



PAOLO CASTELLI

ESSERE INDUSTRIA SENZA AVERE L'INDUSTRIA  
DALL'AZIENDA DI PRODUZIONE ALL'AZIENDA DI TRASFORMAZIONE

KLIMAHOUSE  
13 Aprile 2018

01

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Who we are



YESTERDAY

1877 - 2017

140 years of Italian Style Tradition

In the early 1877 Cesare Castelli (Paolo's great grandfather) founded in Bologna his furniture manufacture. It was the prelude of a successful design adventure.



TODAY

The company currently consists of 120 employees, it is active worldwide and has an expected turnover of around 40 mln euros. Some places where we worked: Montecarlo, London, Rome, Milan, Paris

## BUSINESS UNITS

### 1. GLOBAL CONTRACTOR

- Executive plans
- Civil works
- Fit out
- Furnishing supply and manufacturing

### 2. MARINE

- Cruise boats
- Super yachtes

### 3. PRODUCT

- **Inspiration**
- Products for special projects

#### Fields of Activity

- Hotel & Restaurant
- International Exhibition
- Museum
- Libraries
- Airports & Public Area
- Retail
- Headquarters & Office
- Auditorium
- Residential- Private Villas



## Vision - International fairs

2018

our company attends to the most important fairs all over the world:

January	IMM COLOGNE
March	MIPIM
April	SALONE DEL MOBILE
November	SALONE DEL MOBILE SHANGHAI

Our aim is to participate to other international exhibitions in Miami, Paris, Singapore.

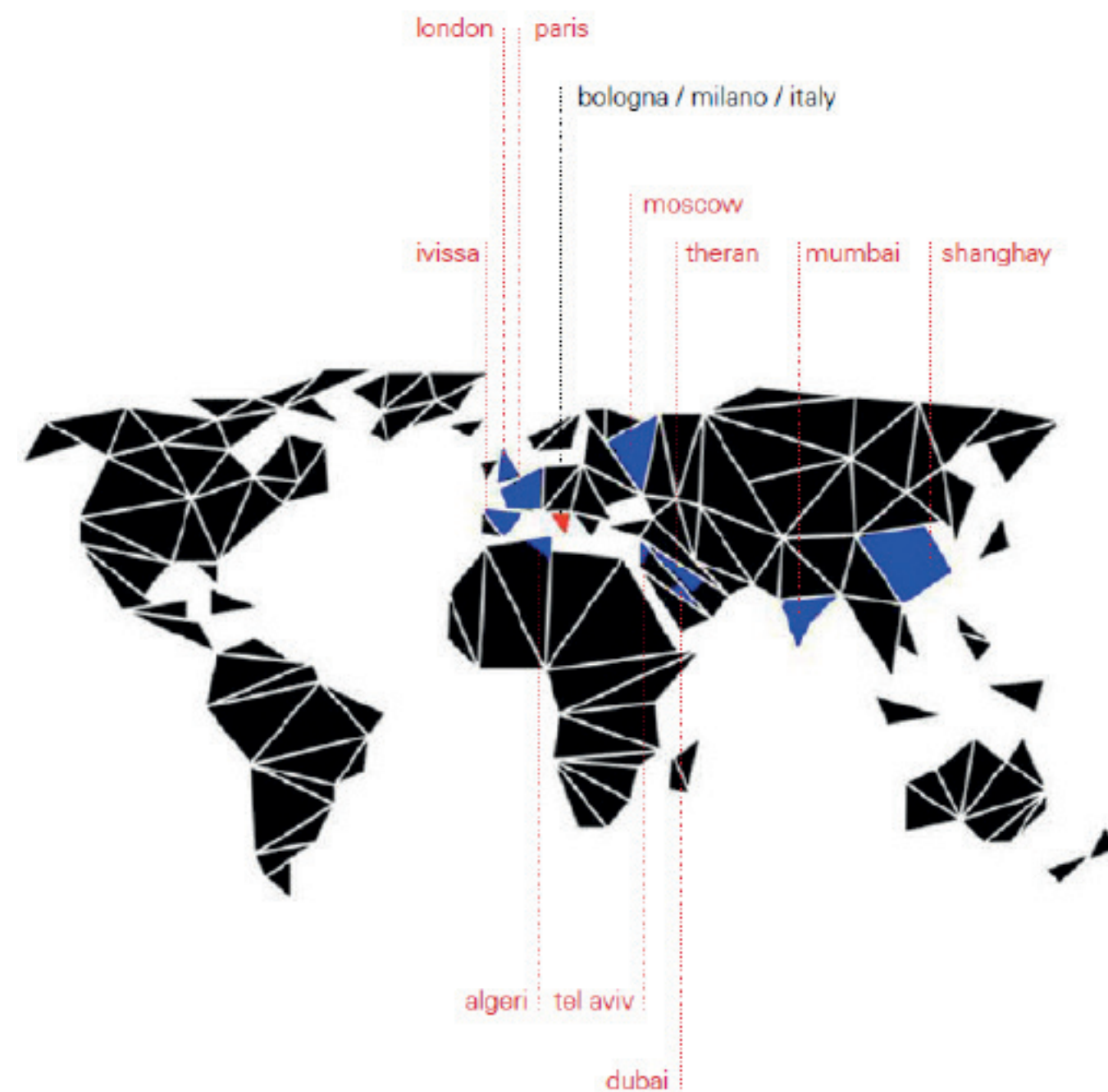


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Global Contractor

### Paolo Castelli SpA: CENTRAL HEART IN BOLOGNA AND MILANO WORKS ALL OVER THE WORLD



More than 1.000 subcontractors coordinated to guarantee flexibility, timing, high volume, quality

The Company combines expertise in interior works for hotels, retails, yatches, shops, exhibitions

Different size of works with extreme care to details and organisation



All teams are composed with different disciplines, in order to understand the idea of the designer, the needs of the client, the site condition. This is to guarantee a full support to the Client enhancing the input received from the designer.

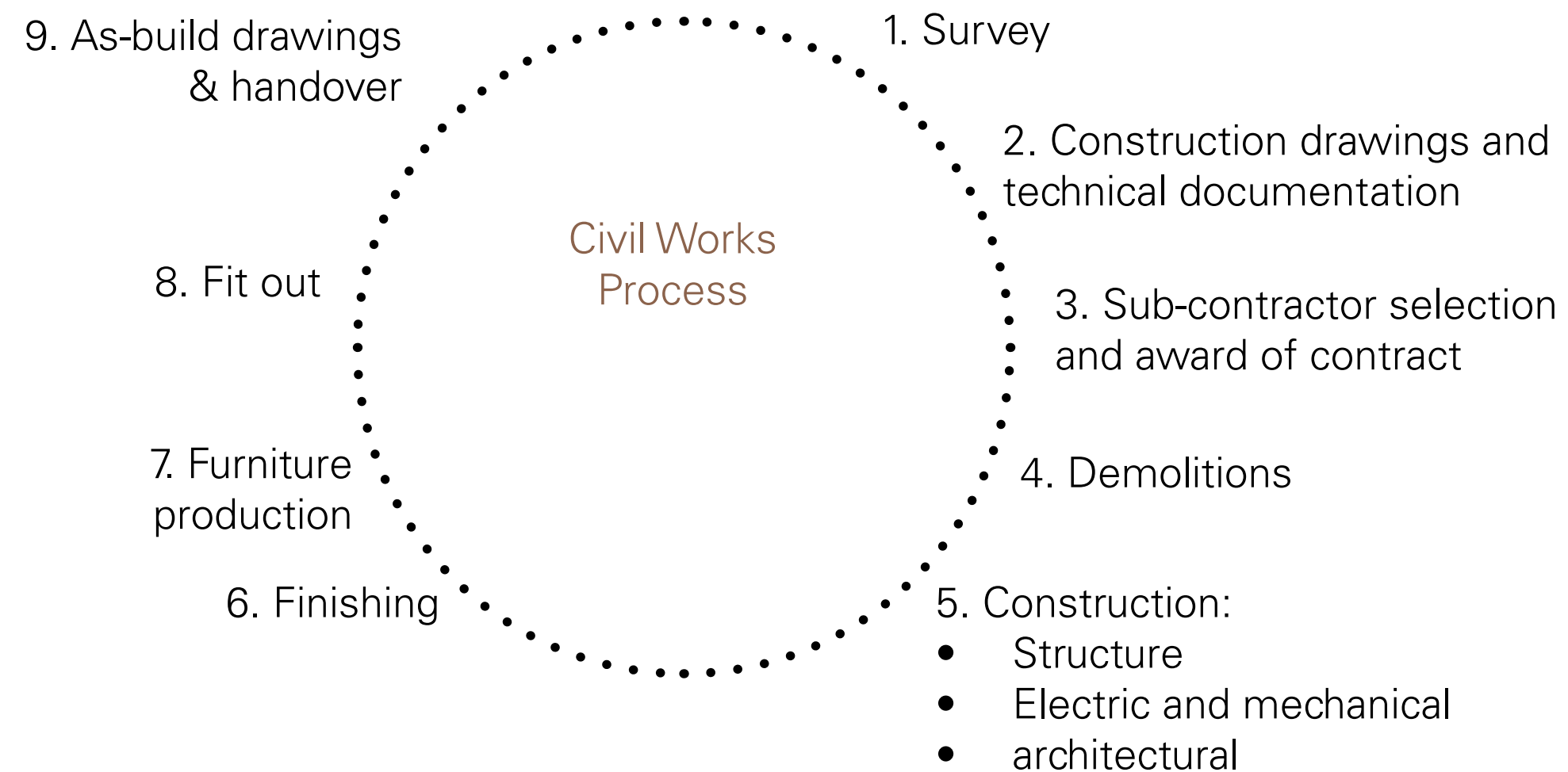
Paolo Castelli SpA usually manage all the project's production, shipping and installation. The coordination between the different parts of the project it's very important for the final result. That's why we always provide in coordination between architectural project, engineering, MEP, technical and scenographic lighting, etc...

TEAM OF ARCHITECTS, ENGINEERS, LOGISTICS, SAFETY, MATERIAL EXPERTS, SPECIFIC CONSULTANTS

EXPERIENCE AND DETAIL DESIGN SKILLS FOR A FULL INTEGRATED DESIGN APPROACH

We usually prefer to preassemble off-site, to ensure higher precision and quality, to test the coordination so to be faster and safer when operating on site. Coordinated shop drawings including Civil and MEP disciplines. Great attention for inspection panels, maintenance, easy accessibility during installation and after work completion. Sequence of installation of the fit out elements to be coordinated with other companies.

PROACTIVE AND COOPERATIVE APPROACH DURING ALL PHASES TO SUPPORT CLIENT AND DESIGNER.



Paolo Castelli SPA is ready to support the designer in developing:

Construction details

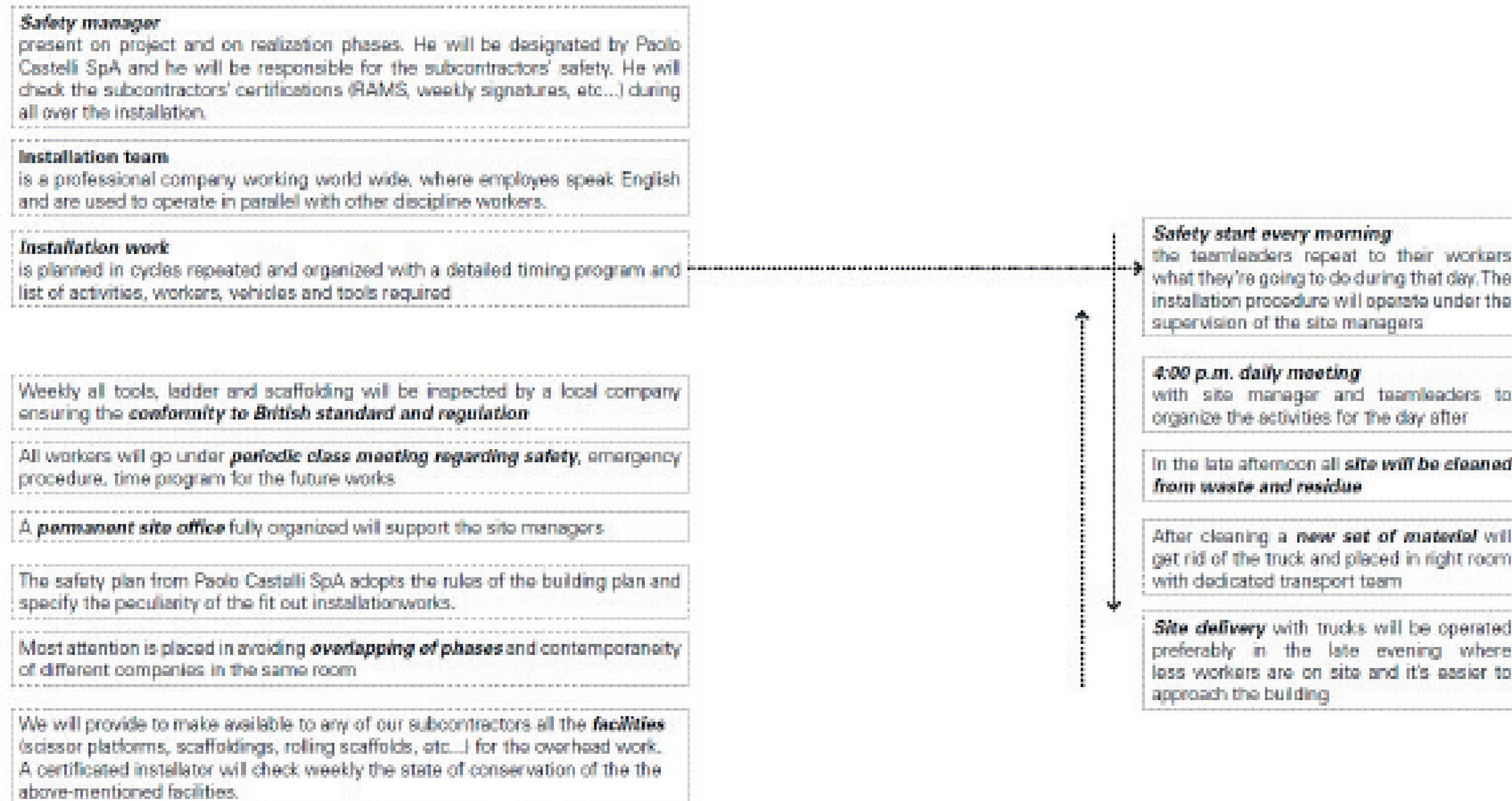
Material samples to ship both to Designer and to Client

Mock up and fast track on site or in our warehouse in London

1:1 scale mock up in Polystyrene on site to check size, shape, light and shadow of special element difficult to understand on the drawings (this is an important help in speeding up the decision process)

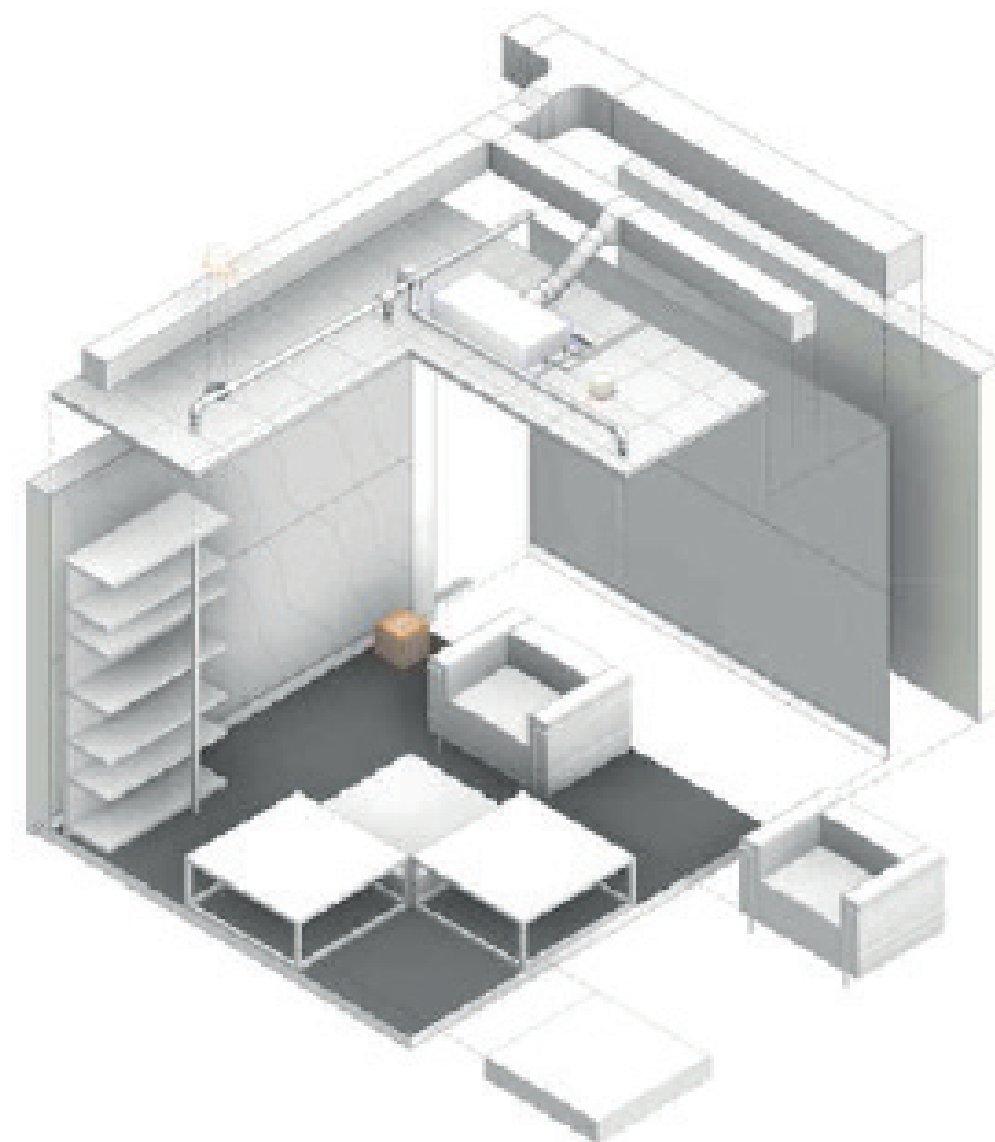
### SAFTETY IS A DESIGN APPROACH

A typical working day in a construction site



### BIM DESIGN SUPPORT

As an additional service, if required, the design team can offer the support also with Building Information Modeling. Where an existing bim model is provided, with civil, architecture and MEP, we can insert the most of the design information of the fit out into the model. In such a way the bim manager will be able to foresee all the possible interferences, check the inspection, check the tolerance and fixing support position, and simulate the installation phases in real time together with PCS team.



### TEAM ORGANISATION

Design team in Bologna in contact with the designer and Land Lease Management Site team based in London for via meeting and site supervision Construction site PM for prompt feedback Survey team able to provide fast feedback to all Proactive approach in adapting the set of drawings during the installation to incorporate possible modification or adaptation so to provide “as built” drawings in a reasonable time and not only at the end of the works Spare parts at the London warehouse temporary laboratory/workshop on site or in the warehouse to operate urgent modification, adaptation or reparation of panels if necessary.



PRESTIGIUOUS  
COLLABORATIONS



Piero Lissoni



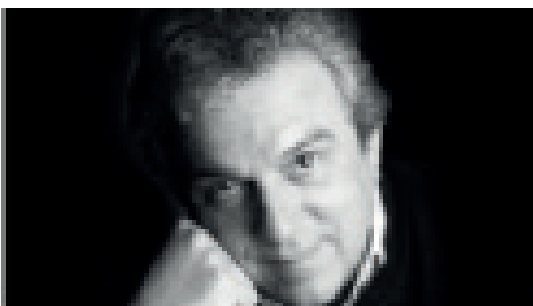
Antonio Citterio



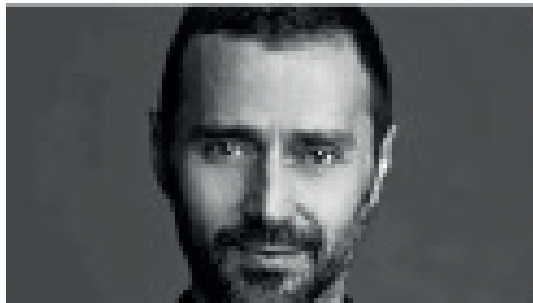
Jean-Michel Wilmotte



Michele De Lucchi



Marco Piva



Fabio Novembre

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# Inspiration: the Collection

### INSPIRATION- What we do



Paolo Castelli produces highly customized furniture MADE IN ITALY and manages high-end projects for refined private and public spaces.

Inspiration collection is conceived upon a new world trend that grows in the elegant and luxury places around the globe.

### INSPIRATION - Product Items

Our collection includes decorative Lighting and Furniture that match together to create a perfect balance in shapes and materials in an armonious dance of lights and lines. We firmly believe that every room is completed only if there is a light set to complete it. At the same each chandelier must be matched with its furniture. For this reason, since 2017, we are managing our exhibition, website, marketing according to this idea.

Fine furniture in  
the light



Light on fine furniture



### METHODOLOGY

#### PAOLO CASTELLI PRODUCT DIVISION

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DESIGN

HANDMADE  
ITALIAN  
TRADITION

RESEARCH &  
DEVELOPMENT

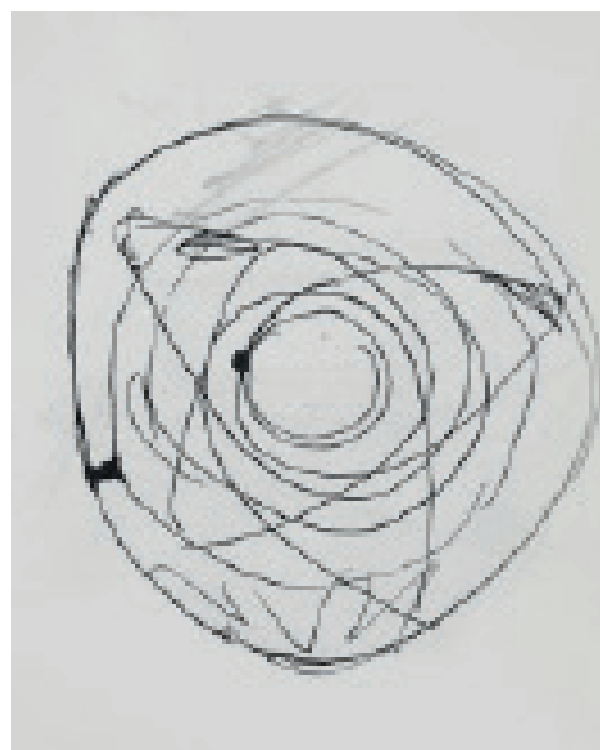
- we design complex products combining different materials
- antiques artisanal techniques from the Italian manufacturing tradition (from Murano glass to Vietri ceramics) are mixed with a technologic and industrial process of wood and metal work
- we are able to manage both artisanal & industrial process to improve products with accuracy and precision thanks to Numerical Control Machines.

### DESIGN

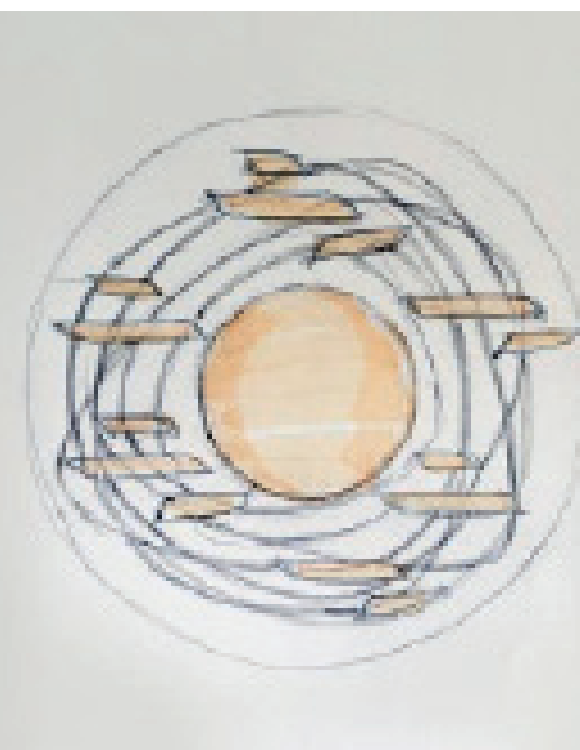
We start the design process with a strong research to create an innovative concept. Then we define products with sketches, technical drawings, rendering to get a perfect final result

Mr Paolo Castelli designs most of the products

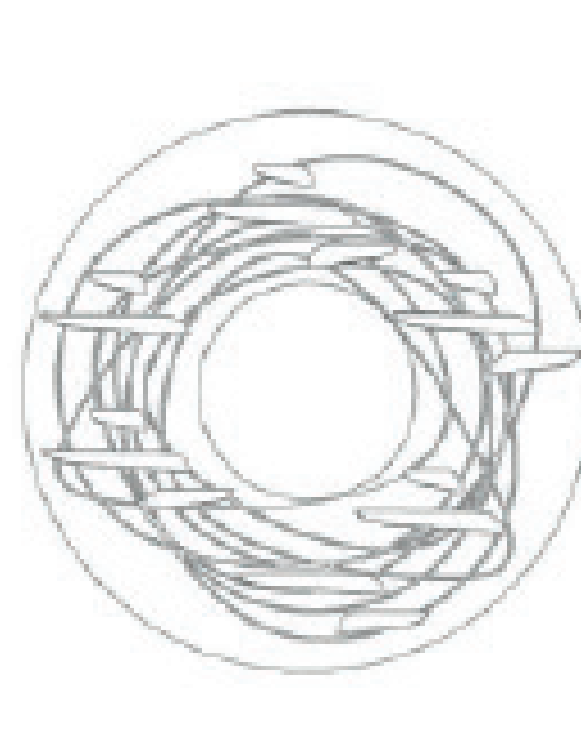
1. Concept



2. Sketch



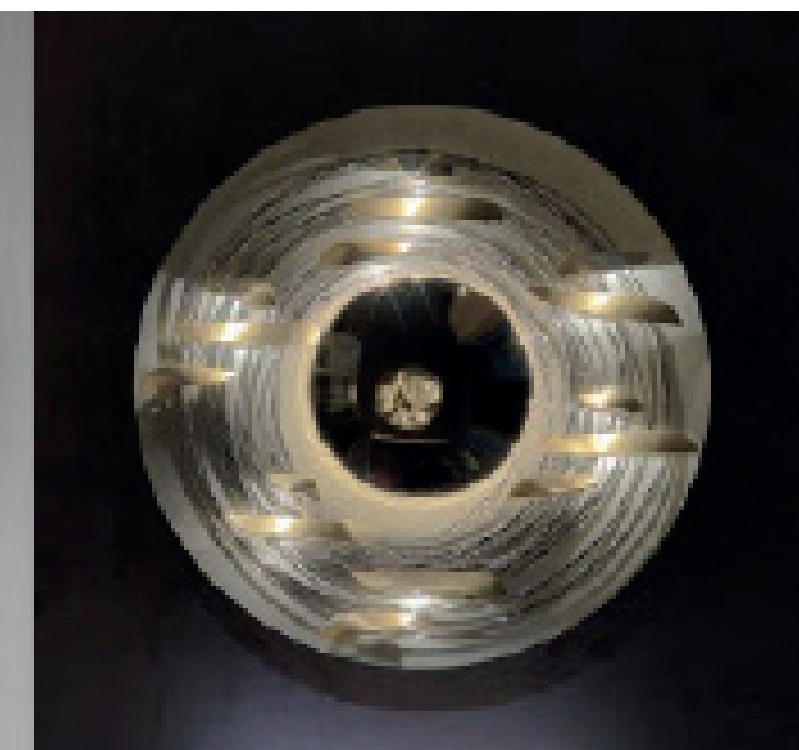
3. Technical drawing



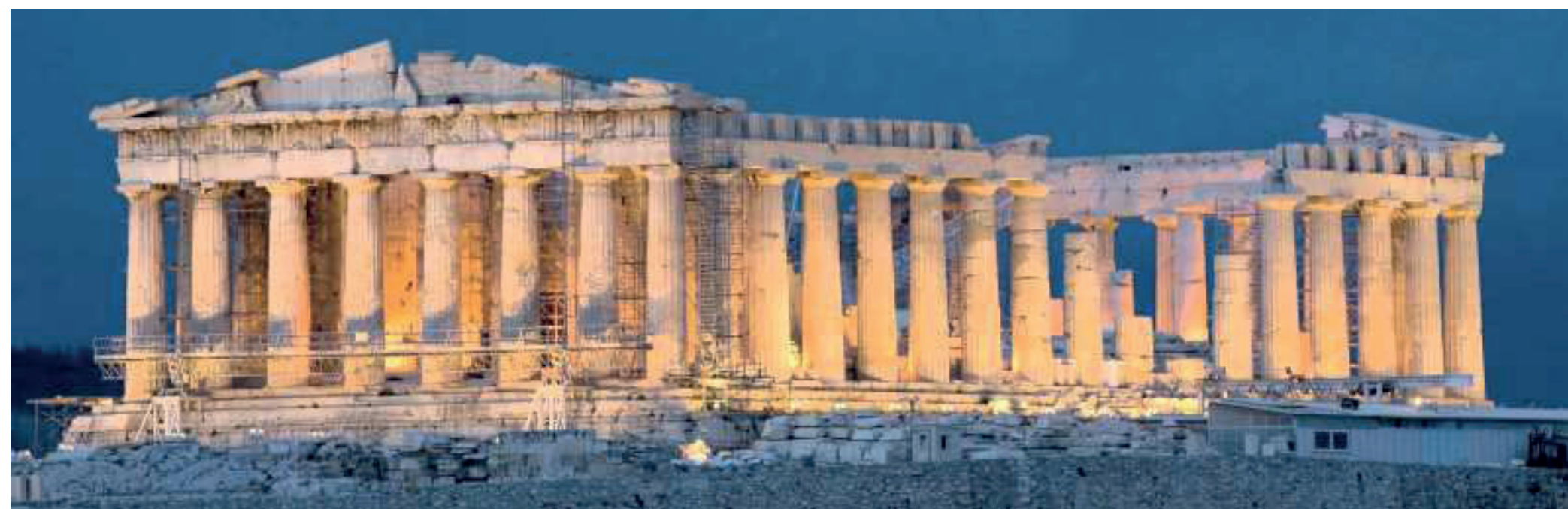
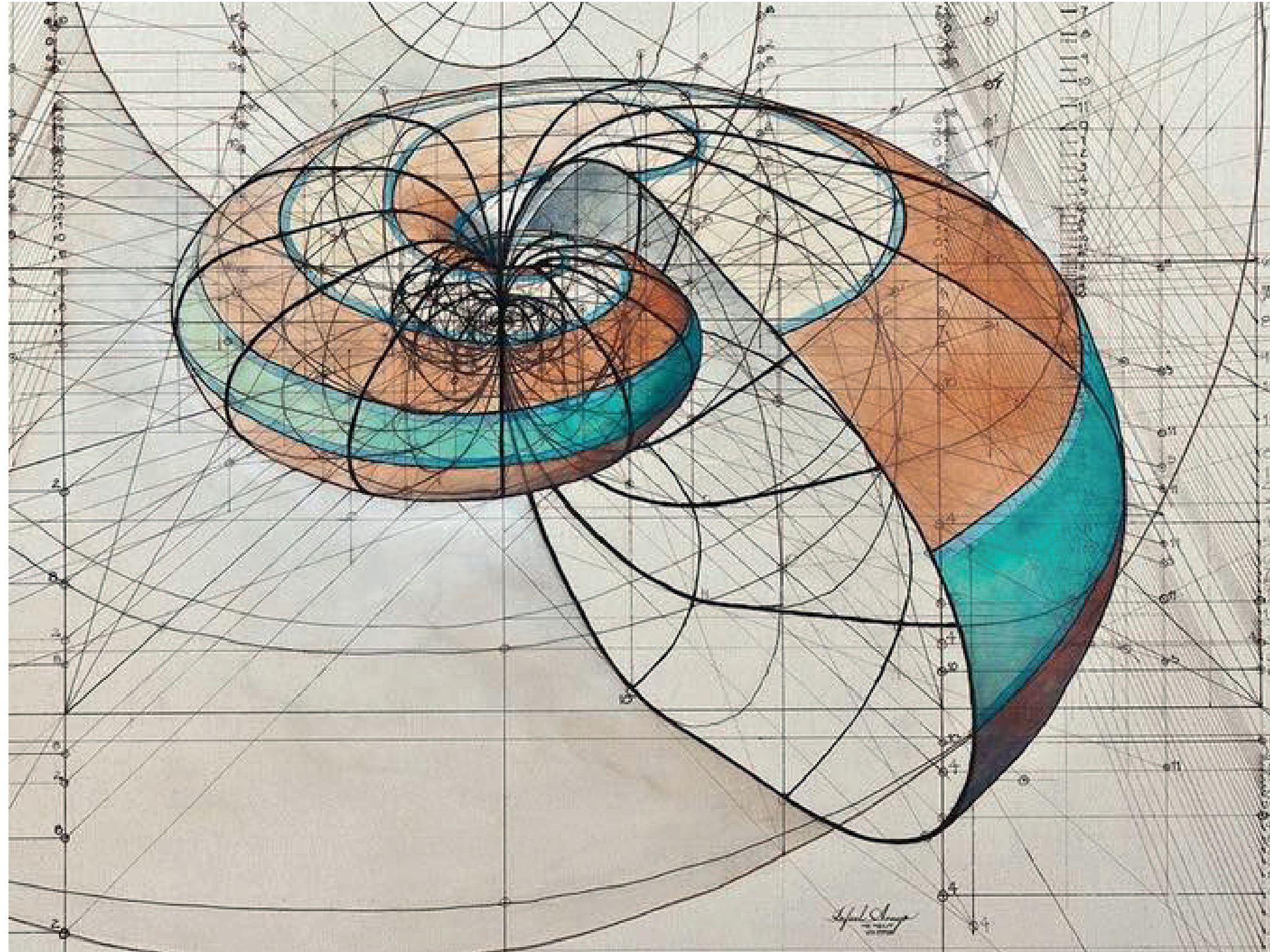
4. Rendering



5. Final product



### DESIGN



Our design is based on the “Golden ratio”, which can be considered the perfect proportion for design and architecture.

1,618 - gold number

Different artists and architects during the Twentieth-century, including Le Corbusier and Dalí, have proportioned their masterpieces to approximate the golden ratio, which appears in many patterns in nature, including the spiral arrangement of plants and other animal parts

Parthenon

#### HANDMADE ITALIAN TRADITION

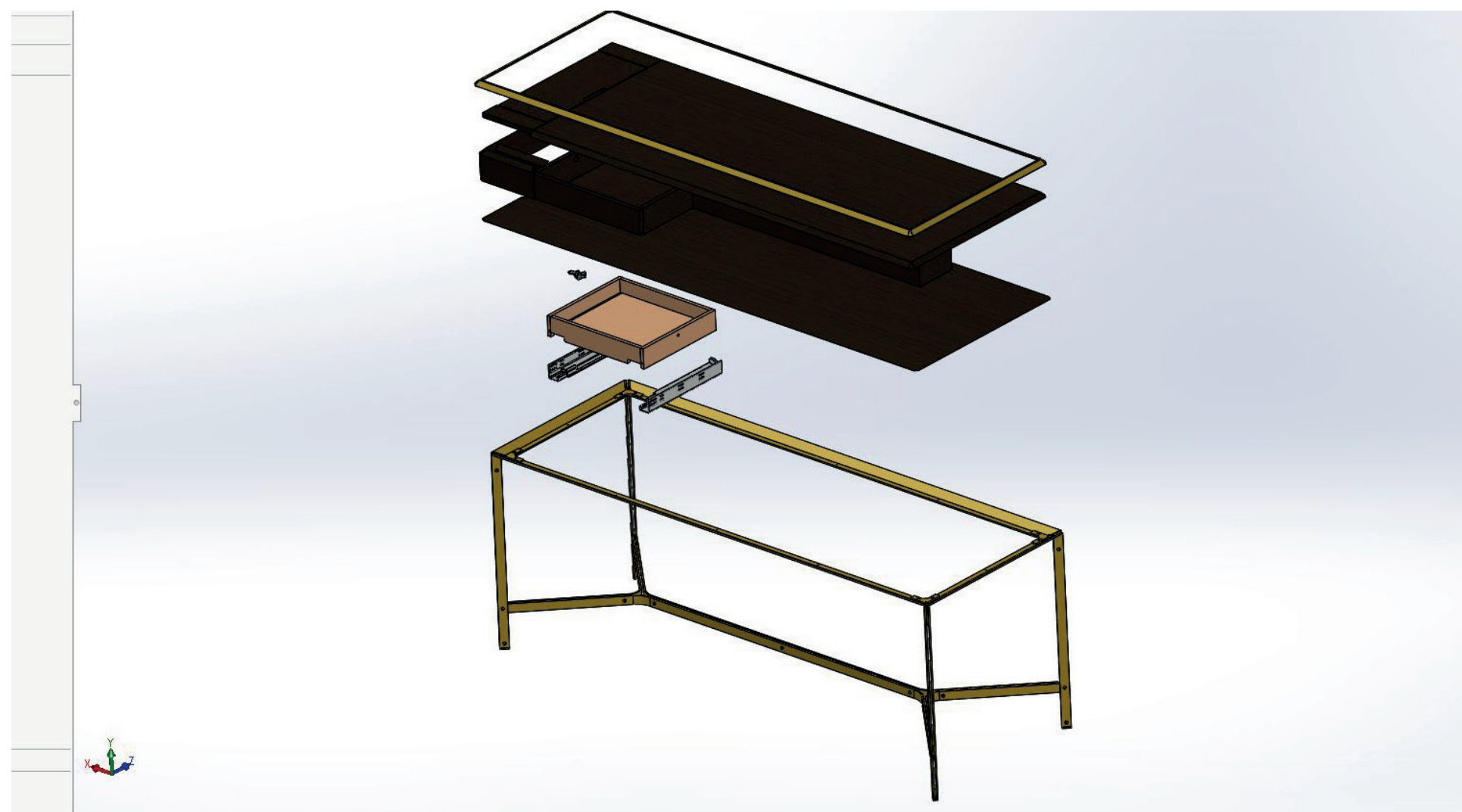


Murano Glassblowing

Furnishings and projects are carried out by the company with all the care and the tradition of the best and most renowned Italian artisan craft, interpreting and innovating, through careful design and manufacturing, international contemporary design trends

“Craftwork is art”

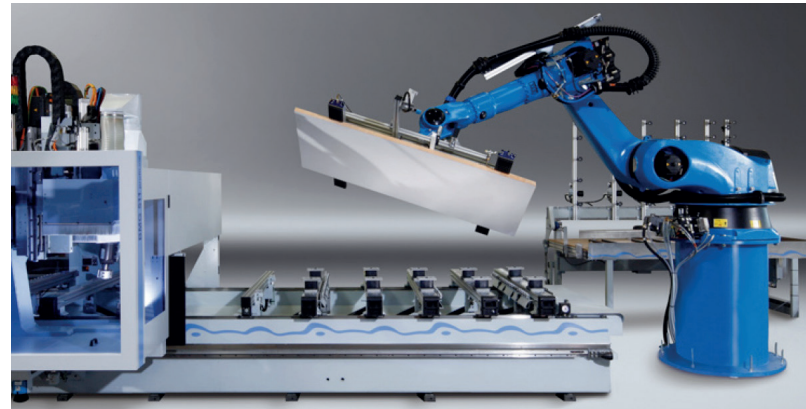
### RESEARCH & DEVELOPMENT



All our products require innovation and deep knowledge of production techniques and raw materials in order to combine a high quality product, necessary for a high standard of furniture, with industrially high-end production lines.

The process of development and industrialization is carried out by the use of 3D software (Rhinoceros & Solidworks) for setting up all the details of the product, including hardware.

### RESEARCH & DEVELOPMENT



Our plan aim towards the best production cycle in order to reduce manual operations and ensure repetitiveness and replicability of the product. All of our suppliers must be equipped with up-to-date machinery and production systems such as CNC, 5-axis milling CNC, automatic panel sizing centres, edge banding and squaring lines and similar ones.



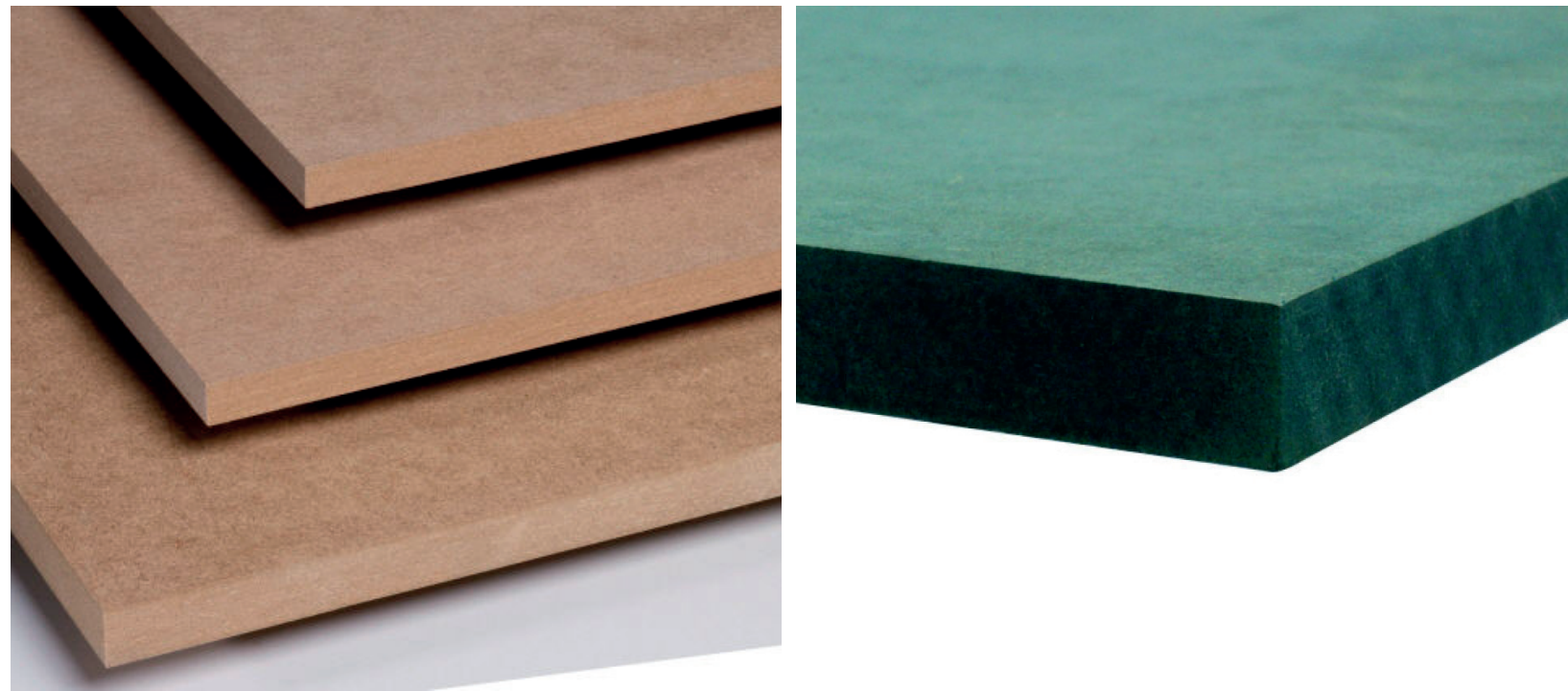
### RESEARCH & DEVELOPMENT



All aspects of production are carefully overseen and speed and precision -that only advanced CNC machinery can give- are required.



### RESEARCH & DEVELOPMENT



The final use and the implementation of the products, in compliance with the current regulations, requires the use of flame retardant panels, water-repellent panels, light panels and composite panels such as multilayered boards and MDF boards.



### RESEARCH & DEVELOPMENT



The choice of the right hardware must guarantee the achievement and the excellent performance over time, combining with beauty.



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# Inspiration: Icons

## Allure Chandelier- designer Paolo Castelli

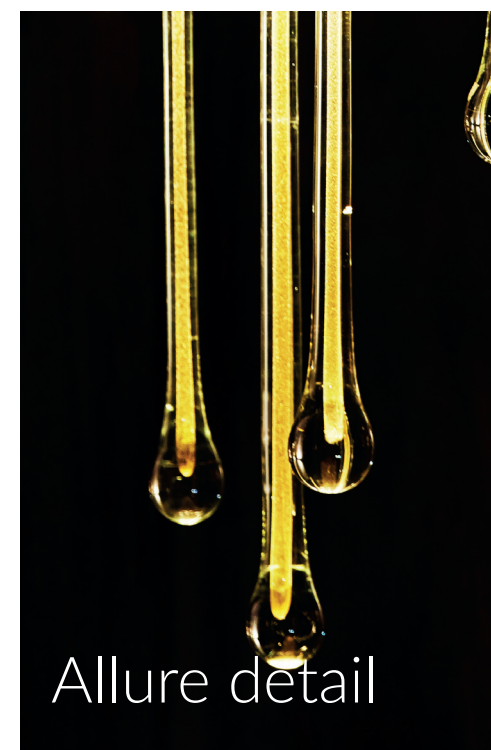
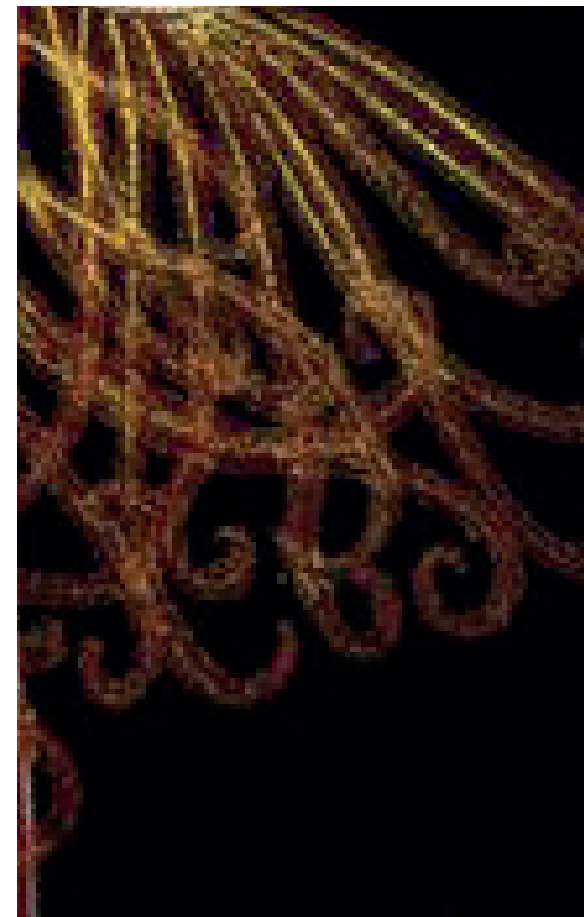
The Allure is an exquisite lamp entirely handcrafted according to traditional murano techniques. The 23 venetian crystal color drops, positioned at different heights, are made in solid murano glass enclosing precious 24kt gold leaf.

Allure round composition has a round ceiling plate with 23 luminous items. Allure oval composition has an oval ceiling plate with 22 luminous items. This product can be highly customized. Every “drop” is refined with a brass cap and is 4kg heavy.

## Murano glass & 24k Gold



Romain de Tirtoff (Left)  
and details (Below)



Allure detail

Allure lamp

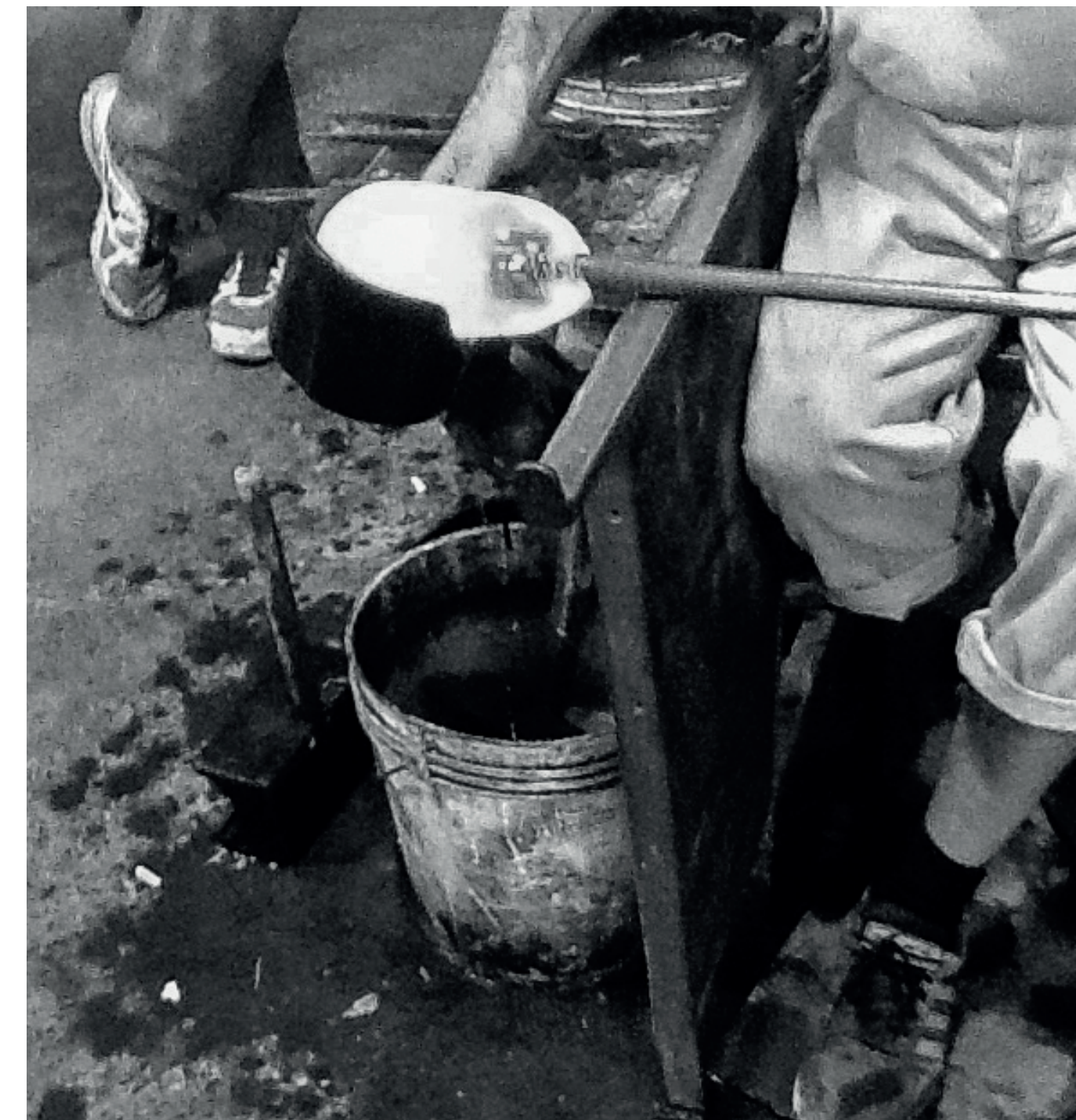


## Murano Glass



Allure (detail)

Squared sheets of Murano glasses are burnt with a hot flame as taught by this ancient tradition and deposited gently on a smashed 24K gold leafs. After this, a devoted process starts to shape the glasses thanks to cold air, fire and the help of gravitational pull.

Glass  
modelling

### Mars Table - designer Paolo Castelli

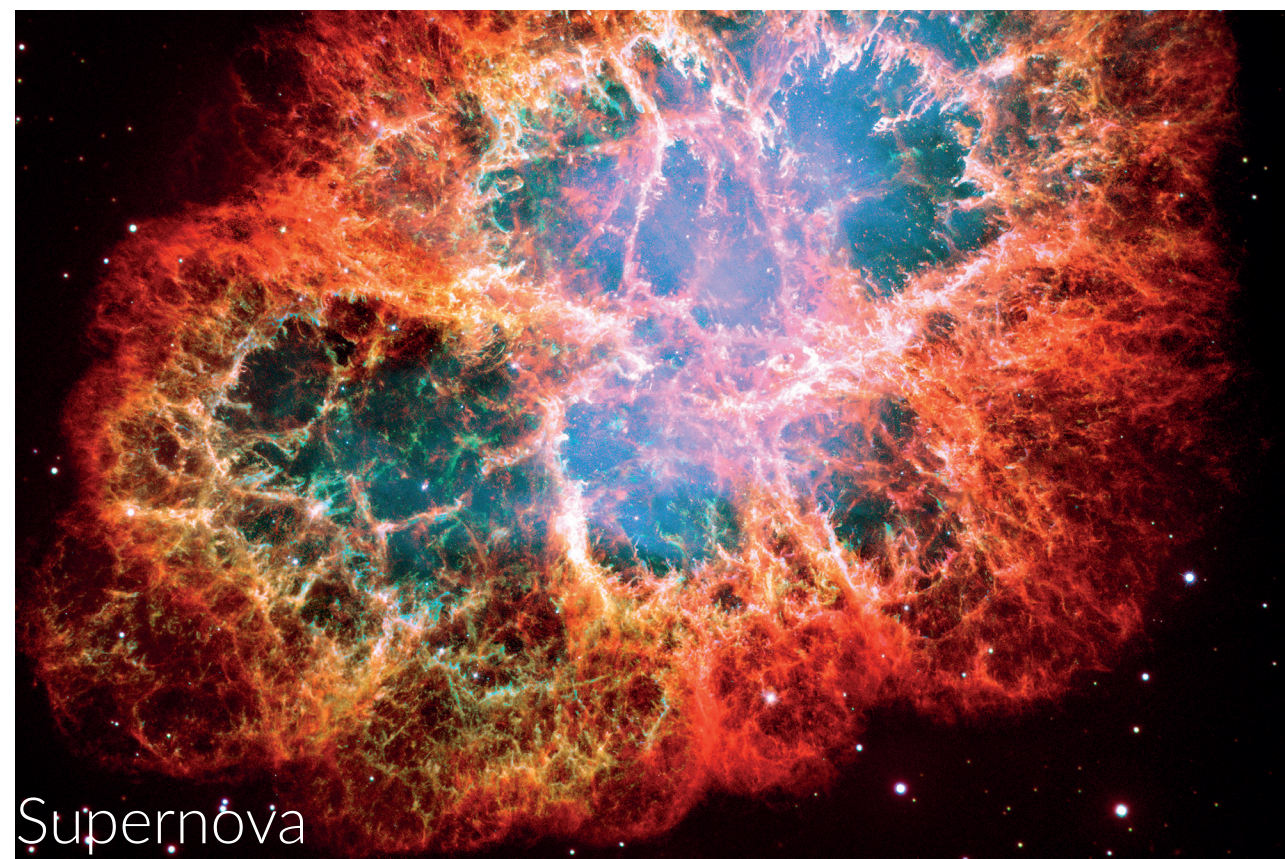
Fascinating table defined by its gold dust decorated top and elegant spherical base with a three-dimensionally striped pattern.

Mars table has a lacquered top with 6 varnished layers – the last of those is decorated with golden powder – and a glossy top coat.

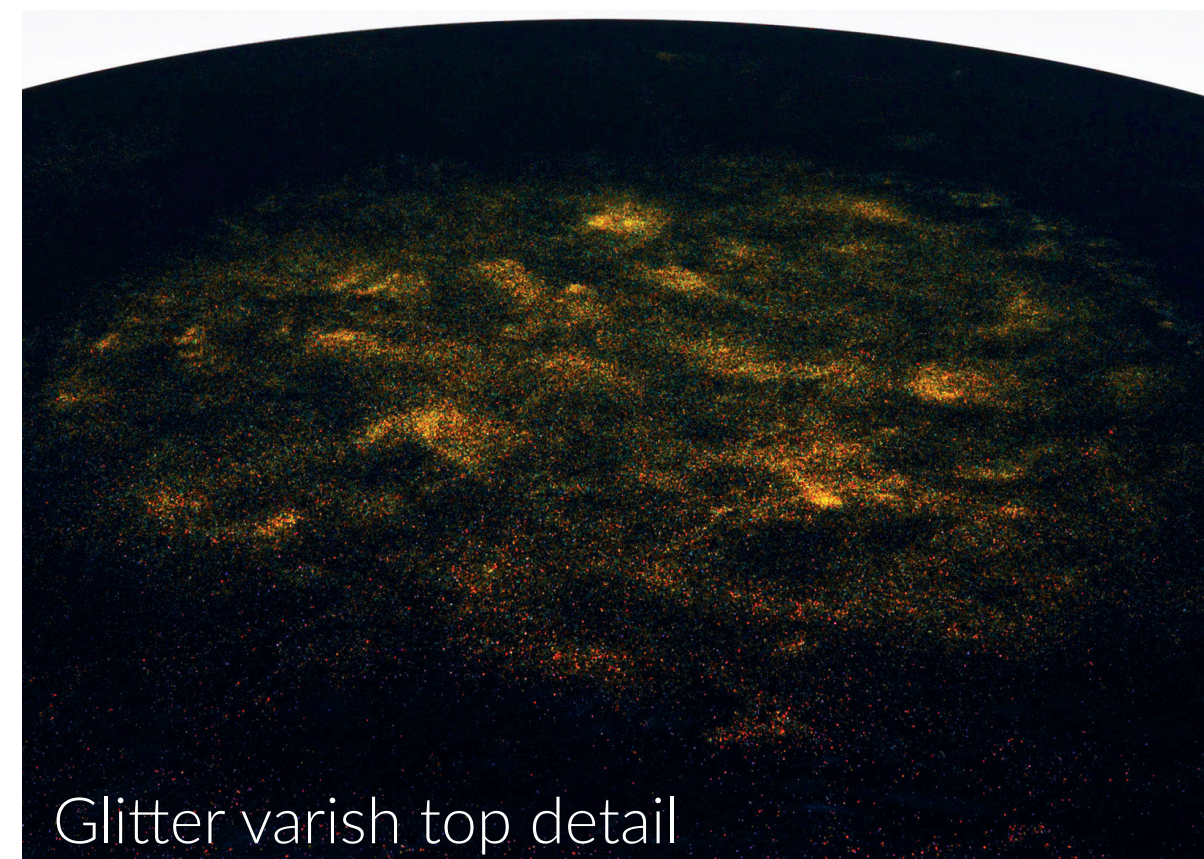
The total thick is 4cm.

Mdf in 100% gloss lacquered finish for table top and pedestal

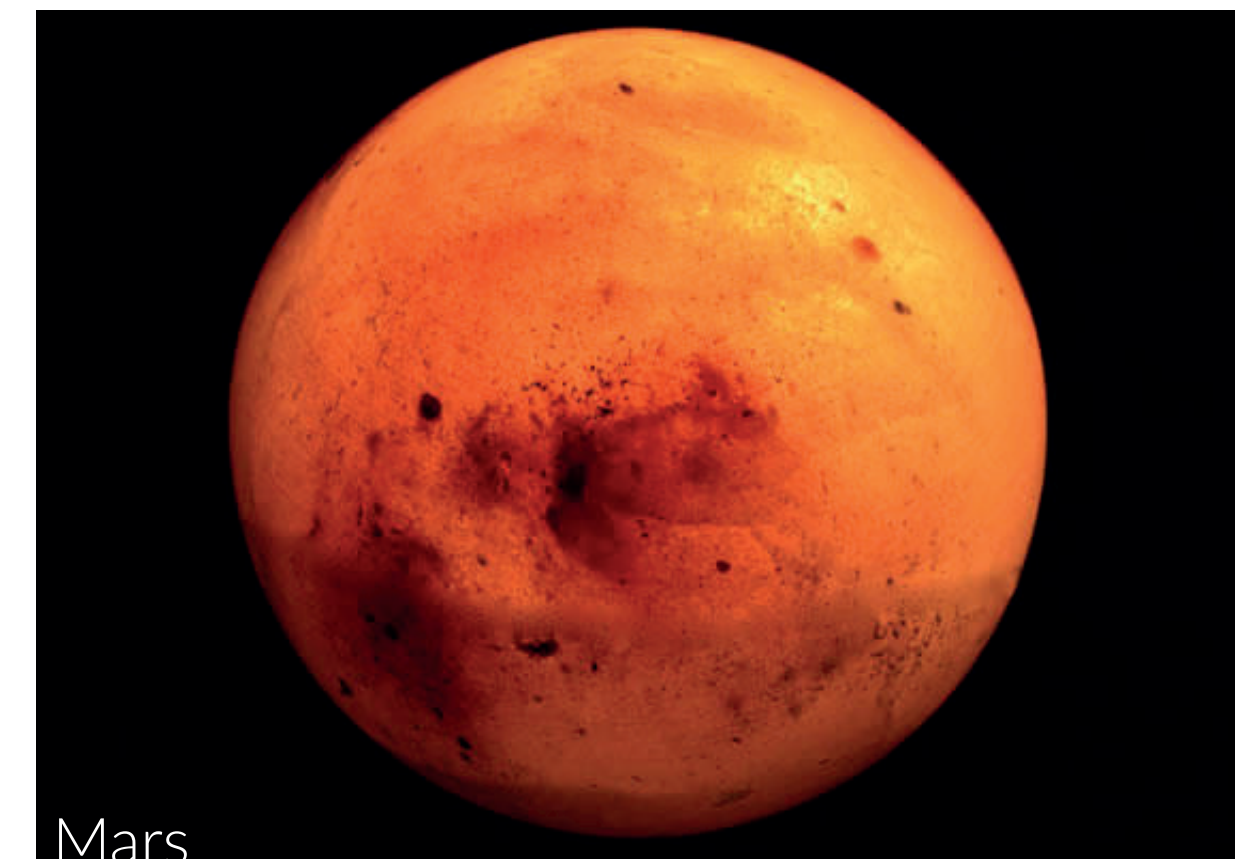
Mars Table



Supernova



Glitter varnish top detail



Mars

### Kalì Chandelier - designer Paolo Castelli

Statuesque imposing chandelier, creating dreamlike light geometries among its hands bearing golden candles.

Kali is the result of an artisan handcraft totally made in Murano island, structure is made in brass.

24k gold leaf & Murano glass

The chandelier is available in three versions:

3 Rings-king size;  
2 Rings;  
Applique.



### Dione Table - designer Paolo Castelli

Monolite table exalting its own image in the pure statuesque character of marble and noble handcrafted ceramic. The top recalls the magnificence of Saturn's satellite Dione.

Dione table has a top 20mm thick with edged board. A central brass disk decorates the top. The basement is refined with metal details, galvanized (gold finish).

Calacatta Marble & Vietri ceramic



Dione satellite



Dione table detail



### Ceramics from Vietri



Dione table basement manufacturing

Vietri is considered one of the most important manufacturing centers of artistic and traditional ceramics in Italy. Noble handcrafted ceramic made in Vietri, the historic cradles of Italian artisans of ceramic. This ceramic manufacturing process is long and complex: the clay is worked on a lathe, where design and shape are realized, and it follows a first firing stage. At this point, it comes a long process of glazing and handmade decoration. The final product needs to be undisturbed and fired in special furnaces. Every piece is the result of an artist, being totally.



Dione table basement

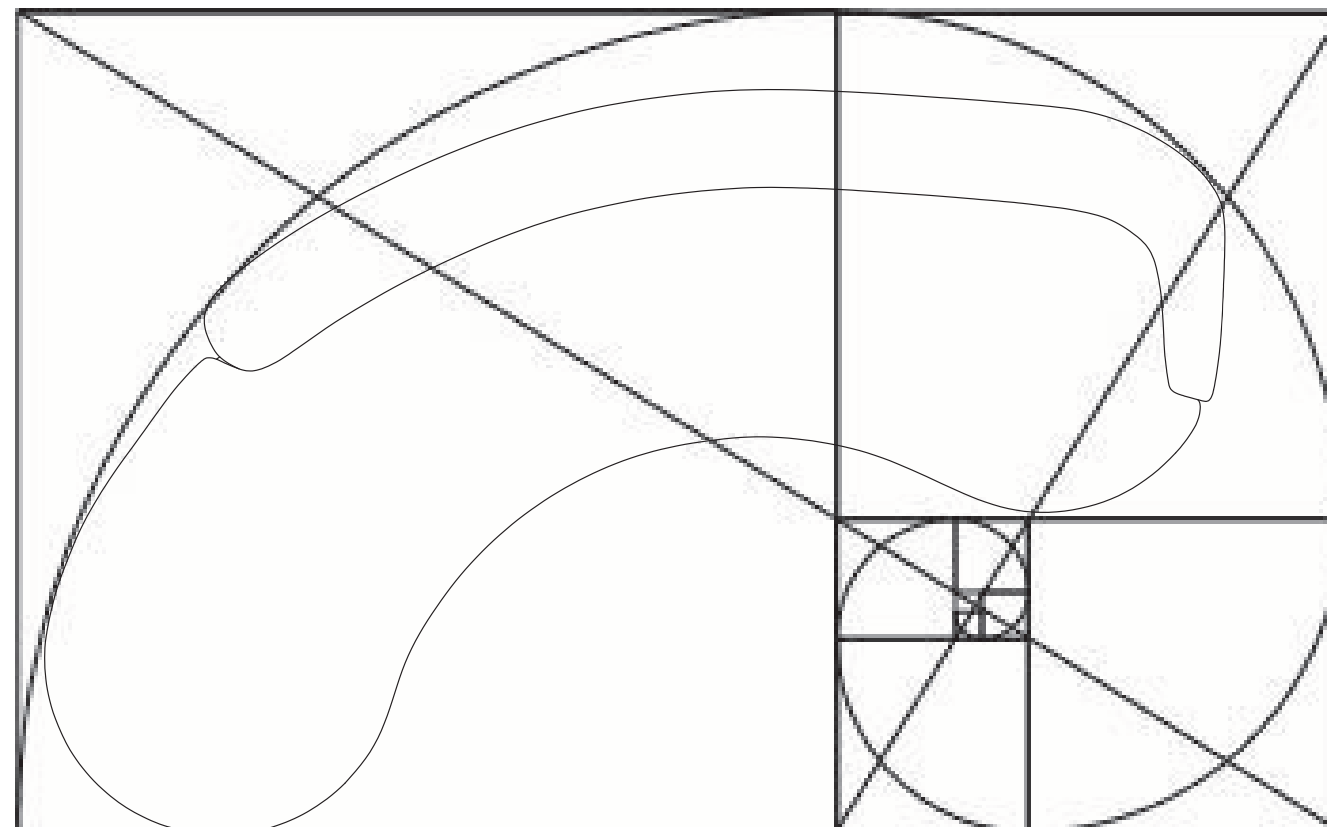
### Lemma Sofa - designer Paolo Castelli

Its wooden structure features a suspension system of elastic bands, with different density expanded polyurethane stuffing. Its base is made of wood covered with the same materials.

### Fine fabrics

A “lemma” (in math) is a minor result whose sole purpose is to help prove a theorem, a step in the direction of proof.

Lemma Sofa in the golden ration



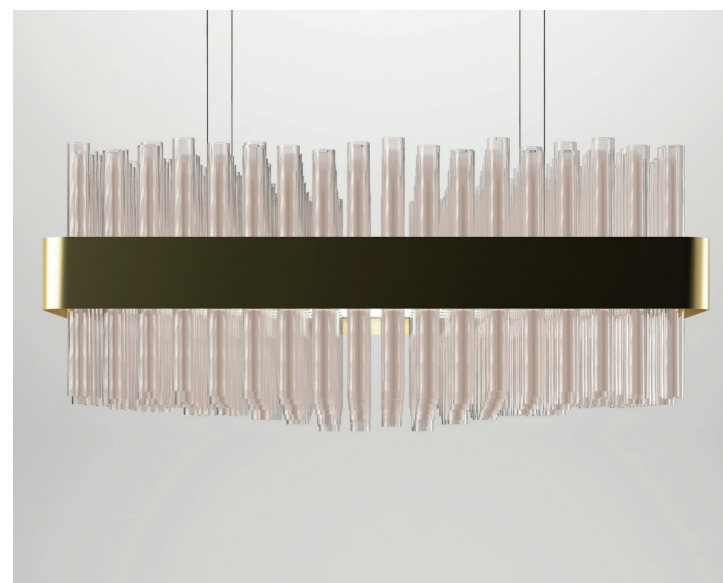
## My Lamp Collection - designer Paolo Castelli

It comprises a significant “bouquet” of venetian borosilicate glass tubes that hang from different heights, bound together by a curved metal band with a unique galvanic finish. Each lamp in the My Lamp collection is handmade and unique and on request can be personalised.

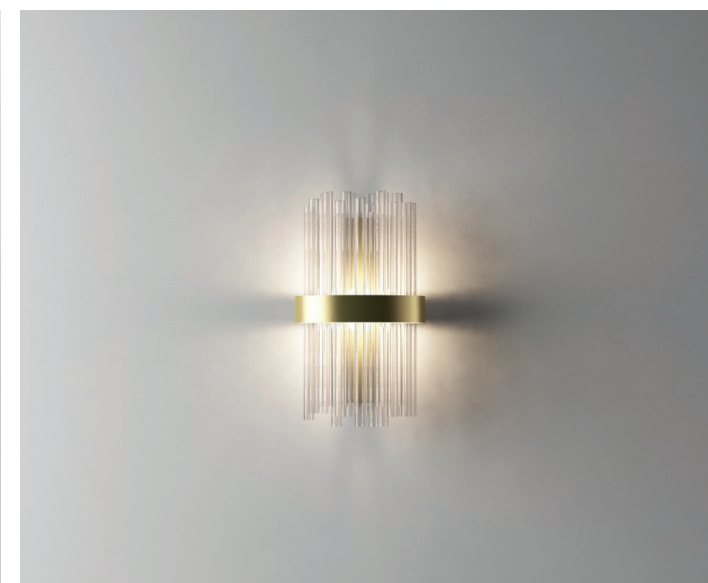
Glass & Galvanised metal



My Lamp Rectangular



My Lamp Wall



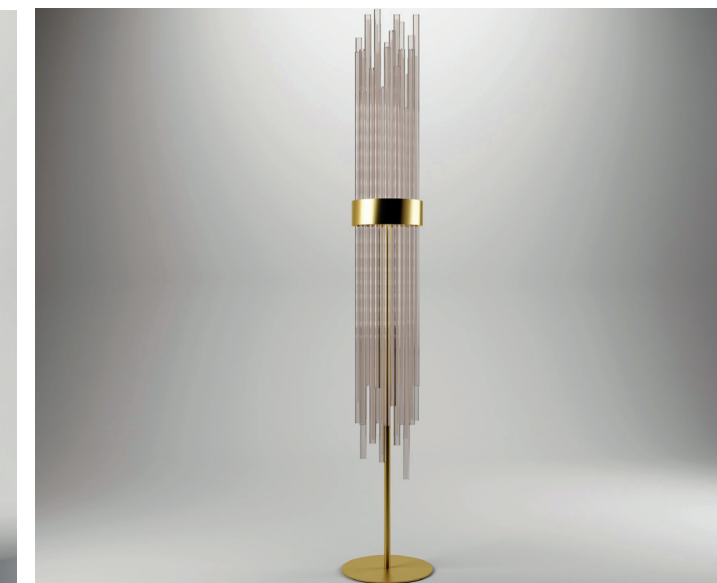
My Lamp Round 50



My Lamp Table



My Lamp Floor



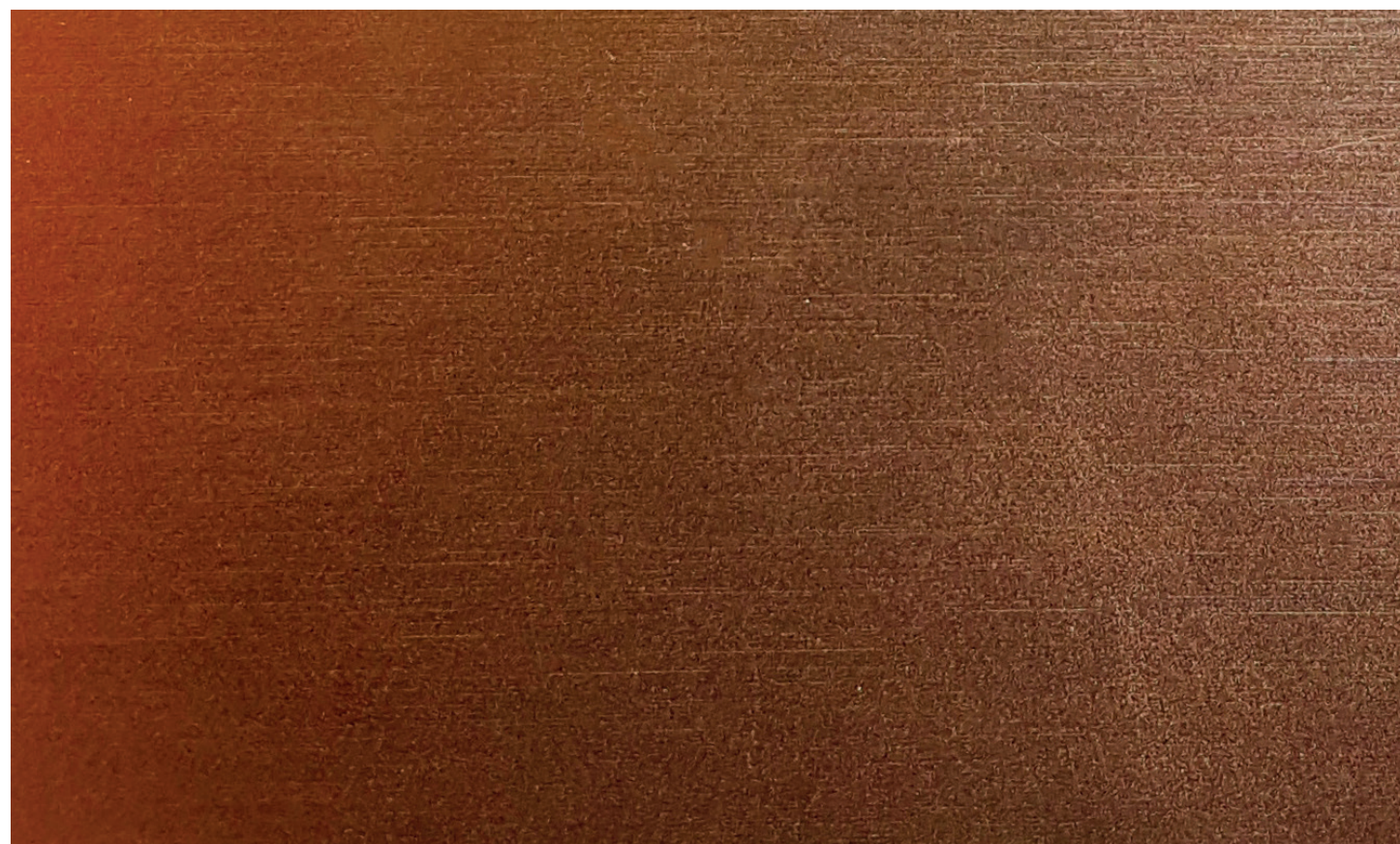
## Galvanisation



Galvanic treatment

The term galvanic derives from the name of the Italian physicist Galvani, who discovered the existence of electric currents. Thanks to him, Volta could apply the same principle in creating pile batteries. In 1833, Faraday was the first to systematize the laws of electrolysis in 1833.

“Galvanisation” uses electrolysis to cover a surface, that conducts electricity, with a metallic layer that become resistant to any chemical agents and usually combined deposited for aesthetic reasons as with gold and silver plating.



My Lamp galvanic finish



My Lamp  
Rectangular

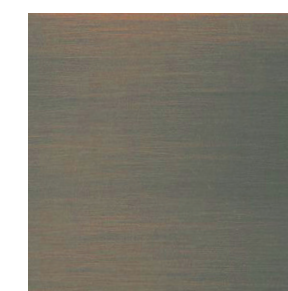
### Available galvanic finishes



Polished Gold



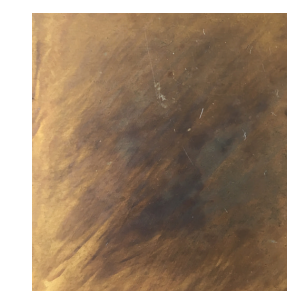
Matt Gold



Matt Brass Bronze



Polished Brass  
Bronze



Stretched Polished  
Brass



Matt Black Nickel

Elegance Living Room



Lemma Living Room



Bds Home Office



Kali Entrance





For Hall Dining Room



George Bedroom







Thank you for the attention