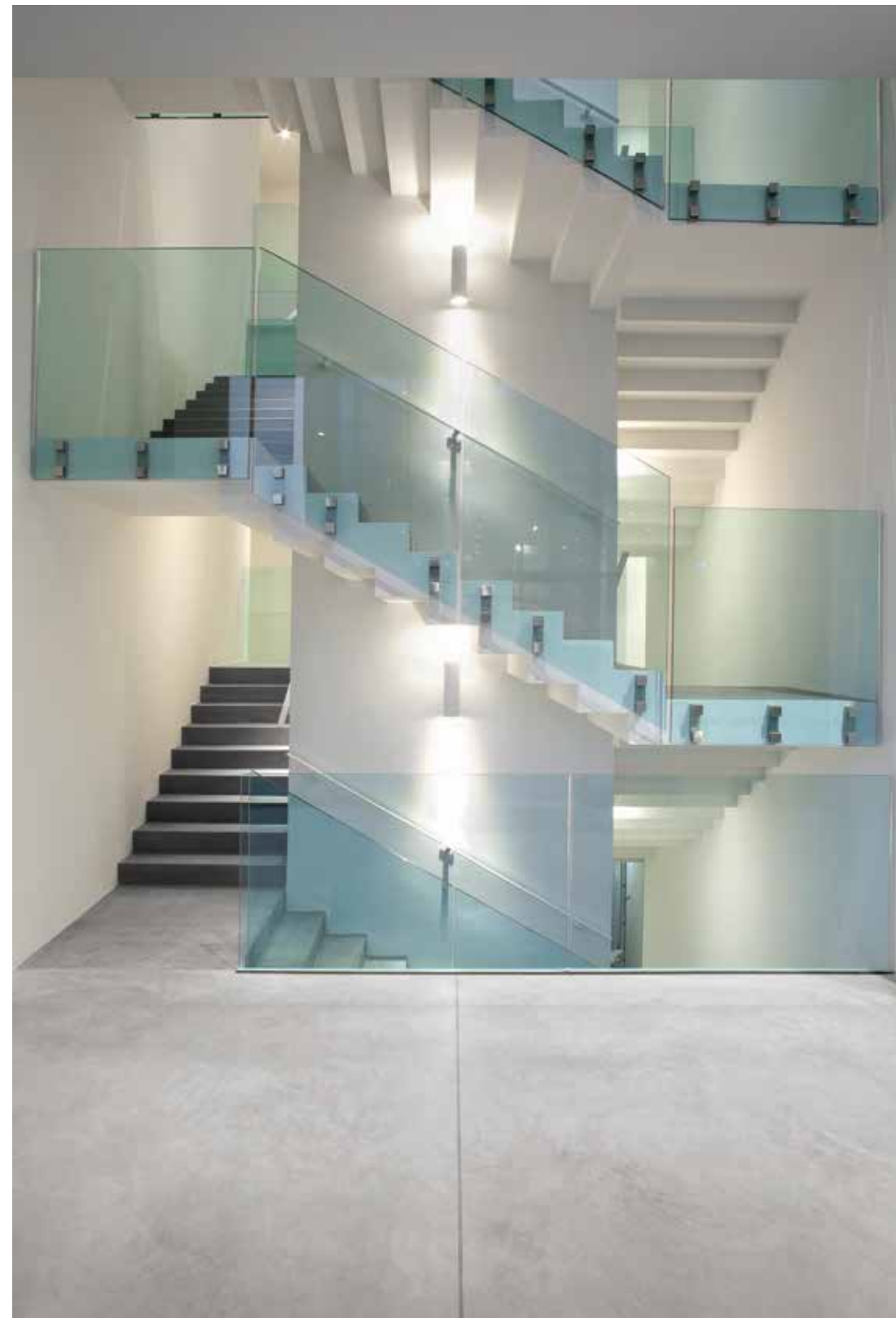
# Novara Castle

2016. Novara, Italy

Architects: [Paolo Zermani, Mauro Grimaldi](#)

Nuvolato Architop®







# Private Villa

2016. Sint-Martens-Latem, Belgium  
Architects: [Eddy François, In&Out Architecture](#)  
Ph: [Nick Cannaearts](#)

Microtopping®

Near Gand there is a modern villa whose external geometric shapes hide a comfortable and warm interior. Microtopping® has been used to cover all floors and bathroom surfaces to connect the various internal spaces and give them a smooth fluidity.





# Capo Torre Resort

2018. Liguria, Italy  
Architect: [Studio A+I](#)  
Ing. Pierluigi Giordano

Sassoitalia®



# Fishzelenis Restaurant



2018. Beton Hala, Belgrade, Serbia  
Architect: Aleksandar Rodic  
Ph: Jovana Rakezic

Microtopping®

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MICROTOPPING®



149



# 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 hall's and the rooms' floor and walls; Lixio® has been used to coat the restaurant's floor and some of its tables, together with the spa's and the pool's surfaces. Purometallo Corten, has been used to coat the inner part of the arches and some details of the restaurant's furniture and decor.





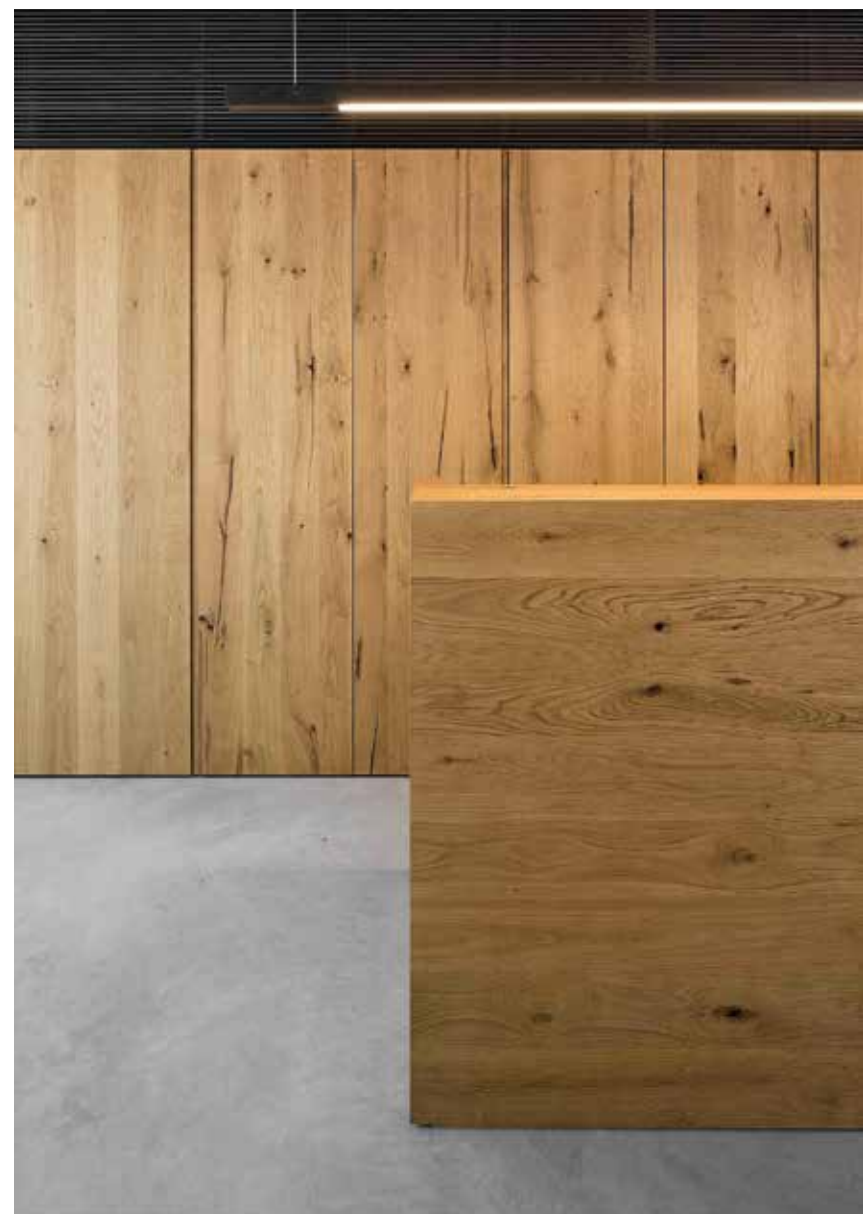
# Resort dei Fiori

2017. Cavallino, Italy  
Architect: [ANK Studio](#)  
Ph: [Luca Casonato](#)

Nuvolato Architop®







# 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.



# 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.





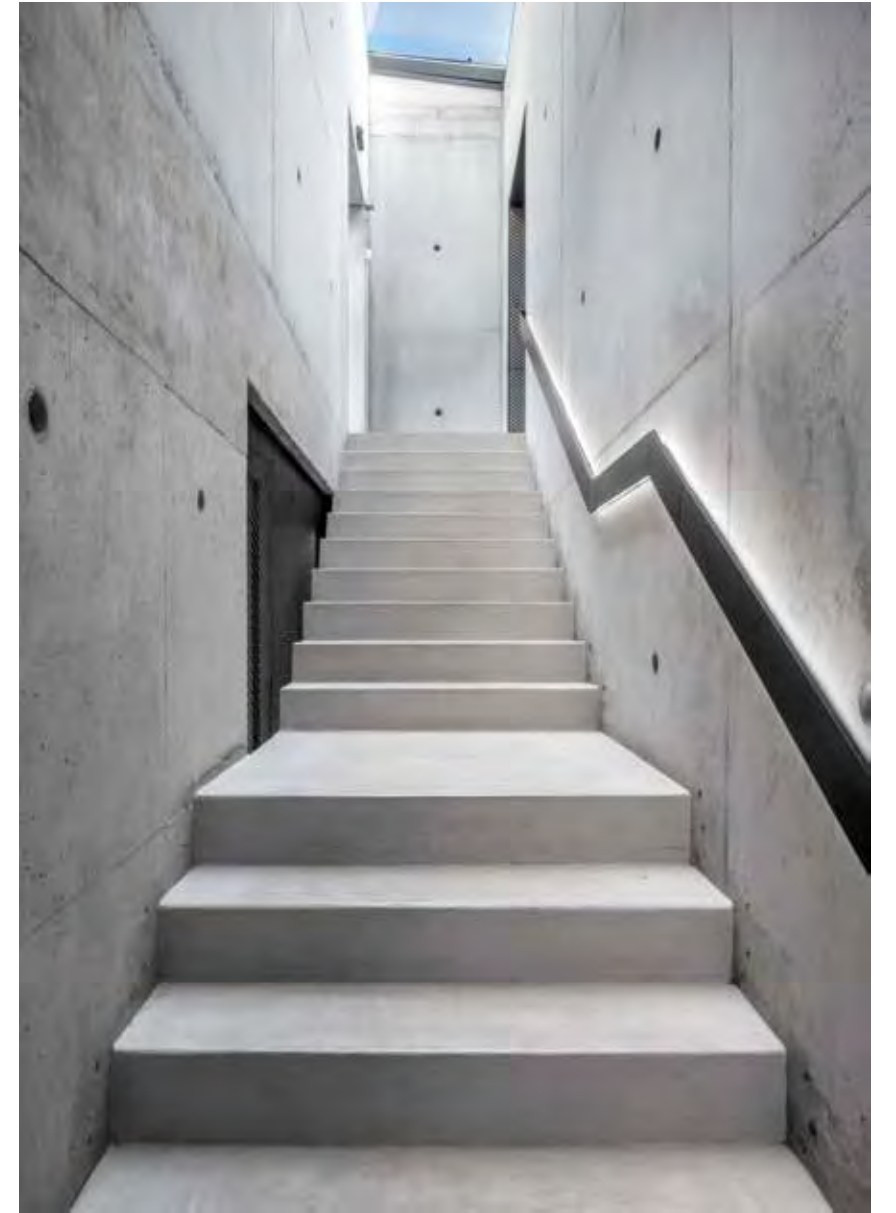
# Sport Club Ekipe



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

Microtopping®





# 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 Schlappi collections alternate with surfaces and stairs in Microtopping®.



# Trullo

2016. Ostuni, Italy  
Architects: Enrico Maria Cicchetti,  
Studio Emc

Nuvolato Architop®







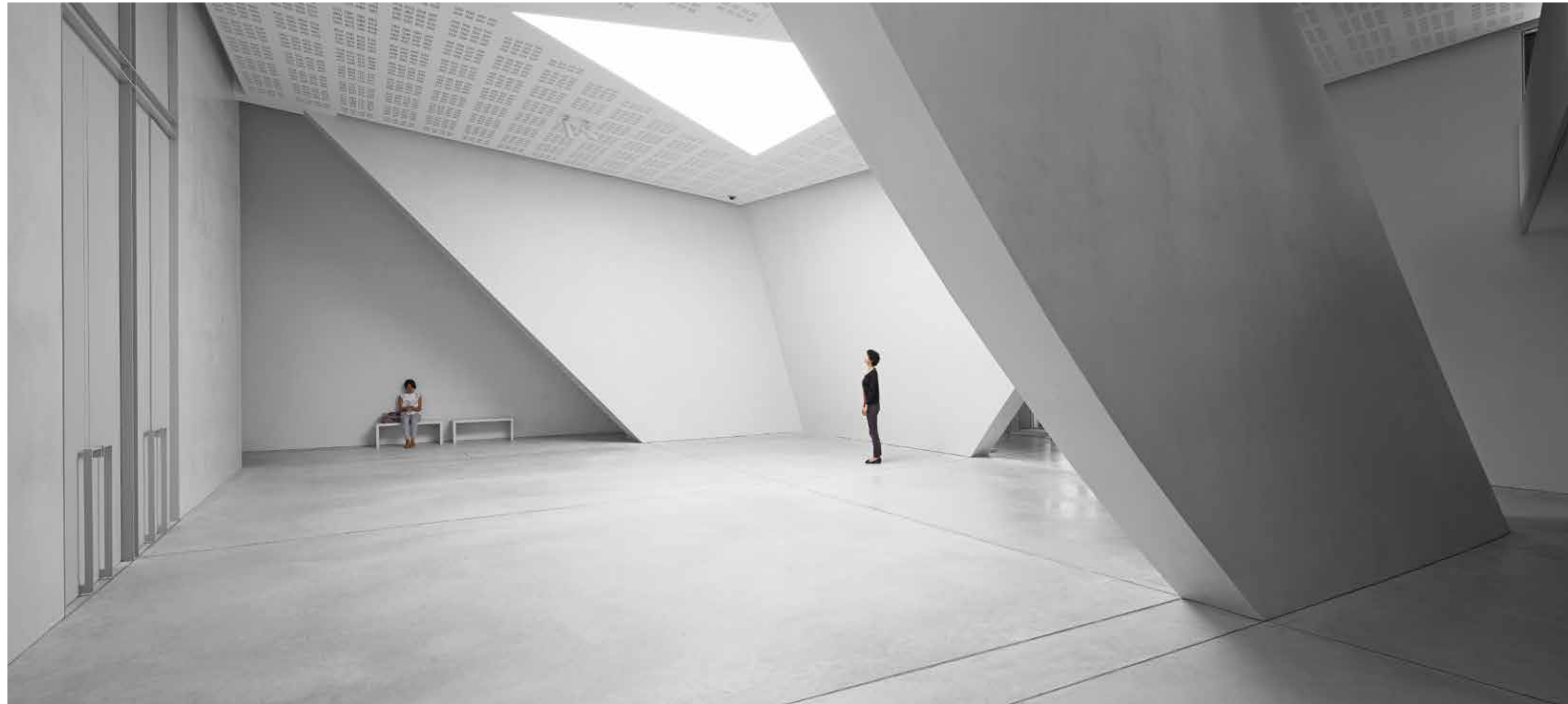
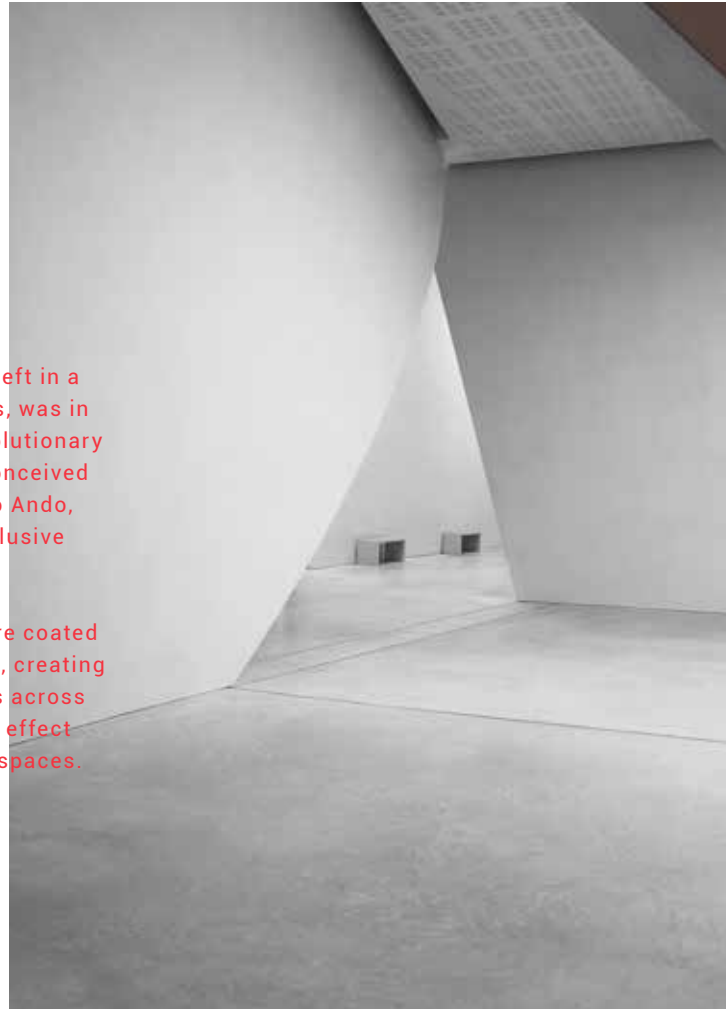
# Palazzo Grassi Theatre

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.



# Frudisiac café

2014. Bucharest, Romania  
Architect: [NANA Studio](#)

Microtopping®



# Private Villa in Croatia

2014. Osijek, Croatia

Acid Stain  
Sassoitalia®





# Audio Case

2017.  
Audio Vector®

Microtopping®



184

MICROTOPPING®

185

# Studio Boffa



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

Microtopping®



# 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.





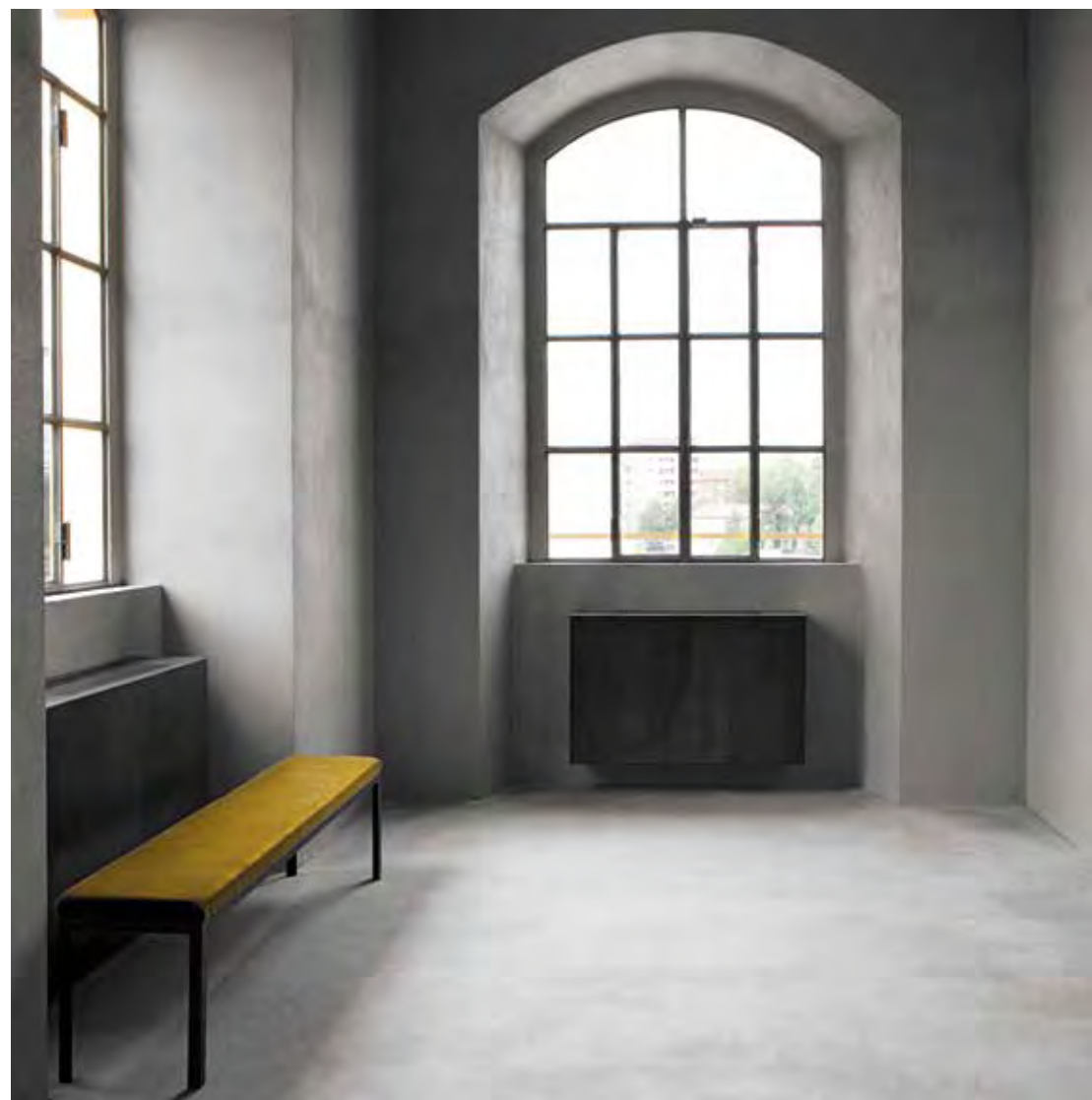


# Prada Foundation

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.



# Private House

2017. North of Italy  
Lixio®+



# Private Villa

2017. Italy

Rasico®



# Private Villa in Catania

2016. Catania, Italy  
Architect: [Salvatore Puleo](#)

Microtopping®





# H<sub>2</sub>O Skate Shop

2009. Bucharest, Romania  
Designer: [Concrete Art](#)

Acid Stain



# Hotel Neue Post

2016. Holzgau, Austria  
Architect: [ATP sphere GmbH](#)

Microtopping®





# Private Villa

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

Sassoitalia®



# Private Villa in Budapest

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

Microtopping®





# Nike Stores

2015. Bucharest and Galati, Romania – Prague, Czech Republic

Microtopping®



# Private Villa

2016. Italy

Sassoitalia®



214

# 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

2016. Italy

Stamped Concrete





# Salomon Store

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

Microtopping®



Company  
Profile

p. 226 **Ideal Work's virtuous circle**  
*Il circolo virtuoso di Ideal Work*

p. 228 **Our story**  
*La nostra storia*


p. 230 **Towards new Countries**  
*Verso nuovi paesi*

p. 232 **A long history of training courses**  
*Una lunga tradizione di corsi e formazione*

p. 234 **Not only clients.. partners as well!.**  
*Non solo clienti... ma partner!*

p. 236 **The founders**  
*I soci fondatori*

p. 238 **Team**  
*Il Team*



To be a model of respect,  
positivity, enthusiasm,  
to raise the standards  
of artisan handicraft  
and appreciate the value  
of people and the  
surroundings.

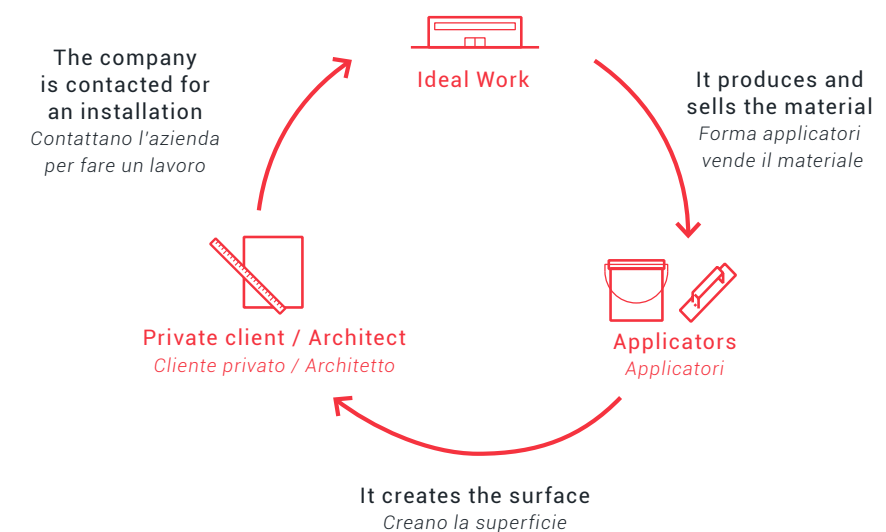
Essere modello di positività,  
rispetto, entusiasmo ed elevare  
il lavoro artigianale, il valore  
delle persone e degli ambienti.

EN – From the small town of Vallà di 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 Vallà di 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'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.

# Our story

## La nostra storia

Maurizio Pontello starts as an installer of concrete floors.

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

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

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

- Maurizio starts to install decorative concrete floors.
- Maurizio becomes the Technical Supervisor of one of the greatest companies specialized in the production and installation of industrial concrete floors.

*• Maurizio comincia a posare pavimenti decorativi in calcestruzzo.*  
*• Maurizio diventa Responsabile Tecnico di una delle più grosse società specializzate nella posa di pavimenti industriali in calcestruzzo.*

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

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



2017 - Happy birthday Ideal Work!  
 Tanti auguri Ideal Work!



1982

1984-1995

1995

1997

## Maurizio's story



1988 - Maurizio at work  
*Maurizio al lavoro*



1998: First training course  
 1998: Il primo corso di formazione Ideal Work



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

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

1997

First training course  
 Primo corso di formazione.

1998

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

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

2001

• First international training course.

*• Primo corso di formazione internazionale.*

2002

• Microtopping® is launched on the market.

*• Lancio sul mercato di Microtopping®.*

2006

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

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

2009

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

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

2011

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

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

2017

Ideal work has joined the Bostik-Arkema group.

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

2020



## Ideal Work's story

# Towards new Countries

Verso nuovi Paesi

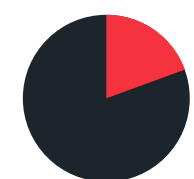
Export share

Quota di fatturato export

Export

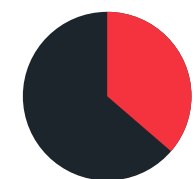
Italy

2005



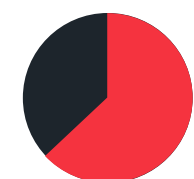
17,60%

2010



35,49%

2020



65,1%

# Countries where our products have been installed

Paesi dove sono stati applicati i nostri prodotti

1. Italy
2. Albania
3. Saudi Arabia
4. Australia
5. Bahrain
6. Algeria
7. Bosnia
8. Brazil
9. Canada
10. China
11. Croatia
12. United Arab Emirates
13. Ethiopia
14. Georgia
15. Equatorial Guinea
16. Ghana
17. Republic of the Philippines
18. Guatemala
19. India
20. Iran
21. Iraq
22. Iceland
23. Israel
24. Kazakhstan
25. Kenya
26. Korea
27. Lebanon
28. Libya
29. Maldives
30. Morocco
31. Macedonia
32. Moldavia
33. Malaysia
34. Montenegro
35. Nigeria
36. Norway
37. Puerto Rico
38. Palestine
39. Oman
40. Qatar
41. Kosovo
42. Russia
43. Serbia
44. San Marino
45. Switzerland
46. Seychelles
47. Tunisia
48. Turkey
49. Ukraine
50. USA
51. Vietnam
52. Austria
53. Belgium
54. Bulgaria
55. Cyprus
56. Denmark
57. Estonia
58. Finland
59. France
60. Germany
61. Luxembourg
62. Malta
63. Holland
64. Netherlands
65. Poland
66. Portugal
67. Czech Republic
68. Romania
69. Slovakia
70. Slovenia
71. Spain
72. Sweden
73. UK
74. Hungary



2010 - 2020

Main References

Referenze principali

- Calvin Klein
- Lacoste
- Fendi
- Salomon
- Nike
- Orient Express
- Adidas
- Camper
- Prada Fondazione
- Museo Messner, Italy
- Museo Palazzo Grassi, Italy
- Museo del Vetro, Italy
- Biennale Venezia, Italy
- Dune Art Museum, China
- Hilton Hotel
- Carhartt
- Fossil
- Issey Miyake
- Eataly
- Delta airlines
- Dubai Smart Gov Office
- Frankfurt - the European Central Bank
- Fort Al Hisn Museum Shajah
- Qasr Al Hosn Museum Abu Dhabi
- Milad Tower Teheran
- Benetton
- Uffizi, Florence
- Garage Italia, Italy
- Maldives Joali Alibey Resort
- Zagreb Airport
- Gardaland, Italy
- Disneyland Paris
- Ripley's Believe It or Not!
- Rainbow Magicland, Rome
- Cinecittà Studios, Rome
- Expo 2015 Milano

# A long history of training courses

Una lunga tradizione di corsi e formazione

Past training courses  
from 2010 to the present day

*Corsi di formazione svolti  
dal 2010 ad oggi*

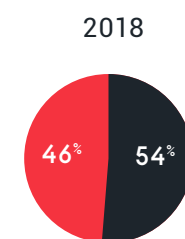
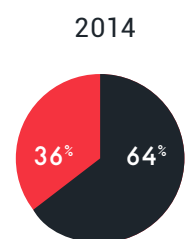
**127** **+3200**

Percentage of Italian and foreign participants over the years

*Percentuale di partecipanti italiani / stranieri nel corso degli anni*

Foreign

Italian



Installers that starts to work after the courses

*Posatori che dopo i corsi iniziano a lavorare*

2014 **49%** 2018 **68%**

Ideal Work's trained  
installers from 2010  
to the present day

*Posatori formati dal 2010  
ad oggi da Ideal Work*



«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.»

**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.



# Not only clients...

Non solo clienti...



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

# 1.800 HOURS



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

# 75



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

ABROAD

# 80.000 KM

ITALY

# 50.000 KM

We have to perform technical assistance everywhere :)  
Dobbiamo fare assistenze tecniche proprio dovunque :)



# ...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

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

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

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



# The founders

I soci fondatori



**Maurizio Pontello**  
*Founder, President and  
Technical Director*

**Luca Seminati**  
*Founder and Managing Director*

«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.»

**EN** – Ideal Work was born in 1997 from the meeting of its two founders: Maurizio Pontello and Luca Seminati. Maurizio, a concrete floor applicator whose keen aesthetic inspired his curiosity for developing new and versatile products; Luca, an enterprising and industrious young person with an aptitude for communicating the potential of the surfaces. Together, they skillfully embarked on the challenge of introducing the concept of decorative concrete surfaces to the Italian market.

**IT** – Ideal Work nasce nel 1997 dall'incontro dei suoi due fondatori: Maurizio Pontello e Luca Seminati. Maurizio, ex-posatore di pavimenti in calcestruzzo con esperienza pluridecennale; ispirato da questo materiale ha iniziato a sviluppare nuovi e versatili prodotti, senza più fermarsi. Luca, giovane imprenditore con un'attitudine visionaria e immaginativa per la potenzialità delle superfici per pavimenti e rivestimenti. Insieme hanno deciso di lanciarsi nell'impresa di introdurre il concetto di superfici decorative in calcestruzzo nel mercato italiano.

# Team

Il Team



**Stefano Bastasin**  
Technical Assistant  
Manager  
Since 2002



**Paola Zen**  
Customer services  
Since 2002



**Adil El Hachimi**  
Logistics and  
Warehouse Operator  
Since 2005



**Roberto Velludo**  
CFO and HR  
Since 2006



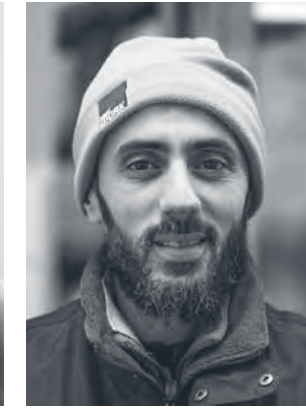
**Mostapha Ardouz**  
Production Operator  
Since 2008



**Claudia Danesi**  
Purchase Manager  
Since 2009



**Simone Fasan**  
Logistics and  
Warehouse Operator  
Since 2010



**Hamid El Hachimi**  
Shipments Operator  
Since 2011



**Silvia Gambirasi**  
Commercial Officer  
Since 2012



**Arianna Stradiotto**  
Customer services  
Since 2015



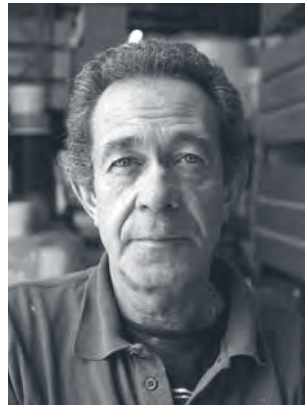
**Laila Vezzaro**  
Commercial Manager  
Since 2015



**Cristina Carraro**  
Commercial Officer  
Since 2015



**Stefano Fontanari**  
Sales Manager  
Since 2016



**Renzo Zanatta**  
Logistics and  
Warehouse Operator  
Since 2016



**Giovanni Fonte Basso**  
Communication  
Manager  
Since 2016



**Omar Pagnan**  
Shipments Operator  
Since 2017



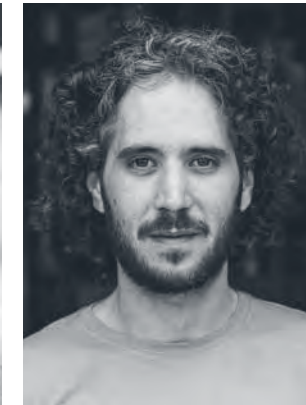
**Valentina De Agnoi**  
Communication  
Assistant  
Since 2017



**Giuliano Cornale**  
Technical operator  
international  
Since 2017



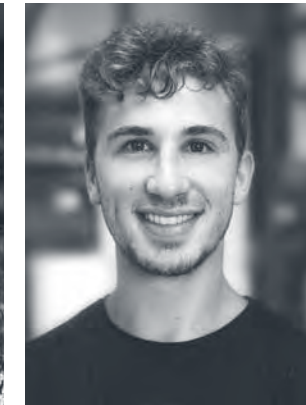
**Nicola Cazzaro**  
Warehouse Logistic  
Manager  
Since 2018



**Jacopo Bacchin**  
Production Operator  
Since 2018



**Francesca Furlan**  
Front Office  
Since 2019



**Andrea Pizziolo**  
Logistics and  
Warehouse Operator  
Since 2019



**Gabriele Bragotto**  
Commercial Officer  
Since 2020



**Damiano Zucchin**  
PSRA Specialist  
Since 2021



**Simonetta Innocente**  
Controller  
Since 2021

Think concrete,  
but let your imagination run free.

**Acid Stain** – pp. 94-97, 124-125, 180-183, 202-203, 216-219

**Nuvolato Architop®** – pp. 14-15, 30-33, 42-43, 60-61, 78-81, 98-99, 100-103, 114-115, 126-129, 138-141, 156-159, 172-175, 176-177, 192-193

**Ideal Wall** – pp. 130-133

**Lixio®** – pp. 34-35, 116-119, 134-137, 152-155

**Lixio®+** – pp. 10-13, 24-25, 82-85, 160-161, 194-195

**Microtopping®** – pp. 16-19, 20-23, 36-39, 40-41, 44-47, 50-53, 56-57, 62-63, 66-69, 70-73, 74-77, 86-89, 90-93, 106-109, 120-123, 142-145, 148-151, 152-155, 162-165, 166-169, 170-171, 178-179, 184-185, 186-187, 198-201, 204-205, 208-211, 212-213, 222-223

**Purometallo** – pp. 54-55, 62-63, 152-155,

**Rasico®** – pp. 26-29, 48-49, 196-197

**Stamped concrete** – pp. 110-113, 188-191, 220-221

**Sassoitalia®** – pp. 10-13, 58-59, 64-65, 104-105, 110-113, 146-147, 180-183, 206-207, 214-215

Concept, creative direction  
and graphic artwork  
– **Ideal Work**

Colour separation and Print  
– **Kappadue**

April 2021

**EN** – Ideal Work®, Microtopping®, Architop®, Sassoitalia®, Rasico®  
and Lixio® are registered trade  
marks of Ideal Work srl.

The colours in the pictures  
may not perfectly match reality.

**IT** – Ideal Work®, Microtopping®, Architop®, Sassoitalia®, Rasico®  
e Lixio® sono marchi registrati  
Ideal Work srl.

La riproduzione dei colori  
delle foto potrebbe non  
rispecchiare fedelmente la realtà.



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idealwork.com

