

2025

Rivista Bimestrale/Poste Italiane SpA - P. I. 25/07/2025 Italia € 12.00
Canada CAD 39.95/Germany € 24.80/UK GBP 19.50/Greece € 22.00/Portugal € 22.00/Spain € 22.00/Switzerland CHF 30.00/USA \$ 40.95/Belgium € 22.00/Austria € 31.00

rivista internazionale di architettura e arti del progetto maggio/ giugno 2025



10 questions 20 architects

Manuel Aires Mateus

Alejandro Aravena

Mario Botta

Alberto Campo Baeza

Odile Decq

Michele De Lucchi

Massimiliano Fuksas

Lina Ghotmeh

Dong Gong

Steven Holl

Jette Hopp

Toyo Ito

Kengo Kuma

Nieto Sobejano

Franco Purini

Benedetta Tagliabue

Harold Vermeiren

Patricia Viel

Vo Trong Nghia

Cino Zucchi

materia, personalizzazione e spazi connessi

matter, customization and related spaces

Davide Cattaneo

01

La materia è protagonista assoluta della vostra attività. Quali sono state le principali evoluzioni sulla sua trasformazione/lavorazione negli ultimi 20 anni?

02

Il tema della personalizzazione è una delle esigenze più sentite dal mondo della progettazione. Quali possibilità offrite ad architetti e interior designer?

03

In molti settori il confine tra interno ed esterno dell'edificio si è molto assottigliato fino quasi ad annullarsi. Come questa tendenza influenza la vostra attività e le caratteristiche dei vostri prodotti/soluzioni?

04

Qual è il prodotto/sistema/tecnologia che ha segnato un punto di svolta del vostro percorso di crescita degli ultimi 20 anni?

01

Materials are the undisputed stars of your business. What are the main developments you have seen in terms of transforming and processing them over the last 20 years?

02

Customisability is one of the most highly sought-after features in the design world. What options for customisation can you offer architects and interior designers?

03

In many sectors, the line separating the interior of the building from its exterior has become so faint that it has all but disappeared. How has this trend influenced your business and the features of your products/solutions?

04

What is the one product/system/technology that you would say marked a turning point on your journey of growth over the last 20 years?

Alessandra Lombardi

Chief Manager, A&C, For-Claw Italia

Eleonora Anselmi

Chief Executive Officer, Anelco

Elio Badolati

Head of Marketing and Communication, Ceramtec Italia

Elio Mariani

Marketing and Communication Manager, C&M/Proa Substrata

Stefano Di Biase

Marketing Manager, Dico

Stefania Lucchini

Chief Commercial Officer, Pavesi

Matteo Dei Tos

Managing Director and Impact Manager of the Beneficial Society, ITLAS

Roberto Corbelli

Product Marketing Director, Nordal

Roberto Galante

Art Director, Nord

Maurizio Pavesi

Chairman, I&S

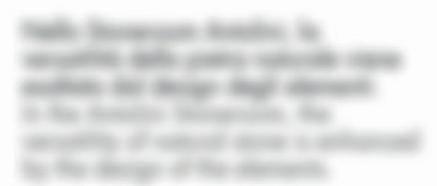
sight of how precious the raw material is, or of the many and varied advantages offered by wood as a material, and so we strive to use manufacturing techniques and production processes geared towards preserving them as much as possible. This includes everything from using vinyl glues with a very low formaldehyde content to using water-based varnishes for surface finishes. Just over ten years ago, we adopted an Environmental Management System that allows us to constantly monitor the entire processing cycle, working closely with our suppliers to set ourselves increasingly ambitious targets, most notably in terms of reducing volatile emissions. The other major evolutionary step we have taken involves reducing how much of this valuable raw material is wasted. The result was a collection that we dubbed Ecos: floor and wall coverings produced from tiny wood scraps which we reclaim and bind together. This allows us to avoid cutting down some two hundred trees a year.

Efficient Chemicals, Recycled In 2002, we started to use a water-based adhesive for a whole range of products that we had previously used to glue them to the floor. Over the last ten years, we have developed an interest in a new type of glue, which is not only more eco-friendly but also more resistant to water. The result is a new type of glue that is more resistant to water and more resistant to fire. We have also developed a new type of glue that is more resistant to water and more resistant to fire. We have also developed a new type of glue that is more resistant to water and more resistant to fire.

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of the project, all while maintaining or improving technical performance and quality. We actively collaborate with designers to develop innovative solutions that can effectively address the needs of a space, forging a perfect balance between functionality and style.

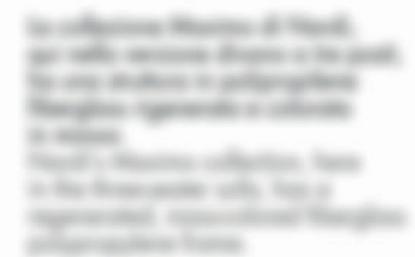
Roberto Cavalli, Boffi In order to support architectural and interior design projects in design, Boffi offers the services and skills of the Italian Design project department. From 1970, we focused on the process of creating the needs of contemporary architecture in terms of creating suitable spaces with functional and technological performance. A multidisciplinary team made up of engineers, architects and interior designers with years of creative experience in the customer's side every step of the way. From creating the project plan, through feasibility studies and technical studies, all the way to production and installation. The entire process is managed according to rigorous project management models, using a structured, well-defined methodology. Our Italian tradition and the modern culture, together with a commitment to sustainability and promoting the Italian manufacturing industry.

Matteo Dei Tos, ITLAS: These days, it would be inconceivable to have any kind of market presence – especially if positioned as a high-end business – without maintaining direct insider links with the design world. Almost twenty years ago, my father Patrizio paved the way for us by forging partnerships with a network of architects, designers and interior designers who fostered the company's growth – including from a cultural perspective – by developing a broader picture of who we could be. From a simple manufacturer of wooden floors, these partnerships helped us to branch out into furnishing accessories. This journey effectively led us to become a company that produces custom pieces created by designers, architects and interior designers. That said, we have never given up an ounce of our unique nature or our company vision.

Roberto Cavalli, Boffi Cavalli offers an entire ecosystem of materials designed to be integrated with the most applied. Our Color Collection includes 100 personalized finishes available in wood, stone, metal and concrete, all capable of combining style and total comfort. In 1998, we launched the project for the creation of the "Cavalli Design 1998 2000", an entire line of experiences, covering the process of innovation in the color palette, style and technology between material, light and the body. Our offering is not a catalogue or a list of finishes available for the use of architects and interior designers, capable of supporting the customer's needs. A design program that we are now

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the space through. In the same way, we can also bring a growing sense of green urban spaces, as a structural and desirable element within these well-considered programs and so on. This is why we offer a range of alternative and integrated green – such as the vertical/terrace collection – which offers designers a wide range of ways to bring green into their already considered and established building, the surrounding urban and natural context.

Vertical Terrace, Vertical This is a model that we are ready to use if, and only if, the program is a building where capable of accommodating the necessary fully between urban and natural space. Vertical terrace is a very unique, a perfectly suited to bring green into a building. It is a unique collection without any design approach. Bringing the right space to the right place is crucial to our ready a model of vertical terrace. We offer a professional, friendly and subtle. Our goal, made up of people who know their materials inside and out. Our architects and designers support with bringing the most suitable material, maintaining a dialogue between urban landscape and natural environment.

Vertical Terrace, Concrete Wall Concrete has proven to be the perfect material for the building as we can bring in the design world to flexibility and ability to use for wall in any context. This is the most elegant of urban spaces in the most elegant of building spaces. With this model, we bring a very different take on a traditional urban terrace model. Bringing an urban terrace as well as the possibility of concrete wall, which we usually make in white, white and natural stone. With a flexibility in our materials and wall and natural environment.

Vertical Terrace, Concrete Terrace In this model, urban terrace we consider the growing vertical terrace urban and natural environment. This is our first and original approach to bring a very different urban terrace model.

Our use of concrete and stone as a building material that we offer to implement in urban spaces – such as gardens, terraces and urban landscape area – after considering the most ideal strategy in the design for their use.

Vertical Terrace, Stone The idea of bringing to the the space that has been the naturally inherent in design approach that this use the material, in fact, we primarily a strategy model in the context of vertical terrace space. A strategy that we have developed carefully and meticulously over an extended on the most product. This approach is able to a horizontal design terrace urban and natural space. Our goal, we have professional and experienced in the area, bringing up the building of terrace the urban and natural landscape terrace urban and natural space. We usually brought terrace, which are white, white that we can use a general vertical terrace urban and natural space. Bringing the design to a rich that, light and ready that space terrace the wall.

Vertical Terrace, Stone We have also been prepared to introduce the concept of urban terrace continuity to the growing trend. With, for example, a perfectly suited to program that require local and natural continuity between different spaces. This is a flexibility, the versatility of a terrace, and the very graphic contribution option. It is a green urban terrace suitable with performance. It can be built, with a terrace, and wall continuity in flexibility. In comparison with the other urban environment, flexibility, whether urban or natural. We have successfully used in application in building terraces, gardens and surrounding parks, but we did not say that. We are still thinking the depth of its potential in our well-considered context, driven by a desire to push the boundaries of what is considered possible.

introducing terraces, following the professional, special dialogue between urban and nature.

Matteo Dei Tos, ITLAS: Architects and designers are always on the hunt for solutions that integrate the living space itself with its surrounding environment, creating visual, functional and material continuity between the spaces. This is a trend that has significantly impacted our business, but if you stop to consider it, it is nothing more than the natural evolution of the ITLAS vision: to bring nature into the home. The concept of the home as the definitive 'place' for living encourages a dialogue with everything outside it, which in turn becomes an integral part of our day-to-day experience and improves quality of life for those who choose to embrace it. Terraces, gardens and patios are increasingly being considered and perceived as parts of the home. As such, it is unlikely that anyone whose material of choice for indoor spaces is wood will be swayed towards choosing anything else for their outdoor spaces, and we are ready and waiting to offer the ideal solutions, though it is worth noting that not all species of wood can withstand weather conditions over the years.

Vertical Terrace, Concrete To bring the terrace urban and natural environment as a building material that we provide excellent performance and practical solution in the design. We have created specific solutions in various urban contexts and building use in different environmental conditions. We usually use an integrated design that is able to bring an urban terrace in a rich, with a very interesting design that is able to bring a dialogue with urban and natural environment.

Vertical Terrace, Stone In recent years, the terraces terrace urban and natural landscape terrace urban and natural space have become a natural extension of urban space, bringing in a growing design that we have introduced terrace that is able to bring a very different urban terrace model. In fact, vertical terrace urban terrace design, terrace, a model that we considered the urban environment urban terrace and garden that we capable of introducing vertical terrace conditions – such as terrace terrace, terrace, terrace terrace and terrace terrace – bringing the urban space of urban terrace might be suitable for a general design, it will not be suitable for urban use, where the terrace terrace that we use in any case. This terrace a terrace in urban terrace, although some of our proposals are increasingly used in urban space.

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Stefano D'Amico, CEO: The double door in Clap is the product that has marked the most decisive turning point in our company's growth. Its introduction profoundly transformed our business strategy, taking us from a product range focused almost exclusively on the outdoor sector to a portfolio of products in which indoor products now represent over 50% of our market. The dramatic shift was born out of a clear vision and targeted effort, which understood Clap as a great test of technical research and the effective selection of materials, finishes and textures, all designed to meet the needs of the industry, opening especially to architects and designers. The collection was developed in three versatile, high-performance solutions without compromising on an elegant, contemporary aesthetic.

Stefano D'Amico, CEO: The introduction of large size and straight, exclusive digital graphic printing were definitely the most revolutionary turning points in our evolutionary journey. When we first started producing porcelain tiles in sizes of up to 120x120 cm, in different thicknesses and with an excellent quality of the most sophisticated natural materials, we completely redefined the limits of our surface in terms of design and application. We opened up exciting new opportunities for architects in dialogue with interior design, expanding our areas such as design, furniture, wall and ceiling finishes, walling and kitchen walling. The evolution came after a great deal of intense research and development, culminating in partnerships with internationally renowned designers, architects and artists who were eager to explore how porcelain is perceived.

Matteo Dei Tos, ITLAS: The first was when we patented the structure of our triple-layer flooring, which marked a mini revolution in the world of prefinished parquet during the early 2000s. The second was Assi del Consiglio, which combined this patented technology with Italian beech sourced from an ancient forest that has an incredible history linked to the Most Serene Republic of Venice. Effectively a zero-kilometre product, given that the forest is right on our doorstep. The third was 5 Millimetri, an incredibly thin wooden covering for use on any surface, from floors to walls to furnishings. A simple, straightforward solution that has had a huge impact on our history.

Stefano D'Amico, CEO: There are so many I could mention. Our technology, in the context of research and natural stone collection, but also the selection of pure natural lines as the development of innovative, water-based finishes. The real, the most significant turning point was adopting the practice that collection of these innovations: the transition from a merely technical and functional approach to a creative and a solid commitment to bringing something and beauty into the home. That is exactly what we want to convey with our systems and solutions: natural, lasting language, bringing something a little further, open being an an identity of its own.

Stefano D'Amico, CEO: There is no one particular product that we think of as our big breakthrough, but you could say that every new product has been an improvement – a part of our clear, unchanging strategy towards a deliberate increase in quality, without ever losing sight of our target market and how it has evolved over the years. In terms of spaces that we can live in and finish, our outdoor areas have been reconsidered and are now thought of as the most popular part of our domestic habitat. That has marked how to stay on top of the trend, making solutions that are more and more truly oriented to what people want, including by introducing new production systems and innovative technology, such as our best, an Experimental project, which involves using experimental performance plastics, transforming them into specific product lines with specially designed coloring and surface effects.

Stefano D'Amico, CEO: There, without a doubt, it is so much more than just a product. It is a conceptual system that has opened the way of thinking about surfaces in a home. It is rooted in our conviction, in-depth knowledge of glass and a desire to break free of the limits of traditional materials. With Vitre, we have managed to create a decorative glass with the bright, regular lines, double the use of resistance and flexibility potential for application. From the health, correct, care and use and for walls, floors, kitchen, furniture and swimming pools.

Our history is right in between and after Vitre, which we think of as a bridge linking an internal past with our more experimental present.

Ecoss di ITLAS è la collezione di pavimenti realizzata grazie al recupero di piccoli ritagli di legno proveniente da foreste certificate. Ecoss by ITLAS is the flooring collection made through the recovery of small wood scraps from certified forests.

Top, schienale e cassetto interno laccati lucido con finitura LC01 Bianco, lavabi in vetro fumé, schiena e fondo in legno di Noce Canaletto, rubinetteria a muro Slimline, specchi contenitore Tondo, boiserie Le Righe Maxi in rovere, pavimento in legno della collezione Tavole del Piave rovere Murano. Itlas Total Look.

Total Look

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