

# Concrete Works

Feel free to create



# Concrete Works

Feel free to create



Index



8 The Ark  
Microtopping®



12 Cube Apartment V-S,  
Site Kanaal  
Microtopping®



16 Silo in Copenhagen  
Microtopping®



20 Nærvær Restaurant  
Nuvolato Architop®



52 Private Villa  
Stamped Concrete  
Sassoitalia®



56 Penthouse M-DB  
Microtopping®



60 Loft Hřebenky  
Nuvolato Architop®



64 Private Villa  
Lixio®



24 UCCA Dune Art Museum  
Lixio® Plus  
Microtopping®



28 Korean traditional house  
Microtopping®



34 Poolhouse S-W  
Microtopping®



38 Steakhouse in Kiev  
Acid Stain



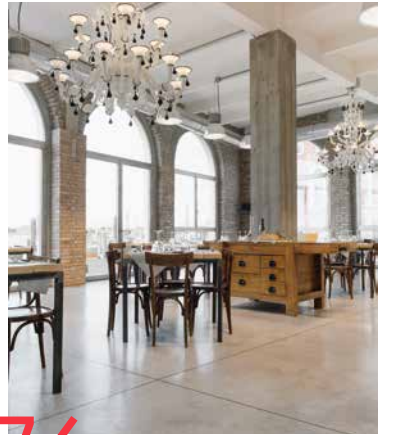
68 Cube Apartment M-M  
Site Kanaal  
Microtopping®



72 ACSA Restaurant  
Acid Stain



74 Private Villa  
Rasico®



76 Versus Meridianem  
Restaurant  
Nuvolato Architop®



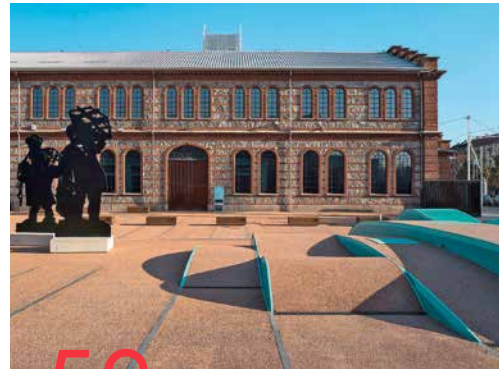
42 Garage Italia  
Nuvolato Architop®



44 Smart Government  
Office in Dubai  
Microtopping®



46 Mountain Messner  
Museum  
Nuvolato Architop®



50 OGR, Torino  
Sassoitalia®



80 Tirpitz Museum  
Ideal Wall®



84 Beach Resort  
in Maldives  
Lixio®



90 Novara Castle  
Nuvolato Architop®



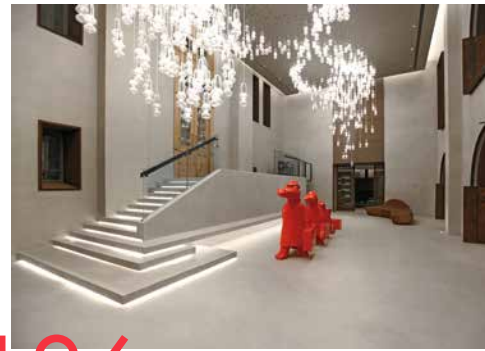
94 Private Villa  
Microtopping®



**100** Campo Torres Resort  
Sassoitalia®



**102** Fishzelenis Restaurant  
Microtopping®



**106** Kazan Palace Hotel  
Microtopping®  
Lixio®/ Purometallo



**114** Resort dei fiori  
Nuvolato Architop®



**140** Frudisiac café  
Microtopping®



**144** Private Villa in Croatia  
Acid Stain  
Sassoitalia®



**148** Audio Case  
Microtopping®



**150** Studio Boffa  
Microtopping®



**118** Dental Practice  
Lixio® Plus



**120** Villa Nemes  
Microtopping®



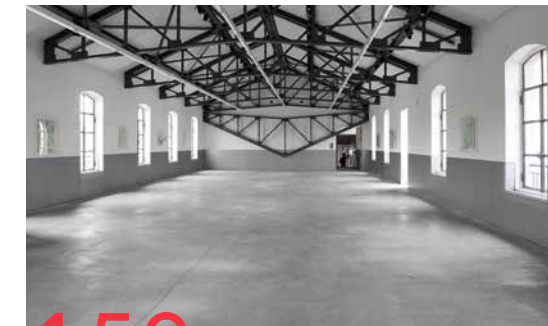
**124** Sport Club Ekipe  
Microtopping®



**128** Bonaveri Showroom  
Microtopping®



**154** Botanical Garden  
Stamped Concrete



**158** Prada Foundation  
Nuvolato Architop®



**160** Private House  
Lixio®



**164** Private Villa  
Rasico®



**130** Showroom in Belgium  
Microtopping®



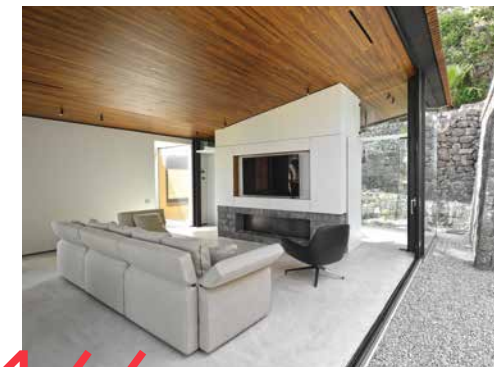
**132** Trullo  
Nuvolato Architop®



**136** Private Villa  
Sassoitalia®



**138** Palazzo Grassi  
Theatre  
Nuvolato Architop®



**166** Private Villa in Catania  
Microtopping®



**170** H<sub>2</sub>O Skate Shop  
Microtopping® +  
Acid Stain



**172** Hotel Neue Post  
Microtopping®



**176** Private Villa  
Sassoitalia®



**178** Food Market Eat's  
Acid Stain



**180** Private Villa in  
Budapest  
Microtopping®



**184** Nike Store  
Microtopping®



**186** Schüco Showroom  
Microtopping®



**188** Hotel  
Rasico®



**190** Private Villa  
Sassoitalia®



**192** Eataly  
Acid Stain



**196** Y-40 Swimming Pool  
Ideal Tix®



**198** Private Villa  
Microtopping®



**202** Private Villa  
Stamped Concrete



**204** Salomon Store  
Microtopping®



**206** B+B Offices  
Nuvolato Architop®

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

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

# The Ark

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

Microtopping®





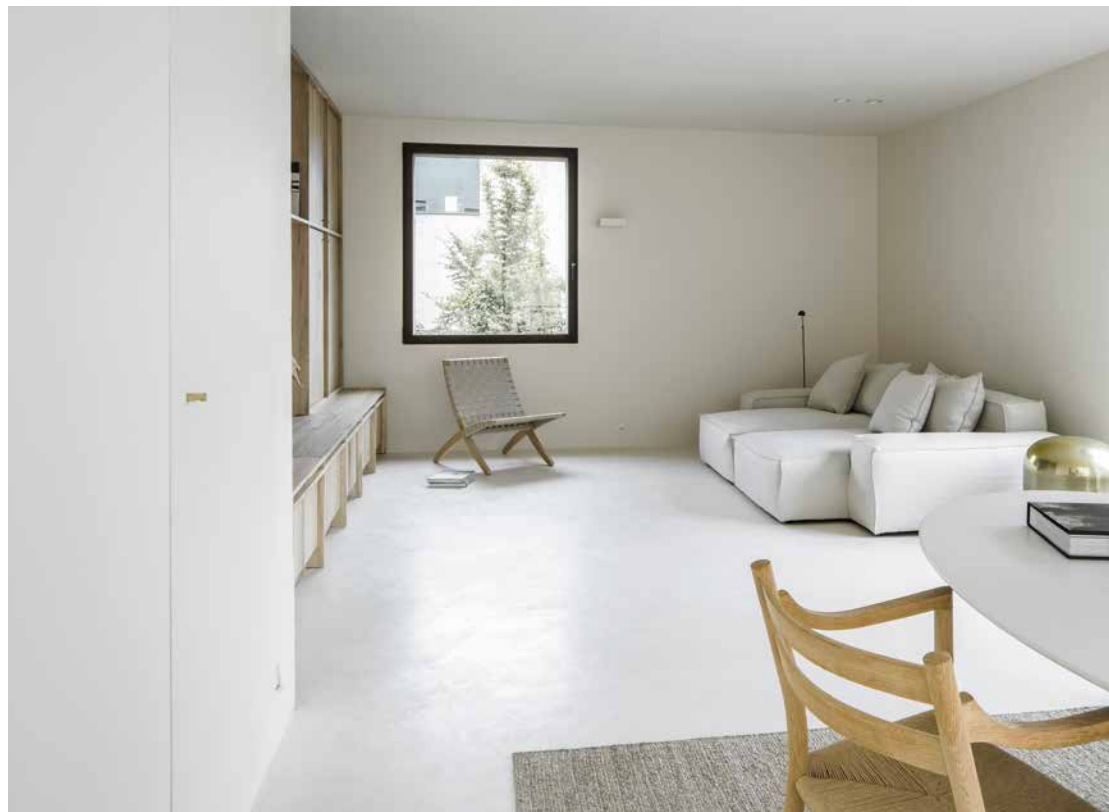
# Cube Apartment V-S Site Kanaal

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®

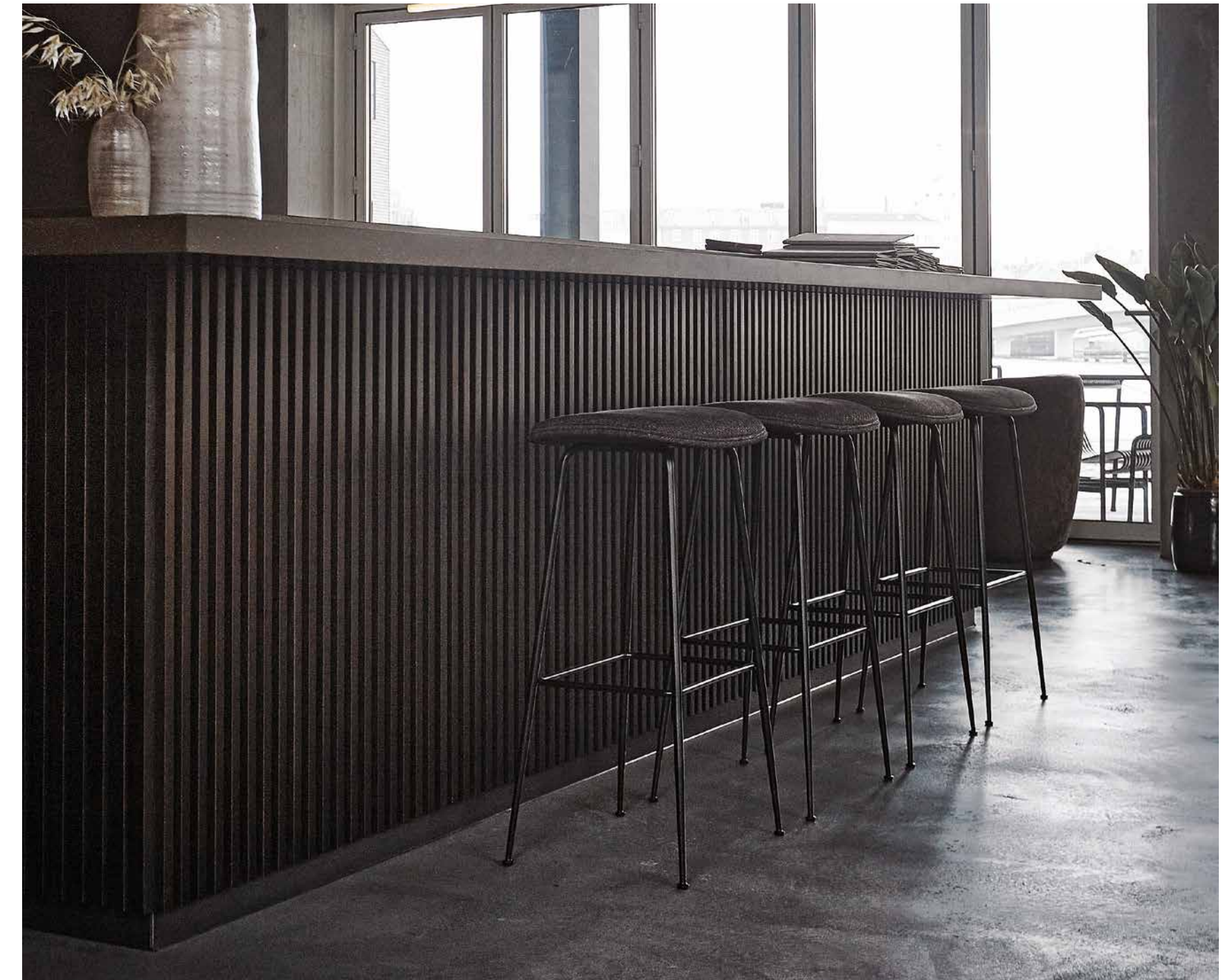




# Nærvær Restaurant

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

Nuvolato Architop®

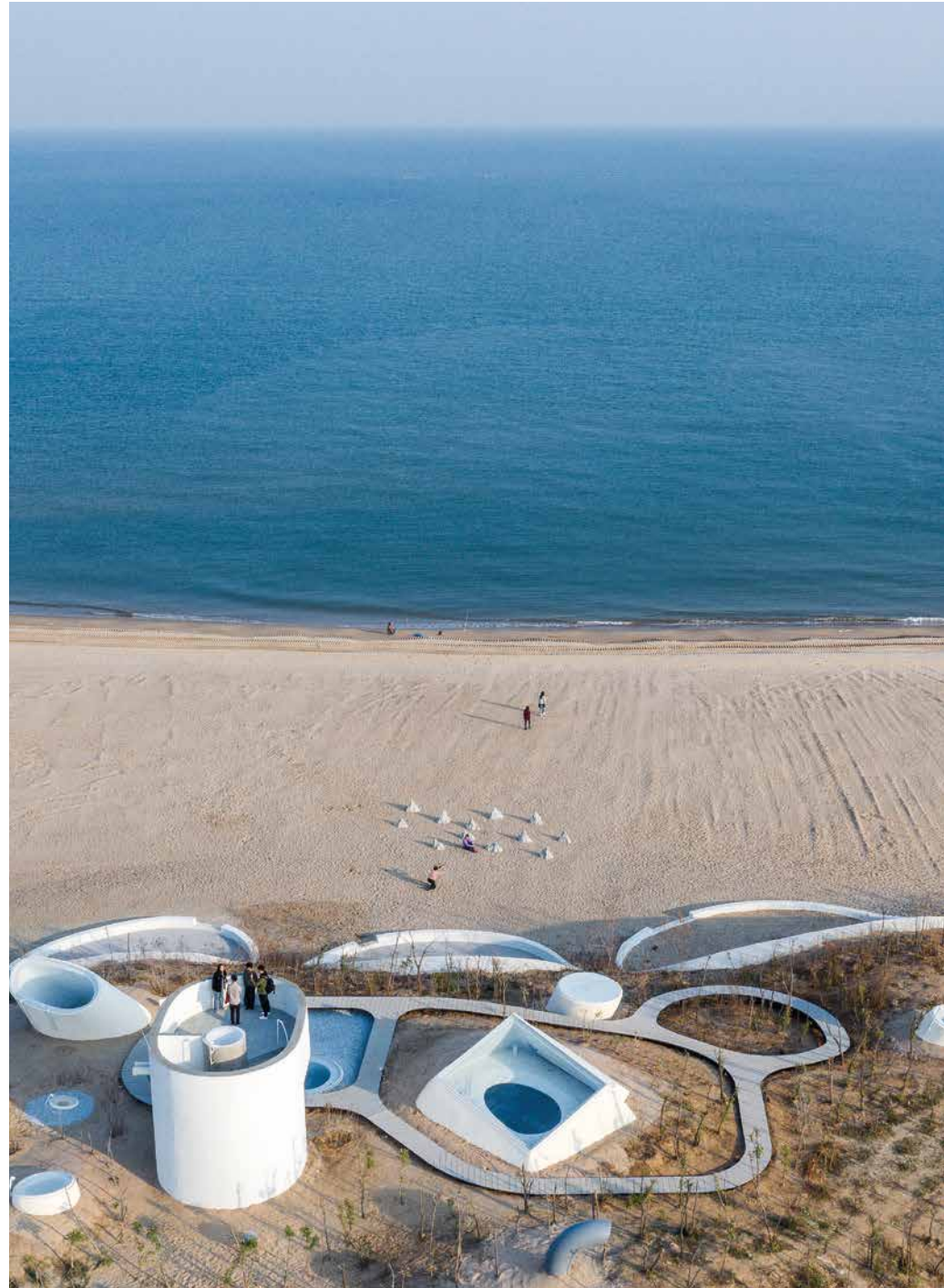




# UCCA Dune Art Museum

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

Lixio® Plus  
Microtopping®





# Korean traditional house

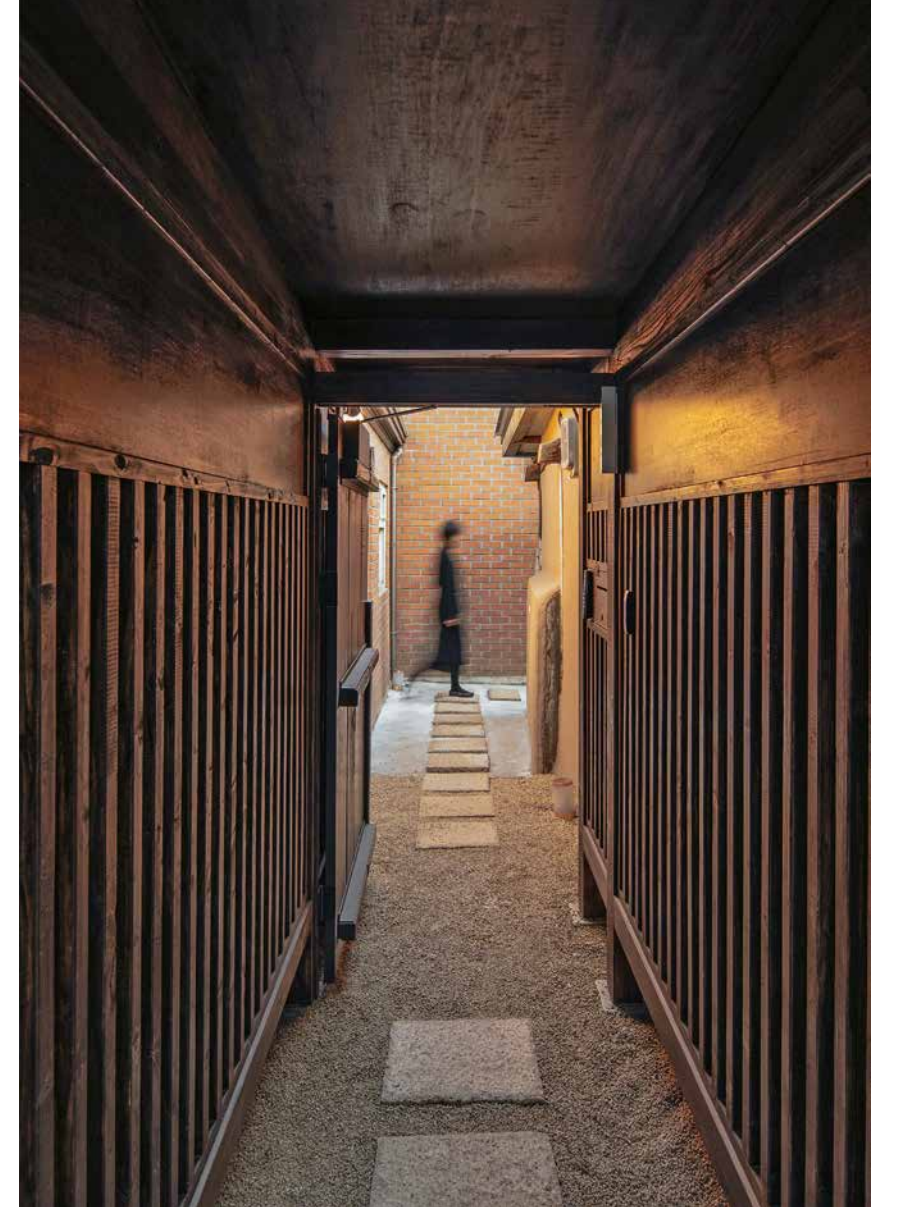
2019. Seoul, Korea  
Architect: [Z-Lab](#)  
Ph: [Texture on Texture](#)

Microtopping®





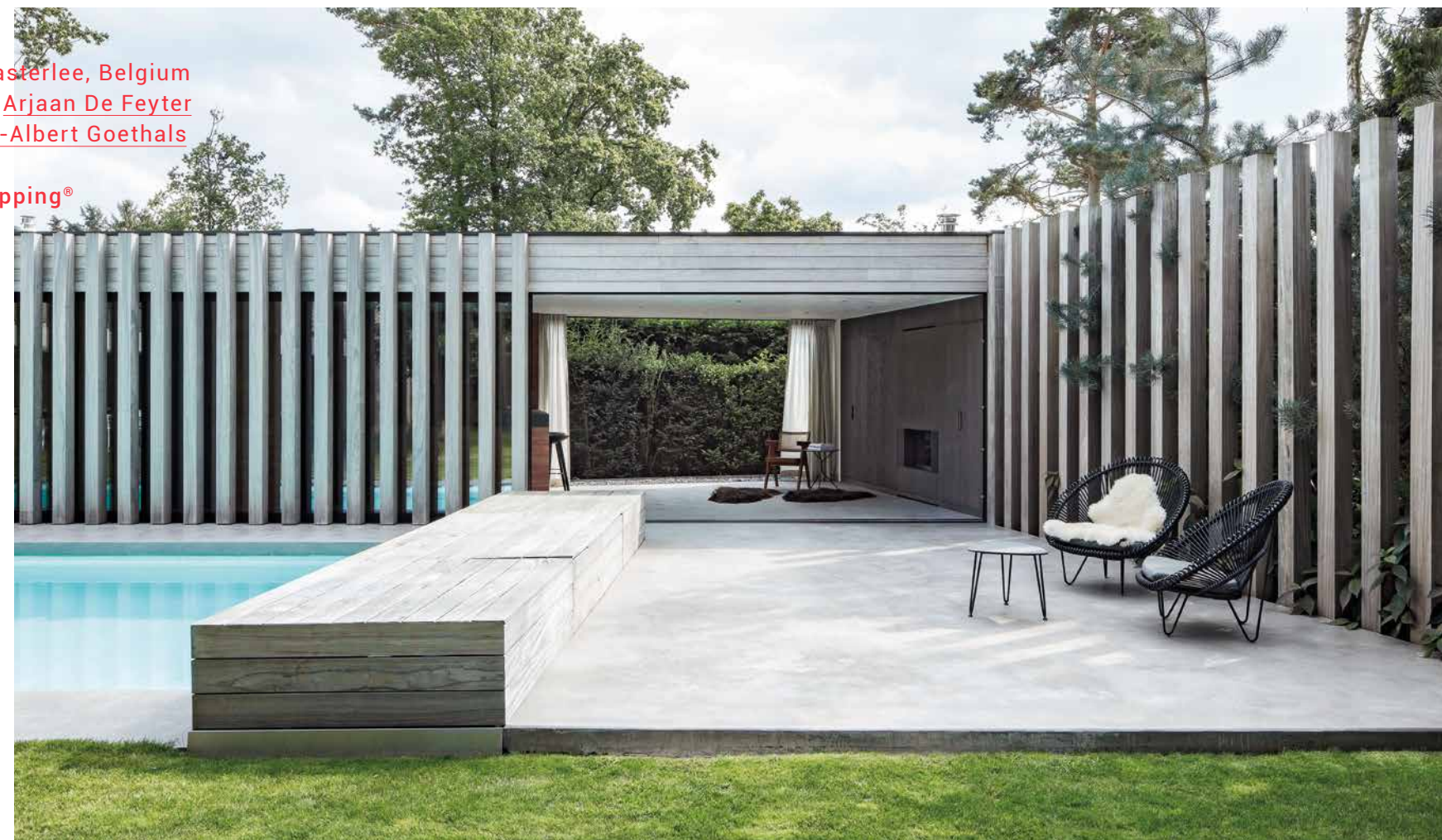


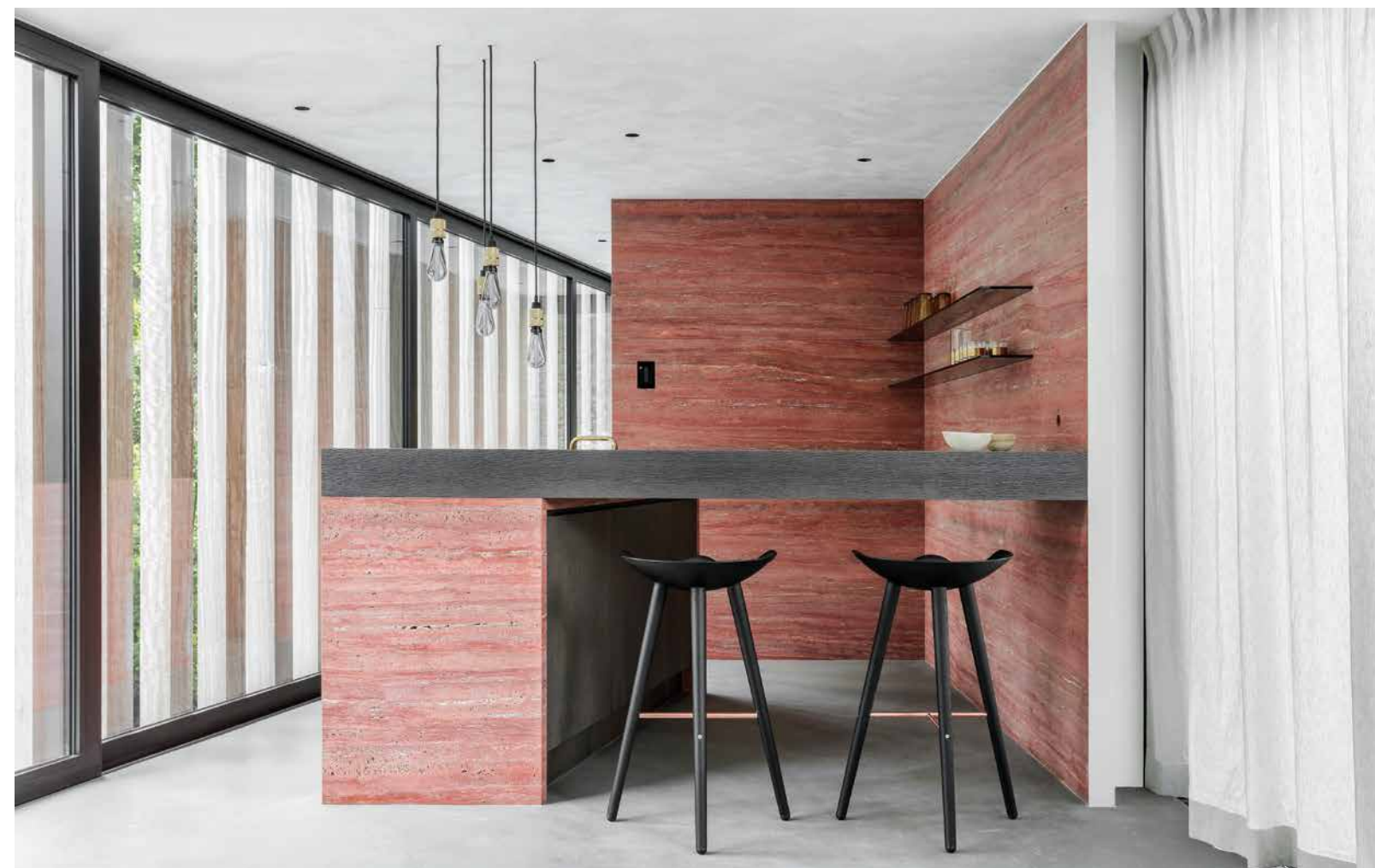


# Poolhouse S-W

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

Microtopping®





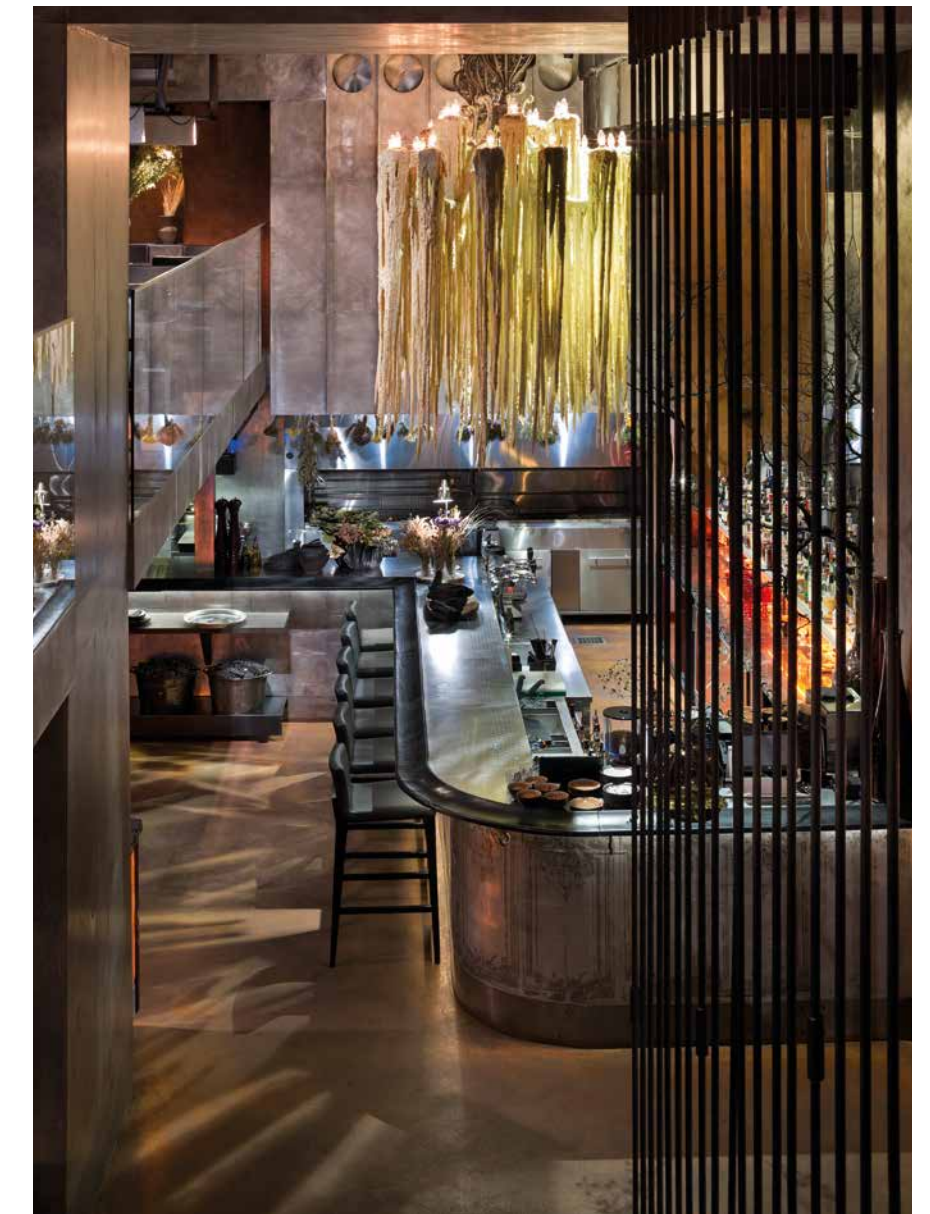
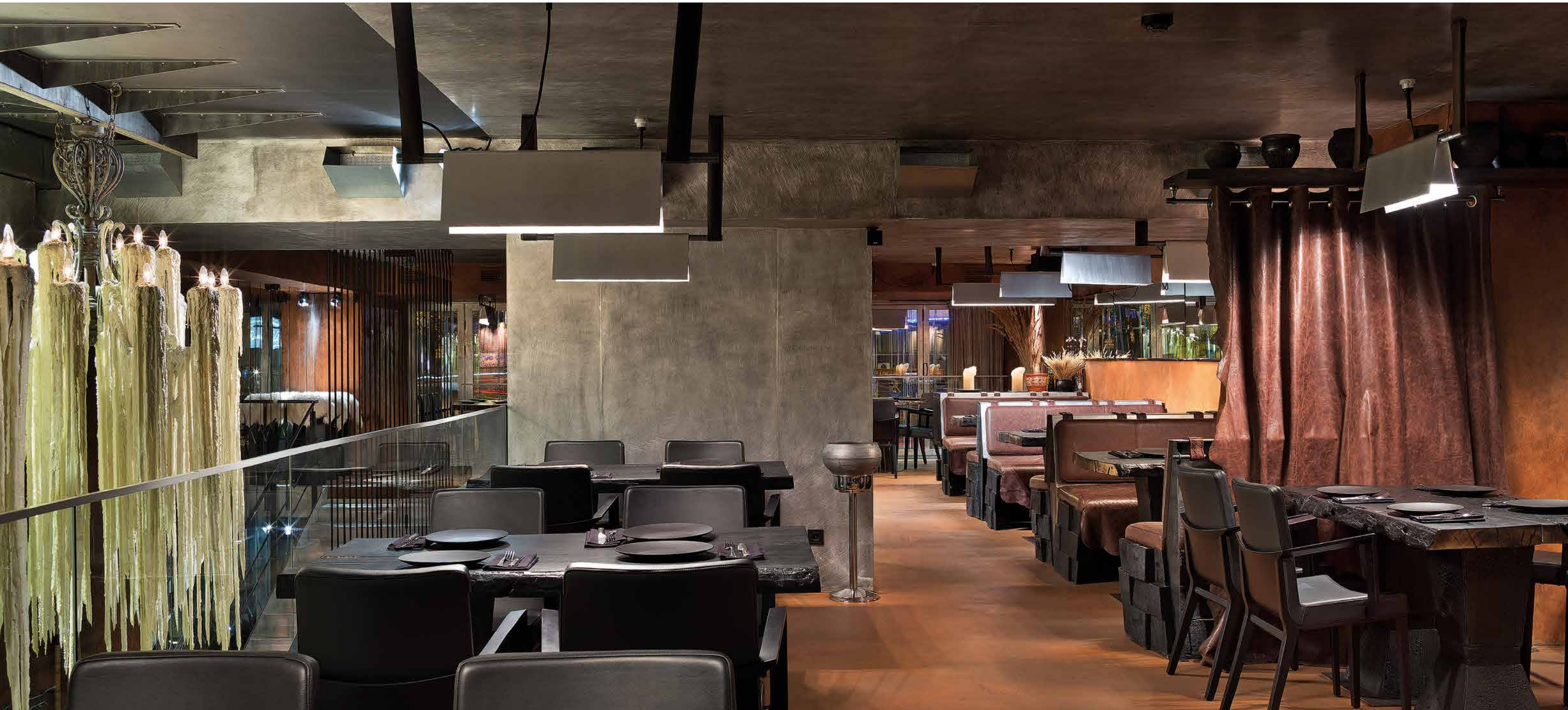
# Steakhouse in Kiev



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

Acid Stain





# Garage Italia

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

Nuvolato Architop®



# Smart Government Office in Dubai

2017. Dubai, United Arab Emirates  
Architect: [DWP studio](#)

Microtopping®





# Mountain Messner Museum

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

Nuvolato Architop®

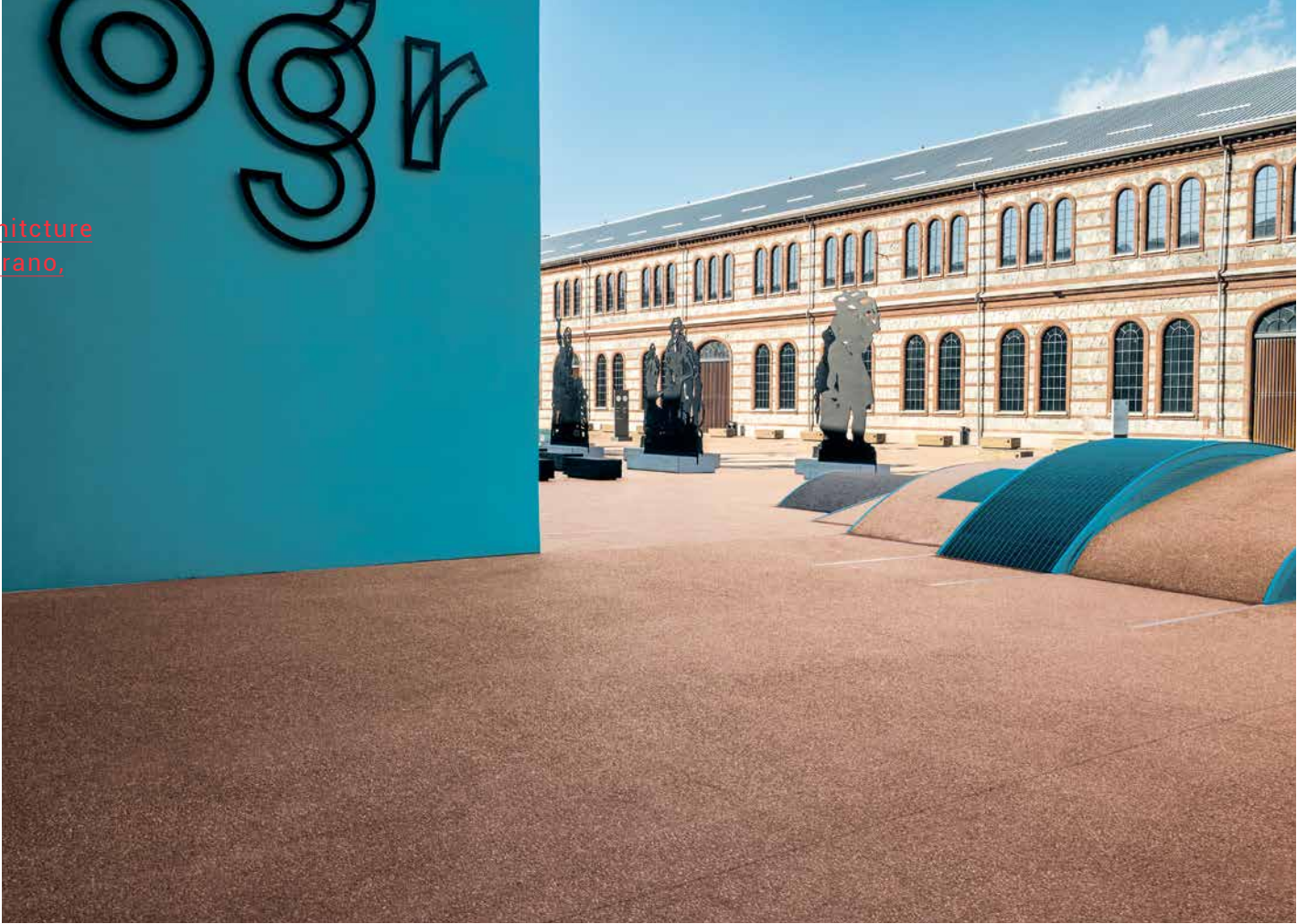




# OGR

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

Sassoitalia®

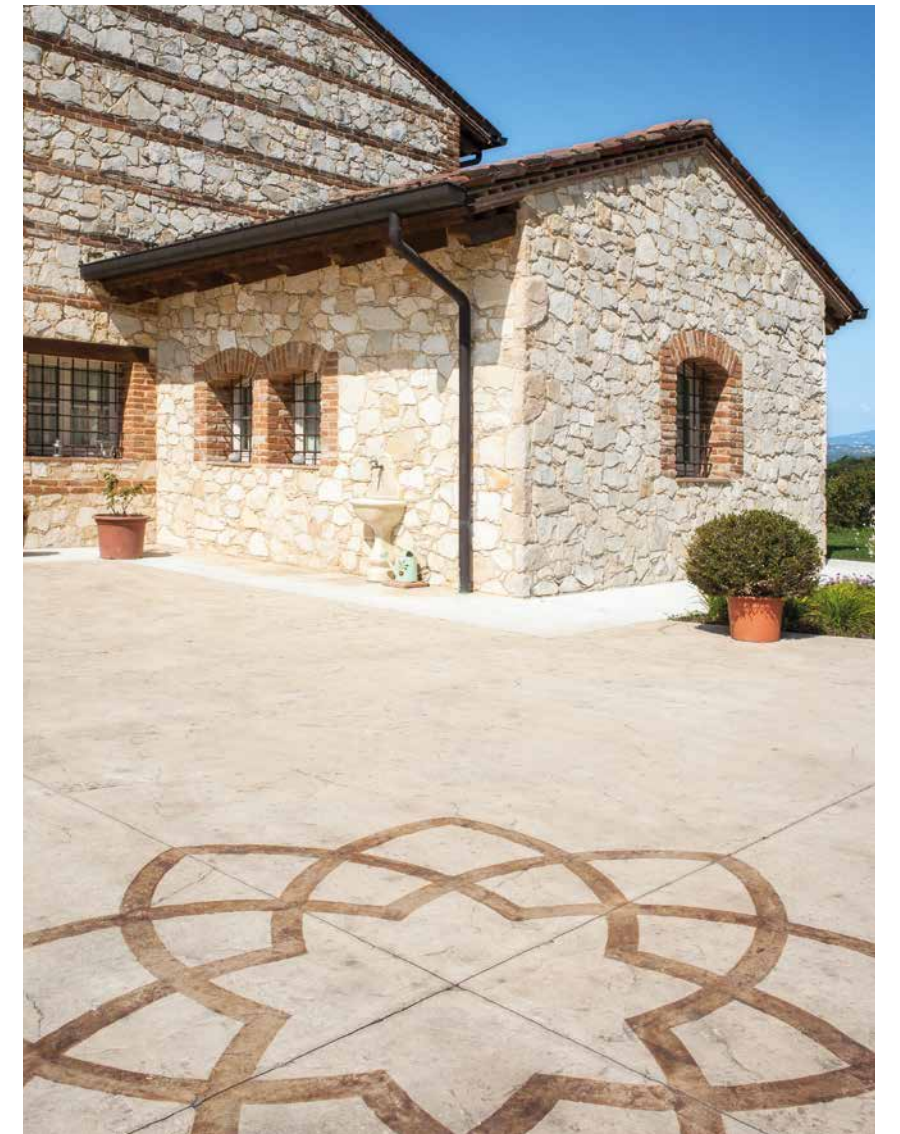


# Private Villa

2018. Emilia Romagna, Italy

Stamped Concrete  
Sassoitalia®



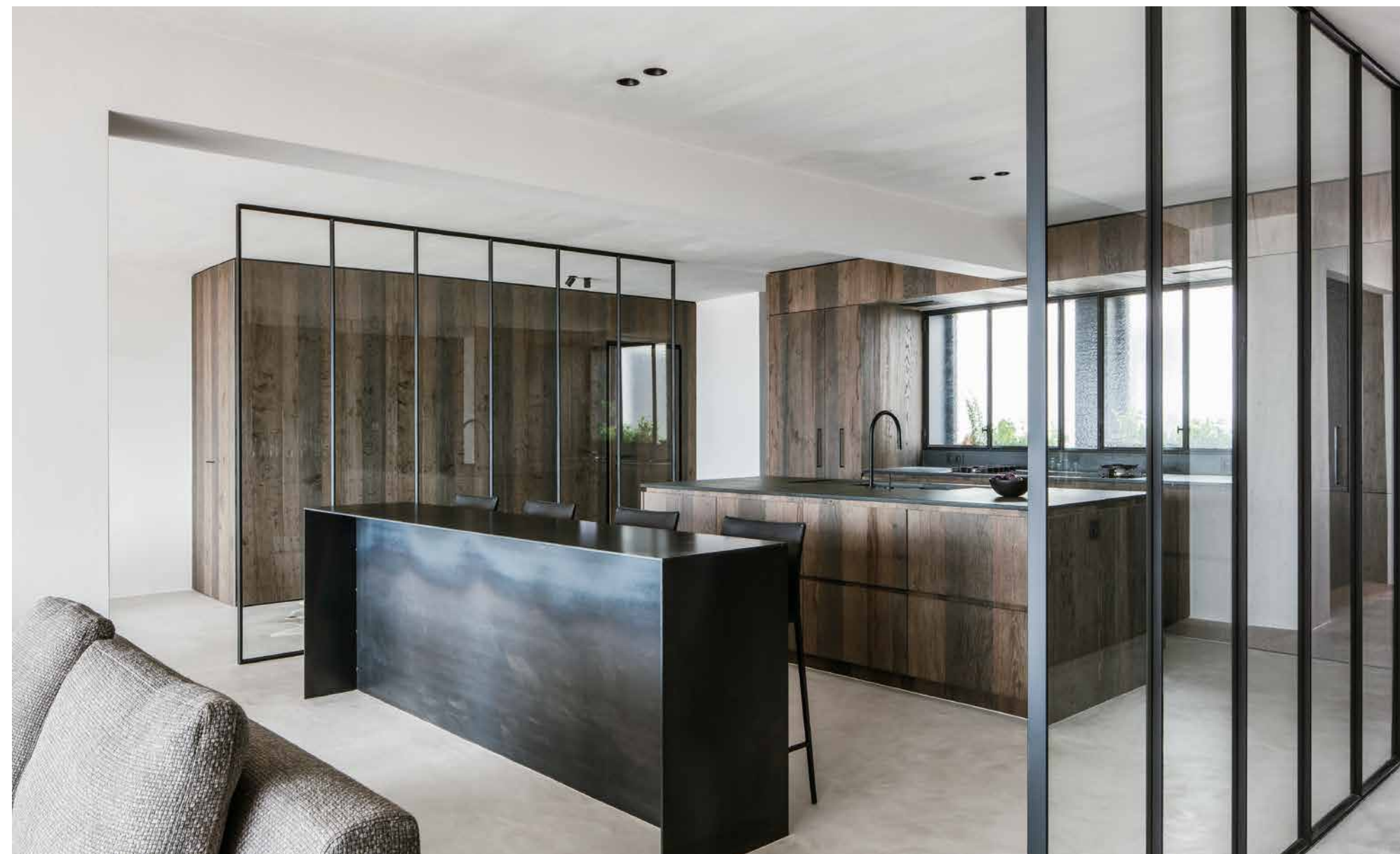


# Penthouse M-DB

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

Microtopping®

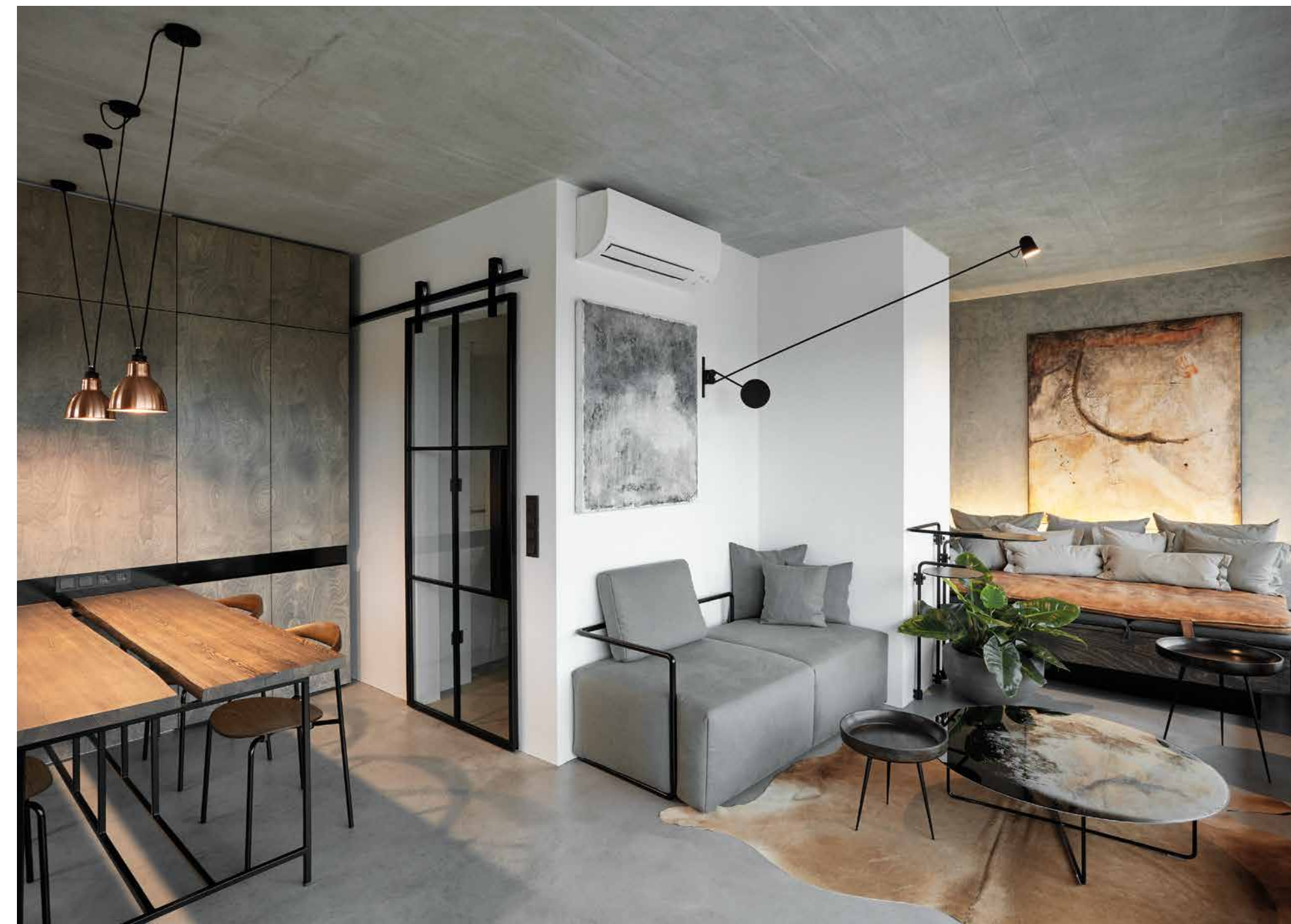




# Loft Hřebenky

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

Nuvolato Architop®







# Private Villa

2017. North of Italy

Lixio®

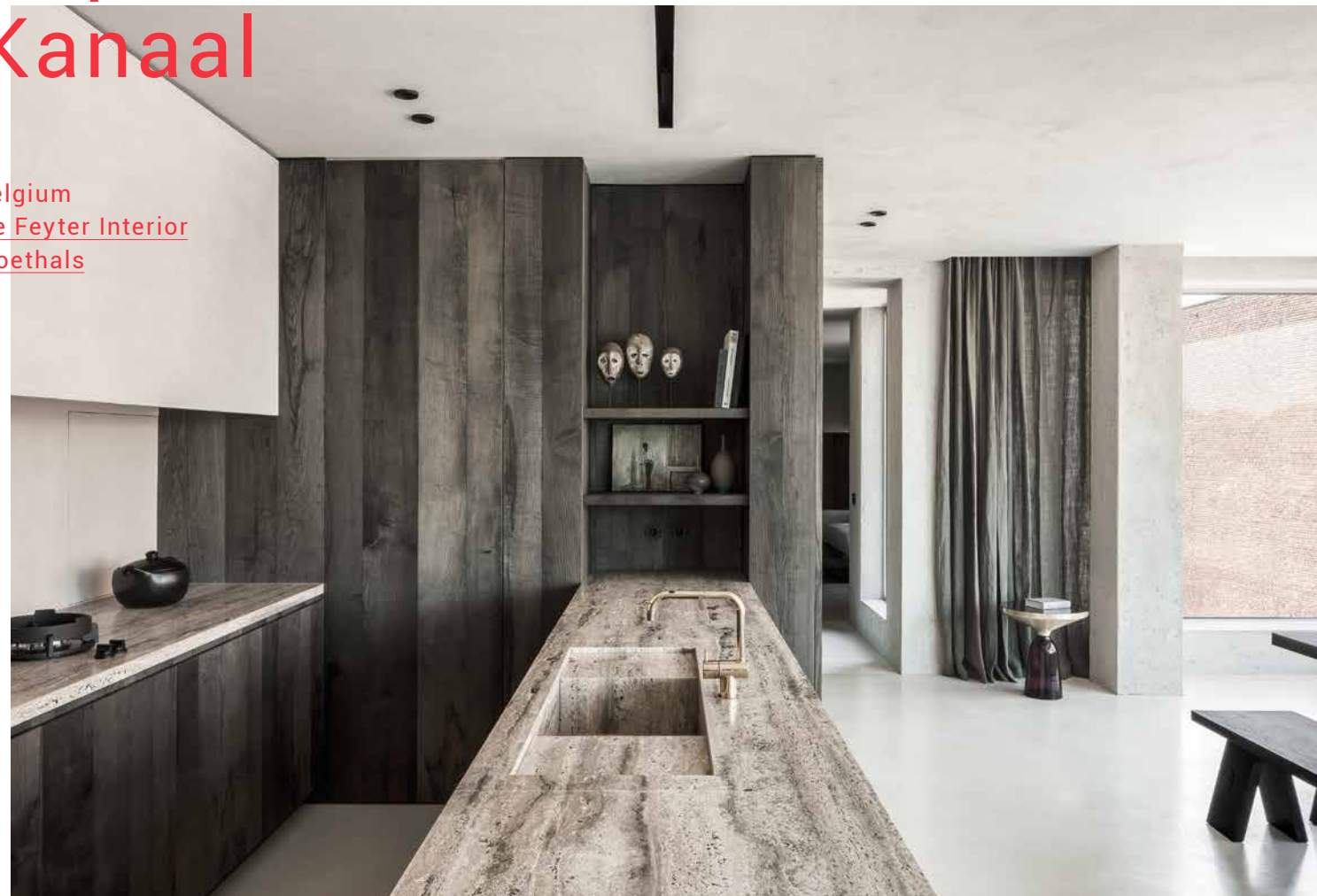




# Cube Apartment M-M Site Kanaal

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

Microtopping®





# ACSA Restaurant

2018. Craiova, Romania  
Design: [PickTwo](#)

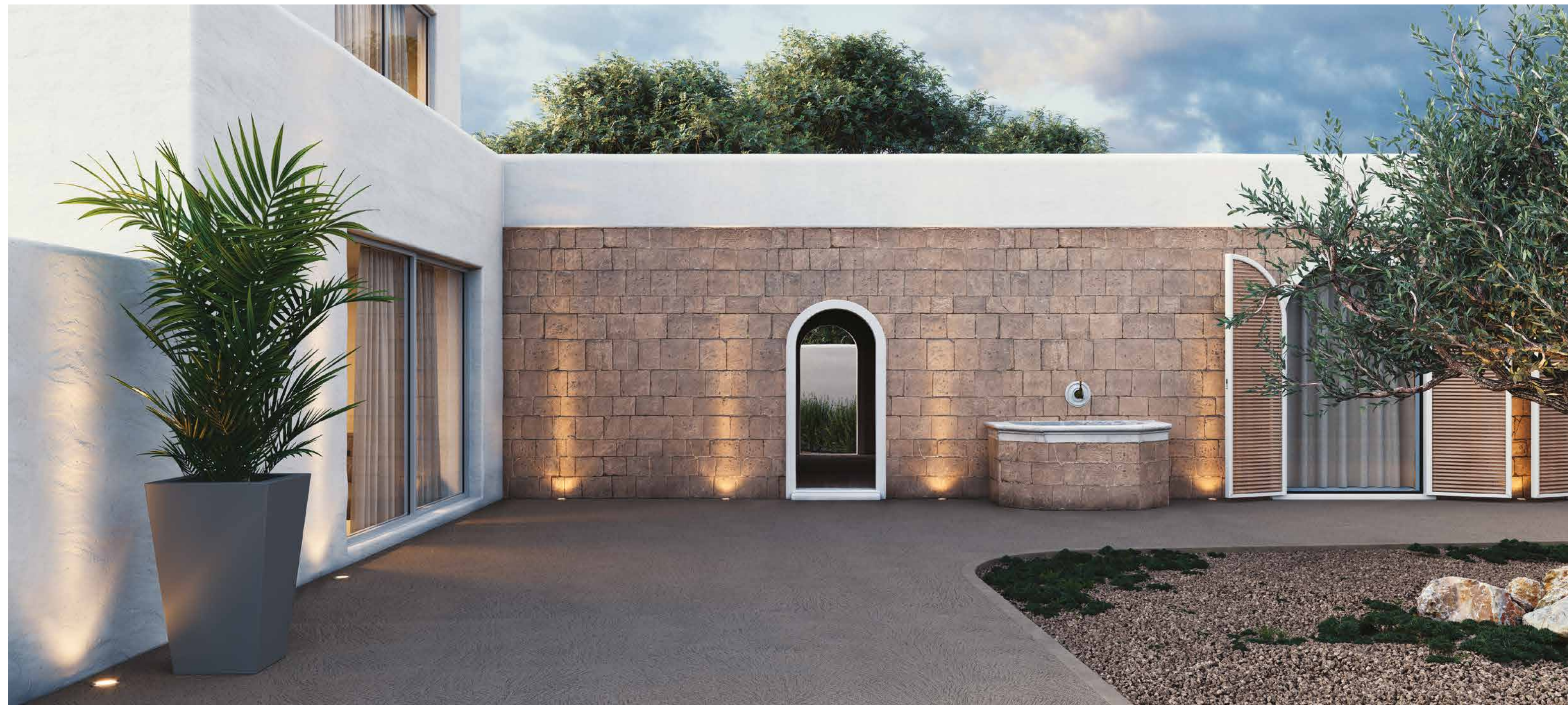
Acid Stain



# Private Villa

2017. Italy

Rasico®



# Versus Meridianem Restaurant

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

Nuvolato Architop®





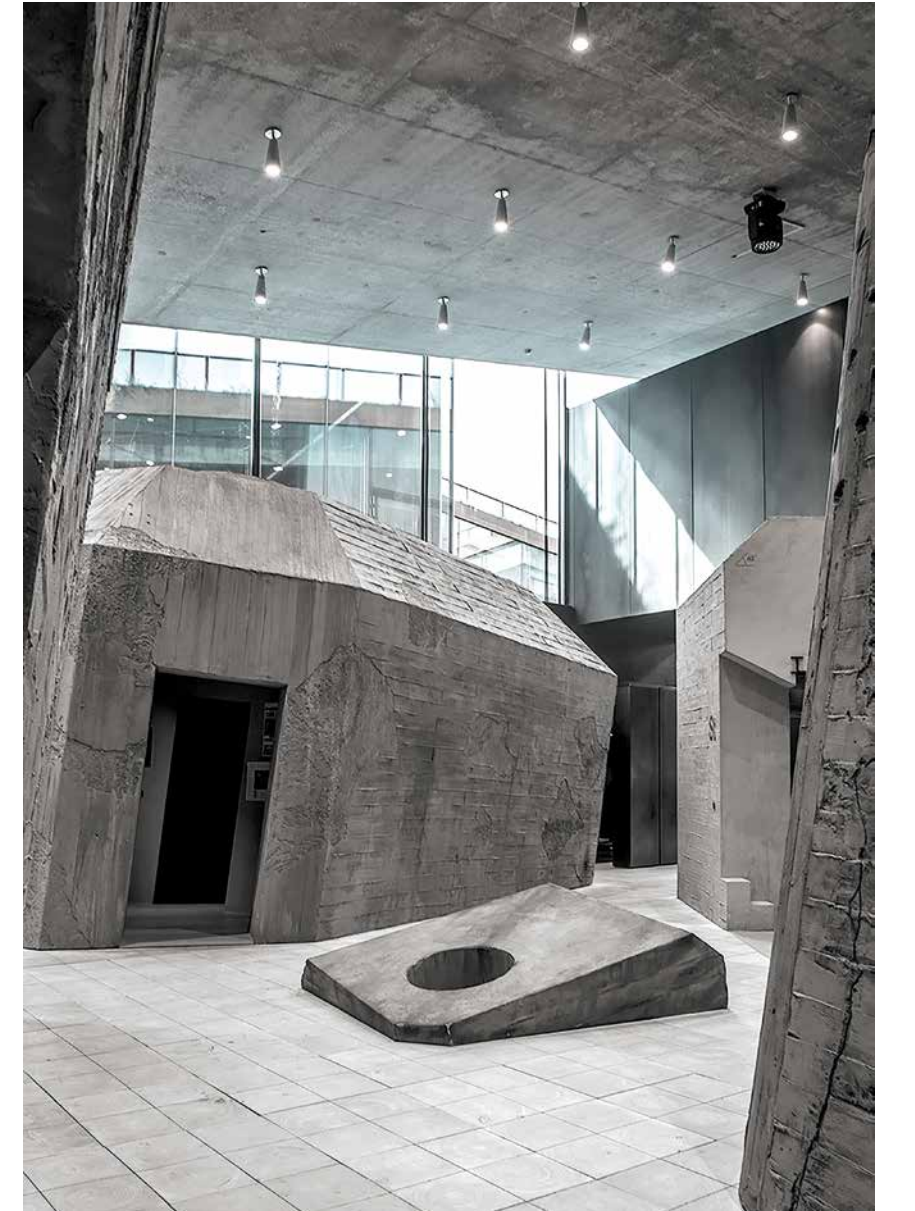
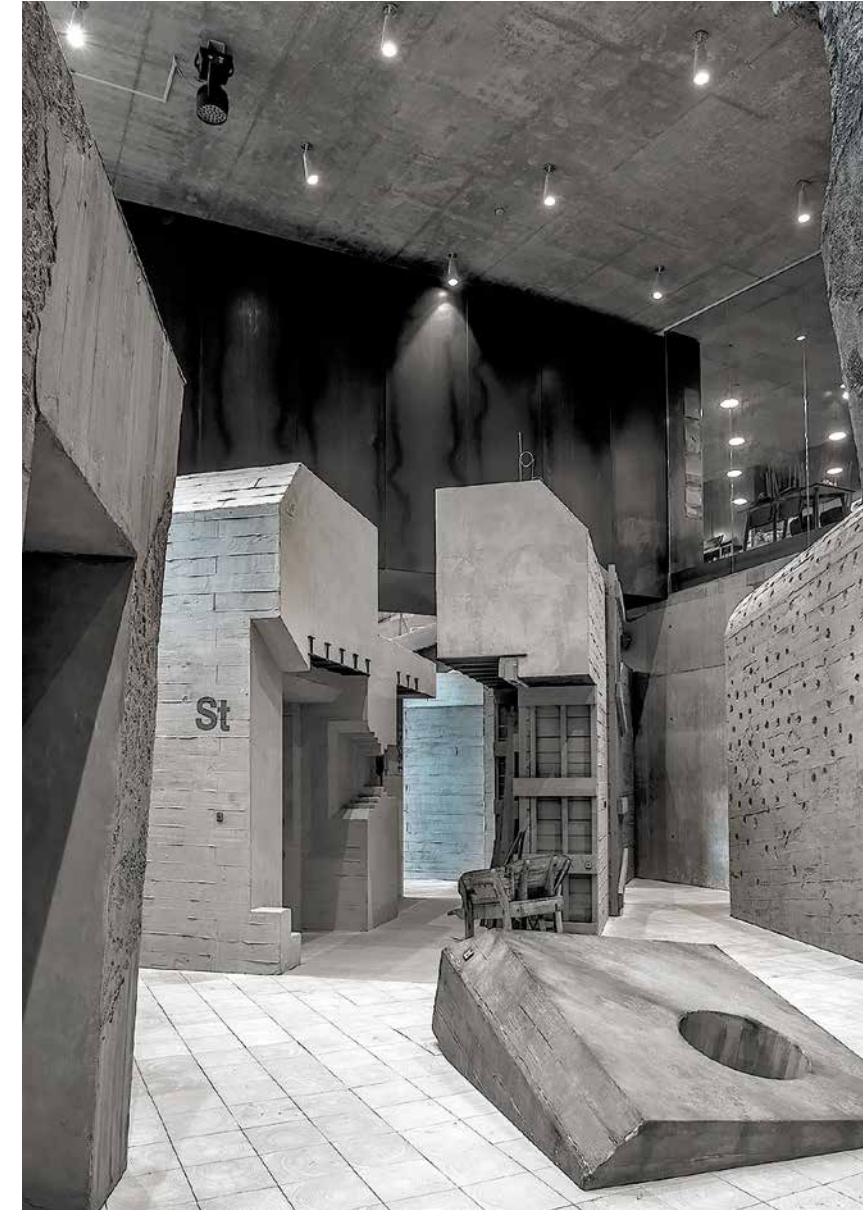


# Tirpitz Museum

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

Ideal Wall®



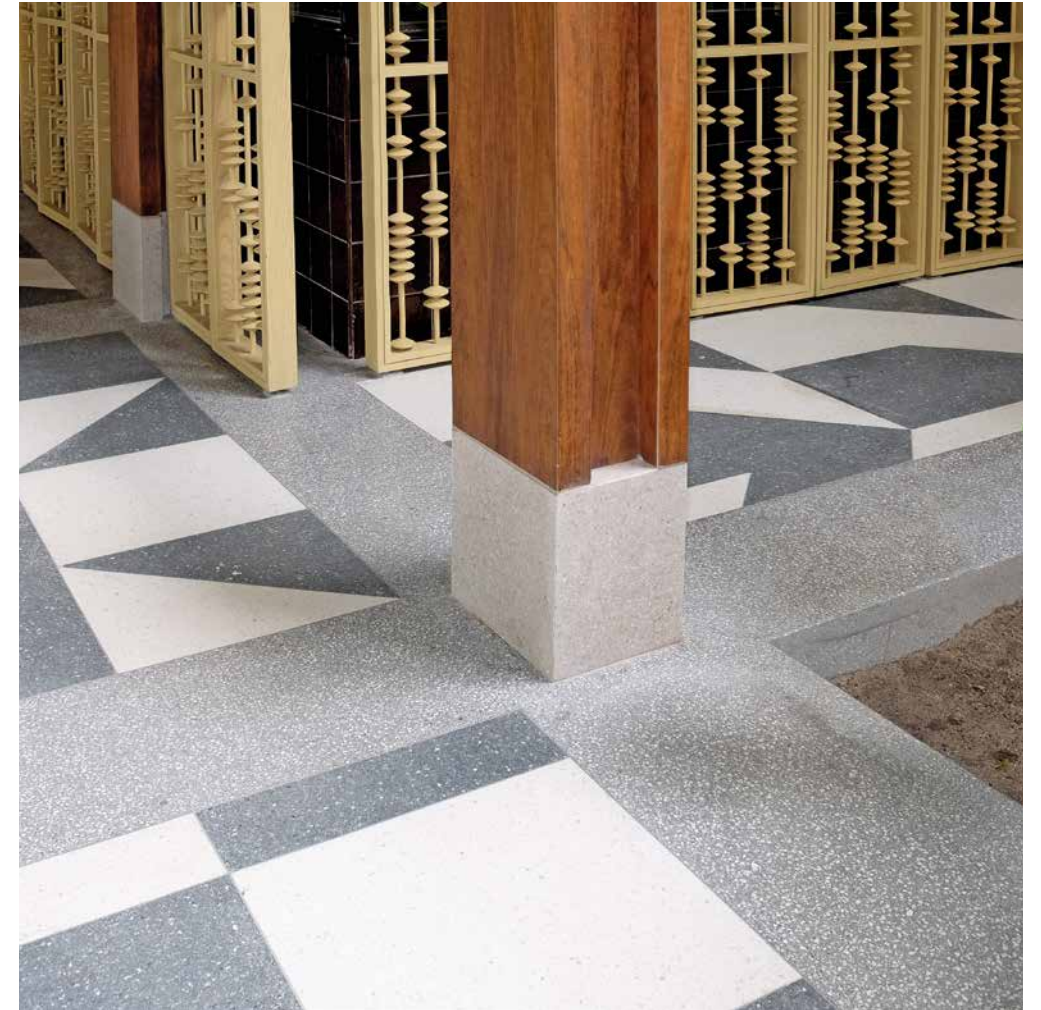


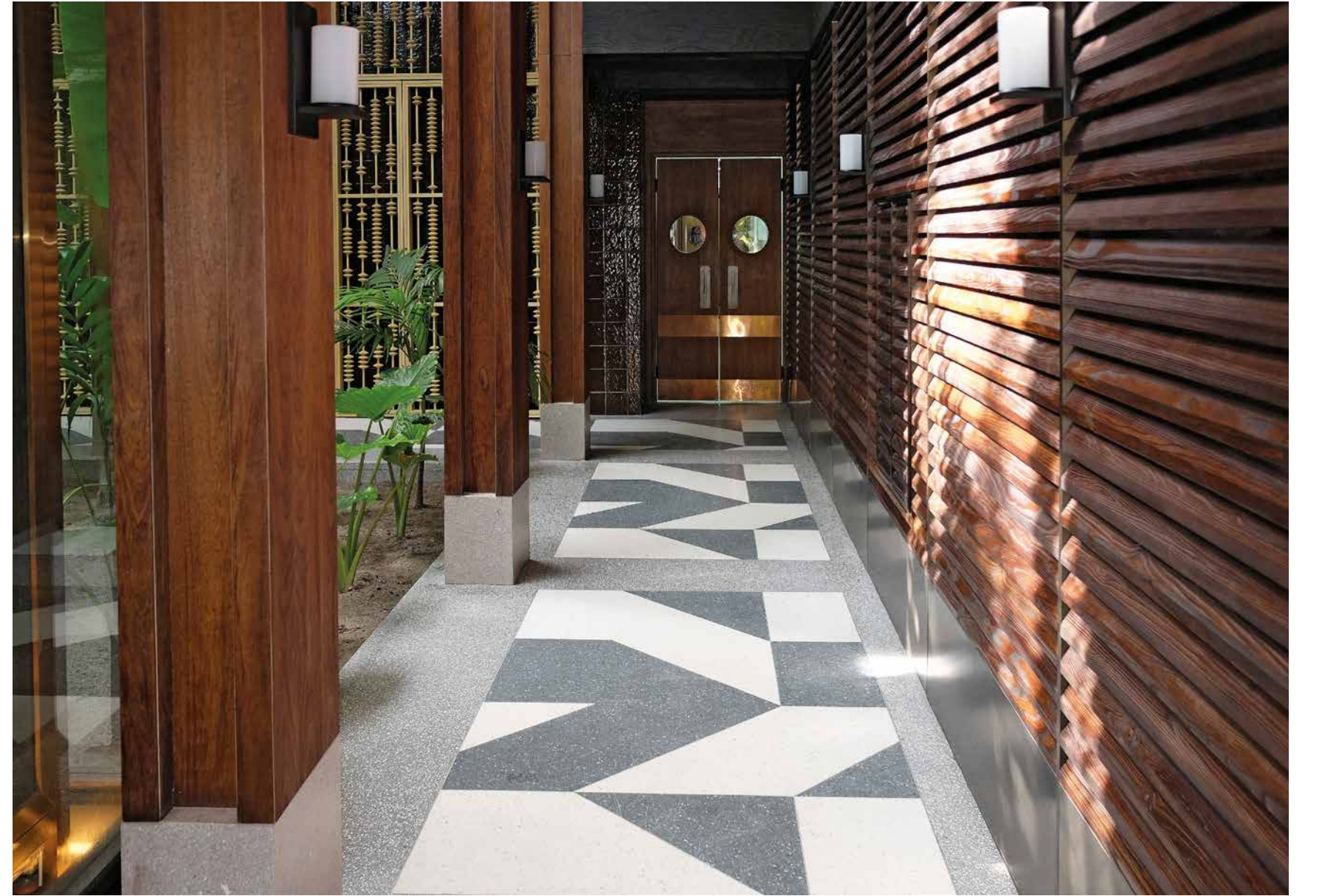
# Beach Resort in Maldives

2018. Maldives

Lixio®



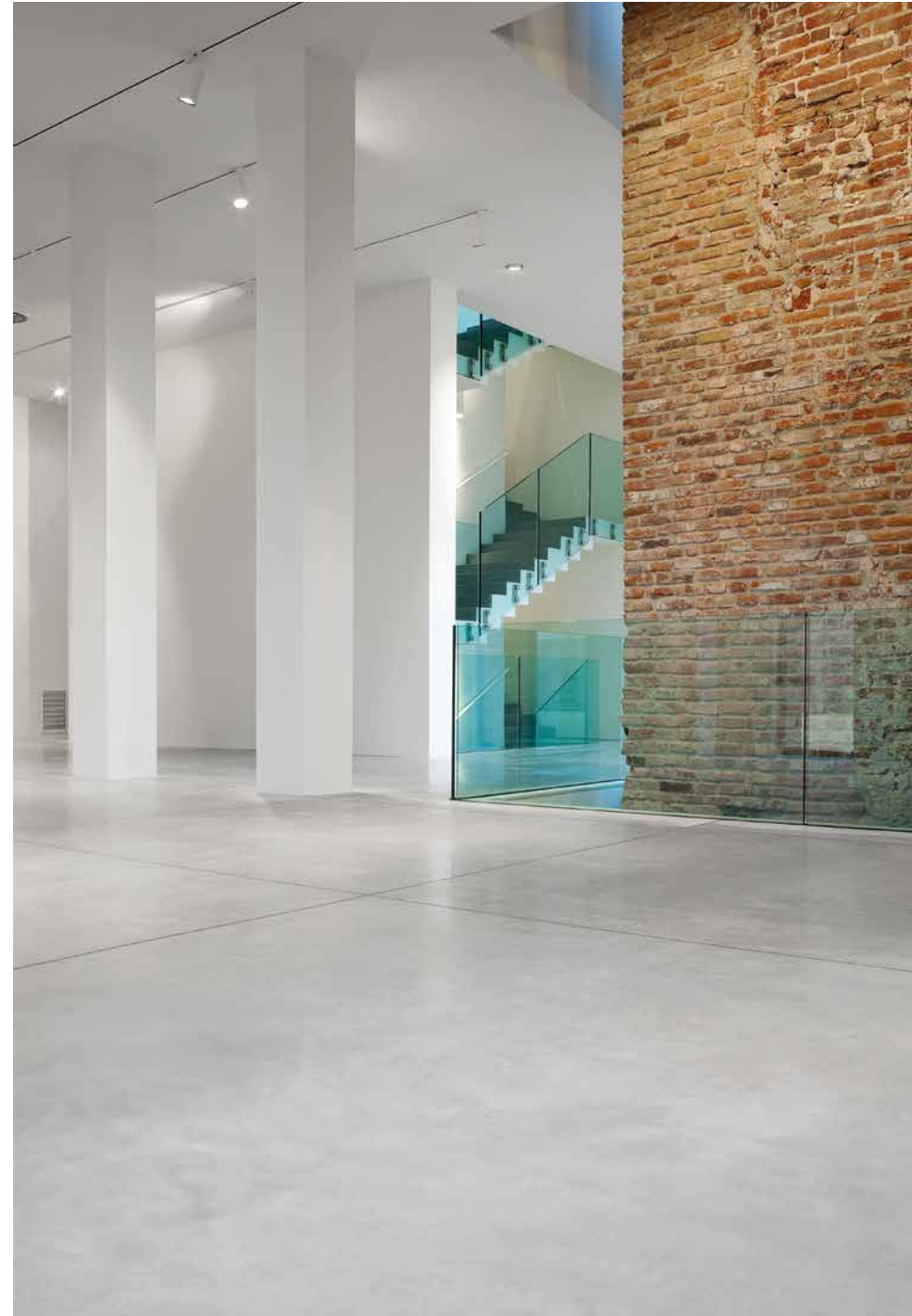


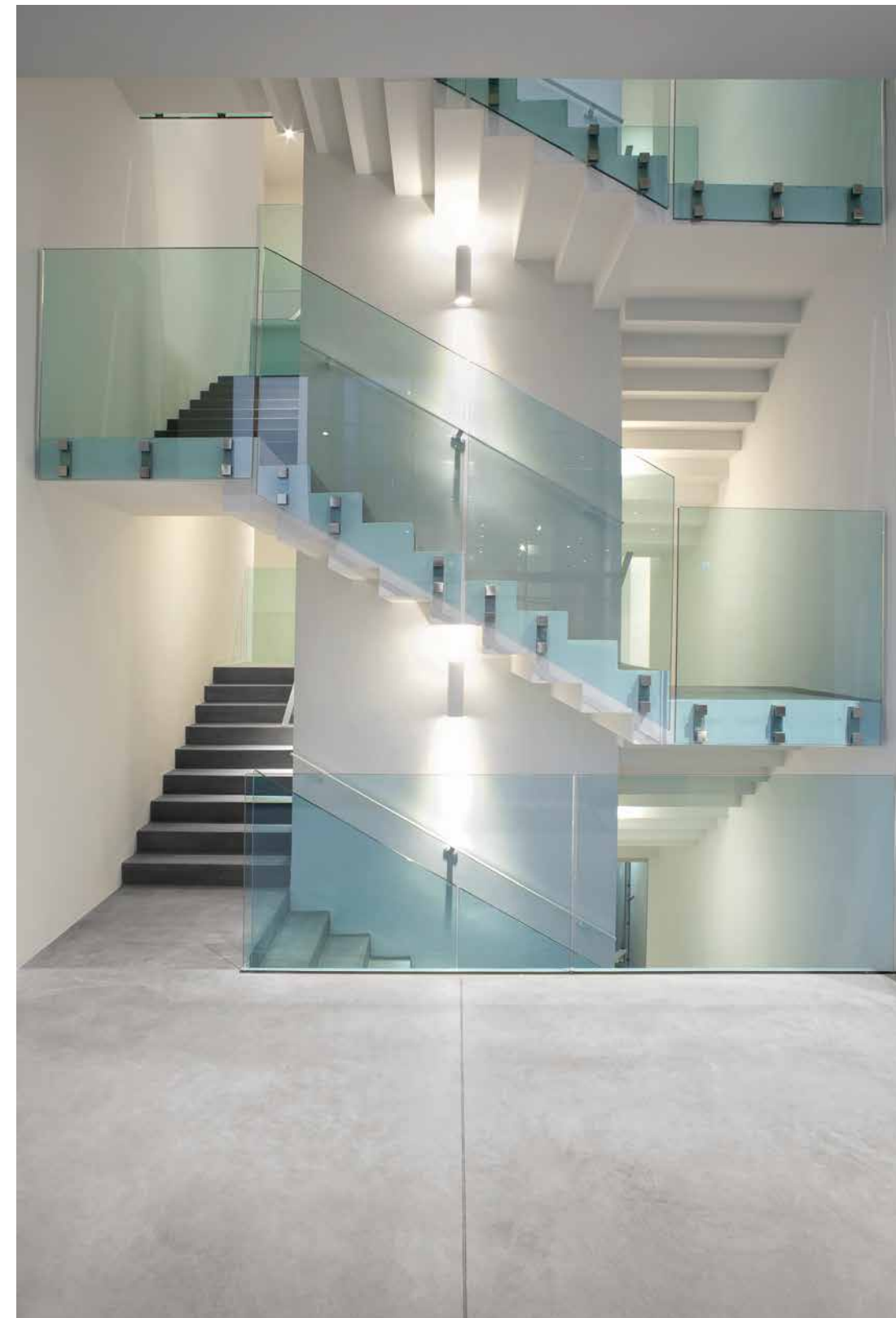


# Novara Castle

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 Cannaerts](#)

Microtopping







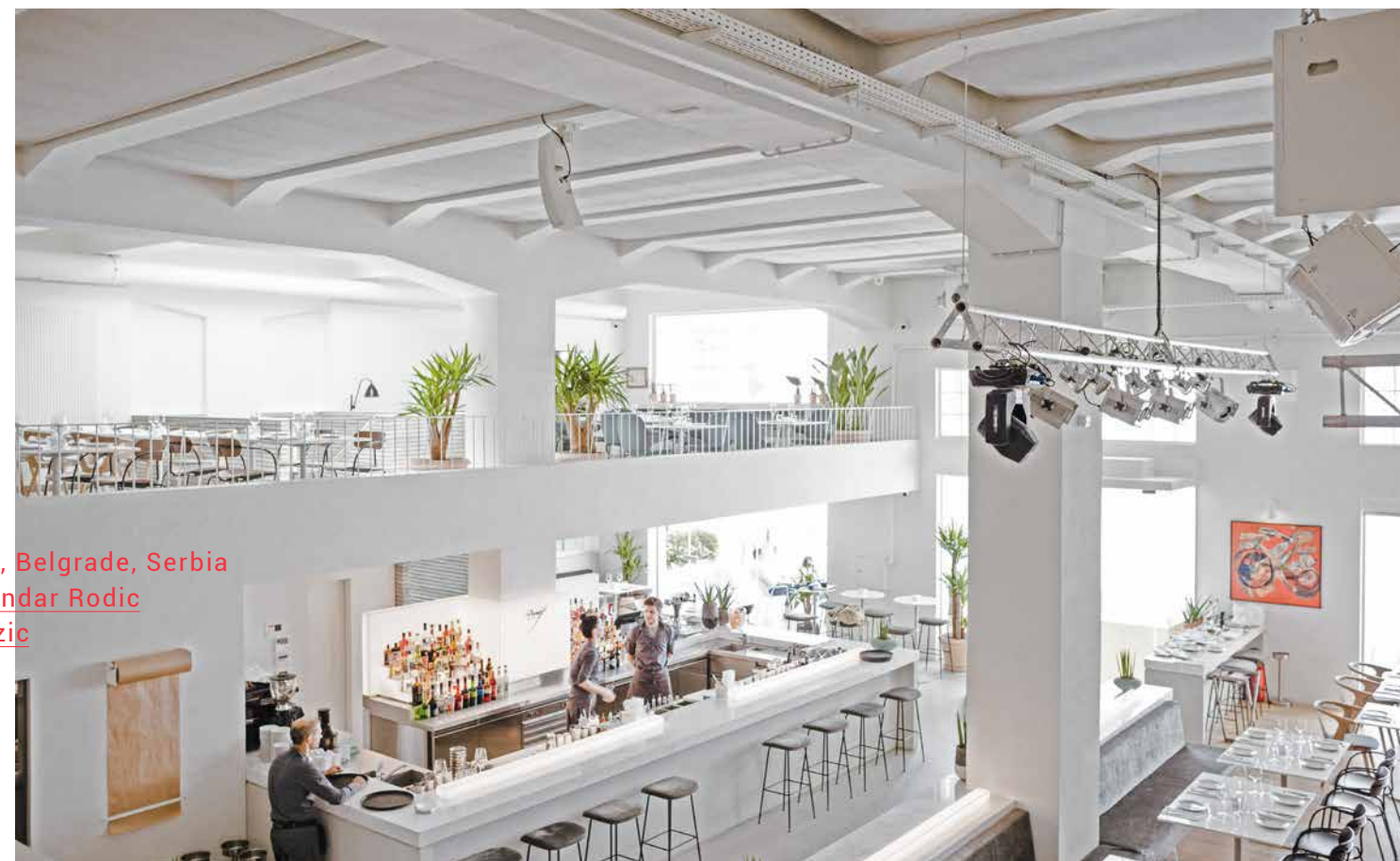
# Campo Torres Resort

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®

104

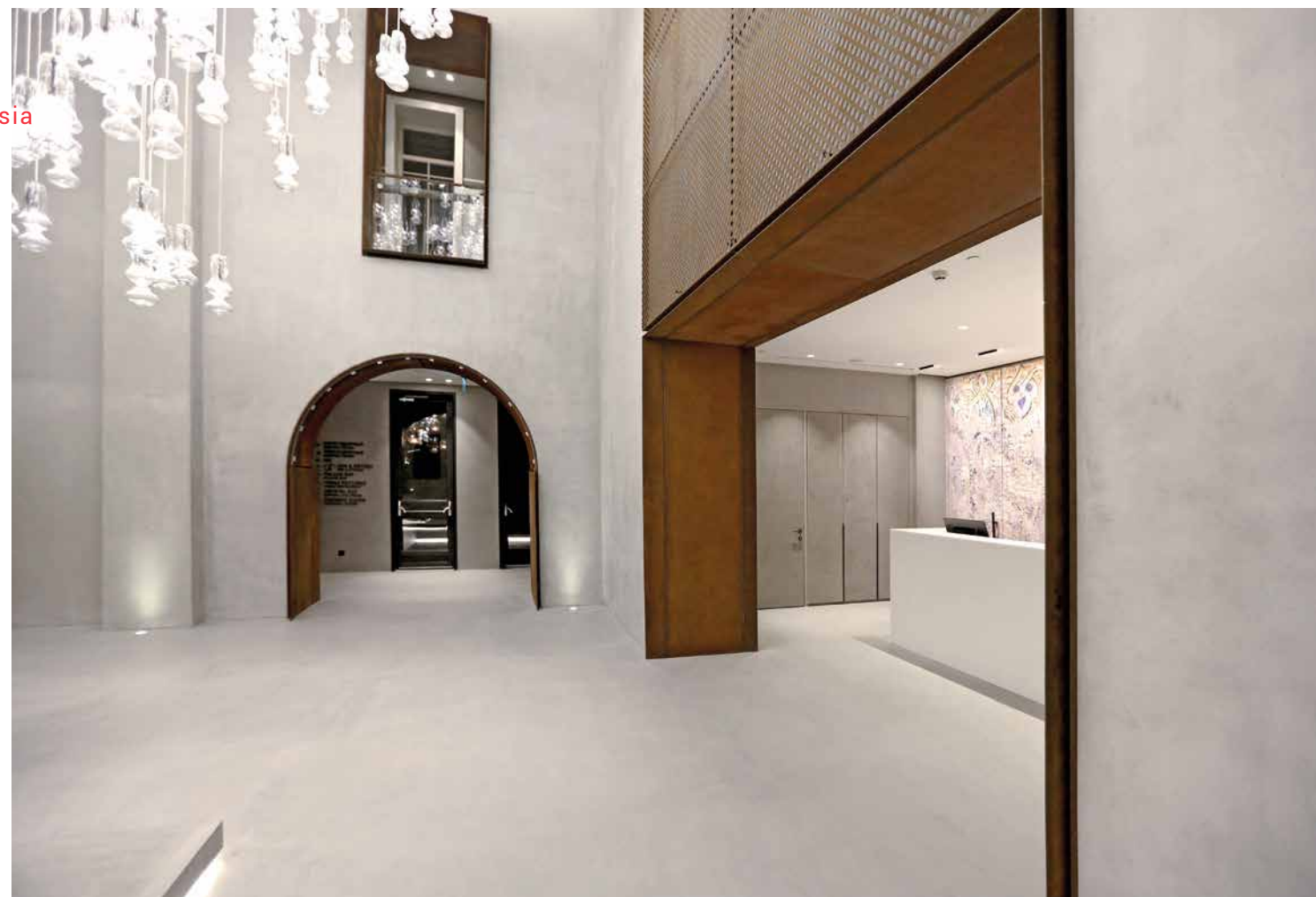


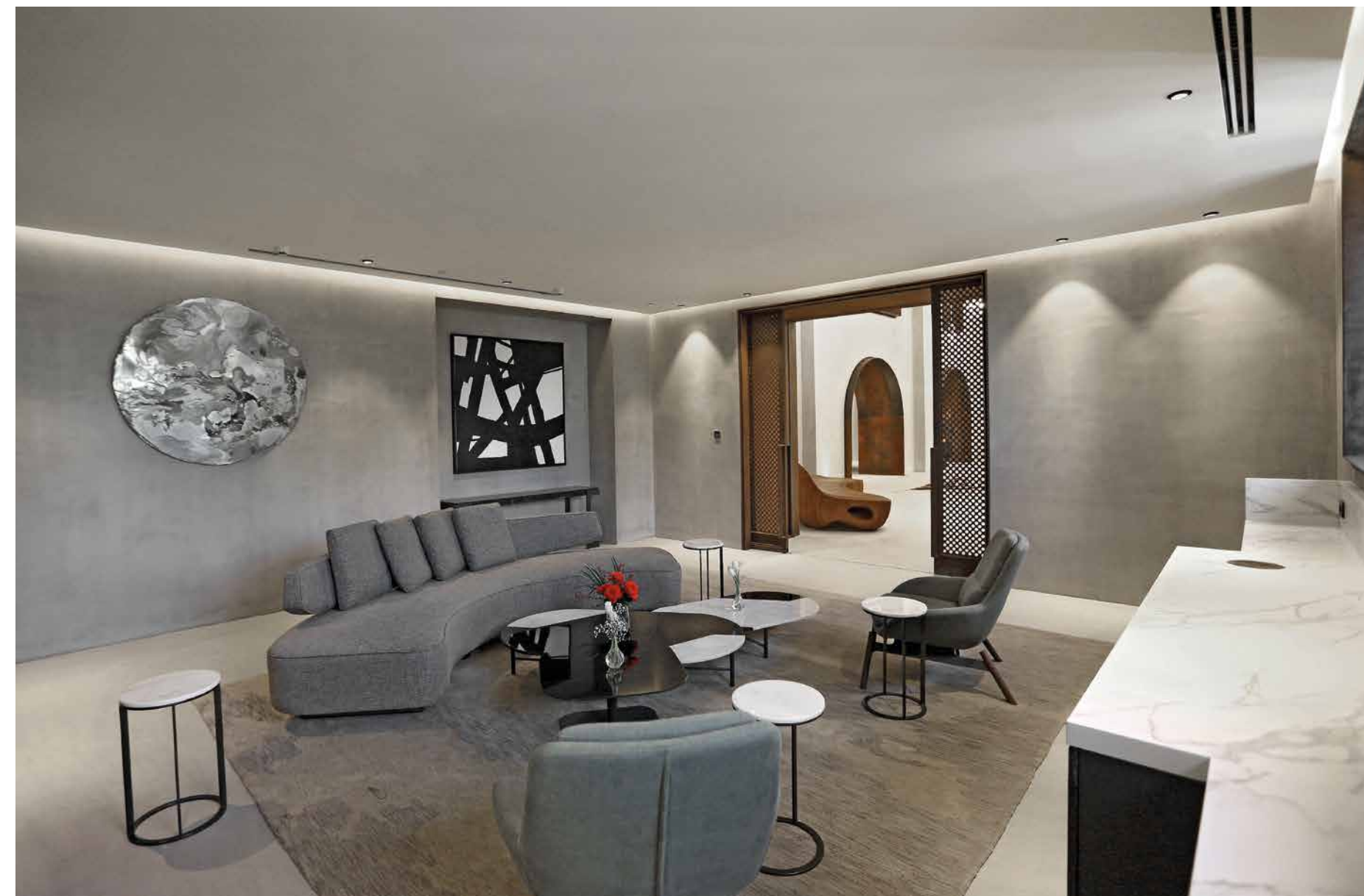


# Kazan Palace Hotel

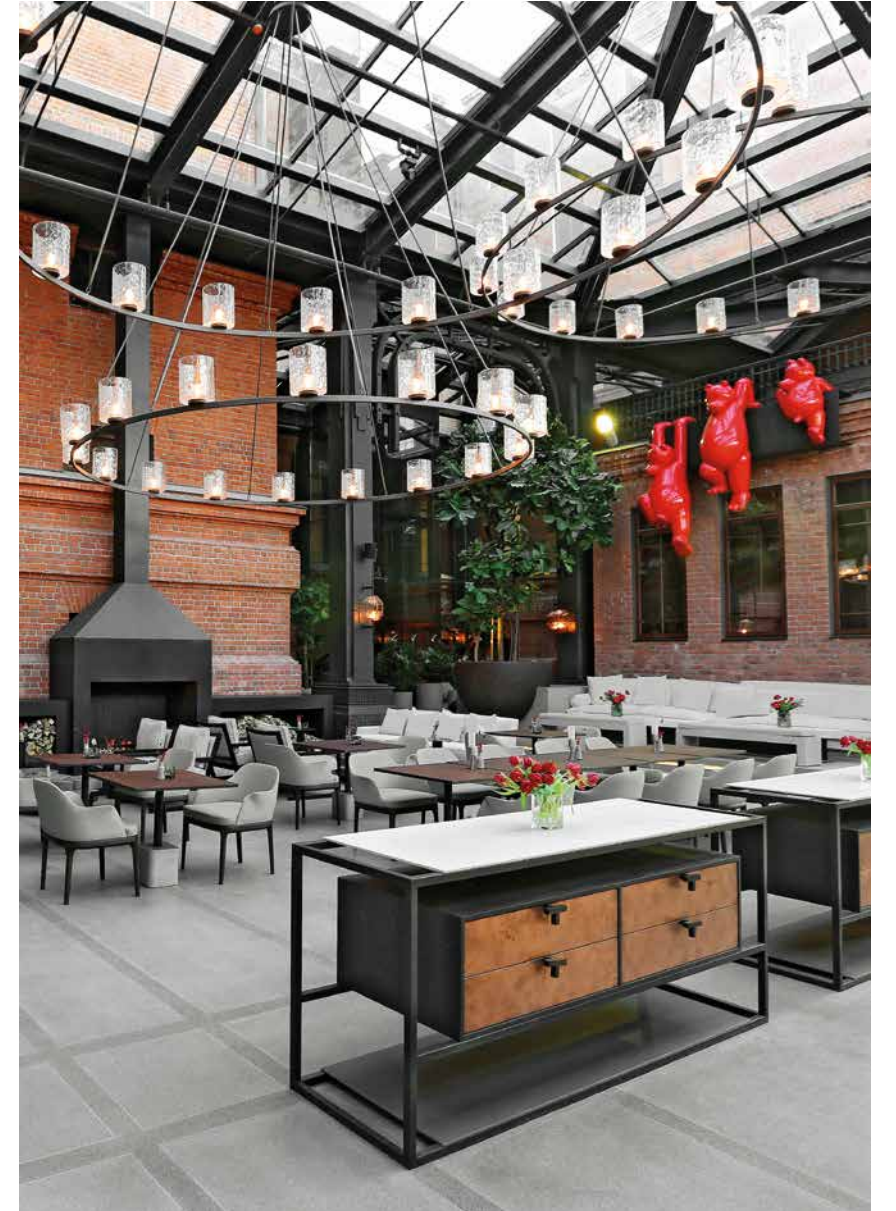
2018. Kazan, Russia

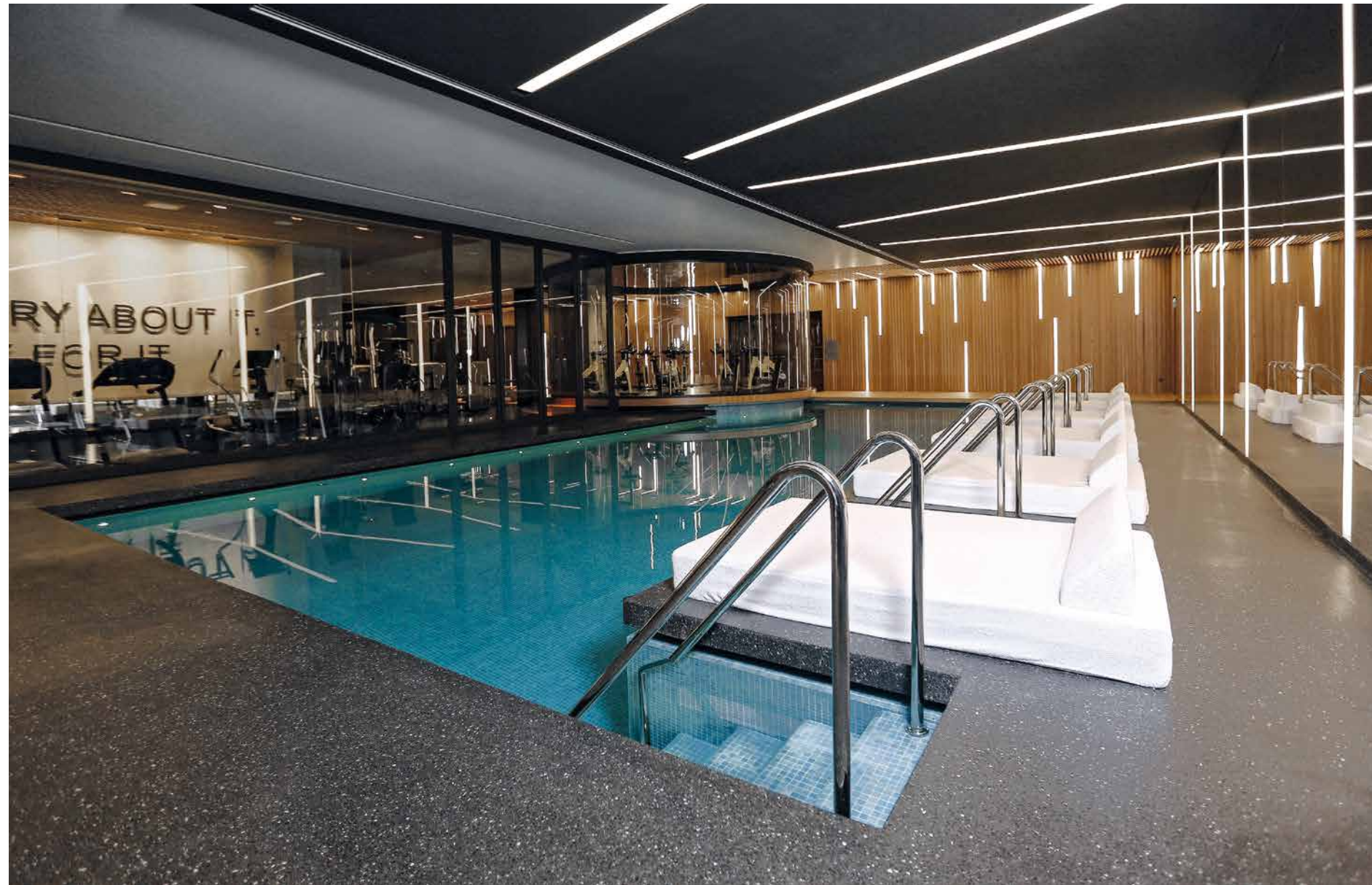
Microtopping®  
Lixio®  
Puometallo







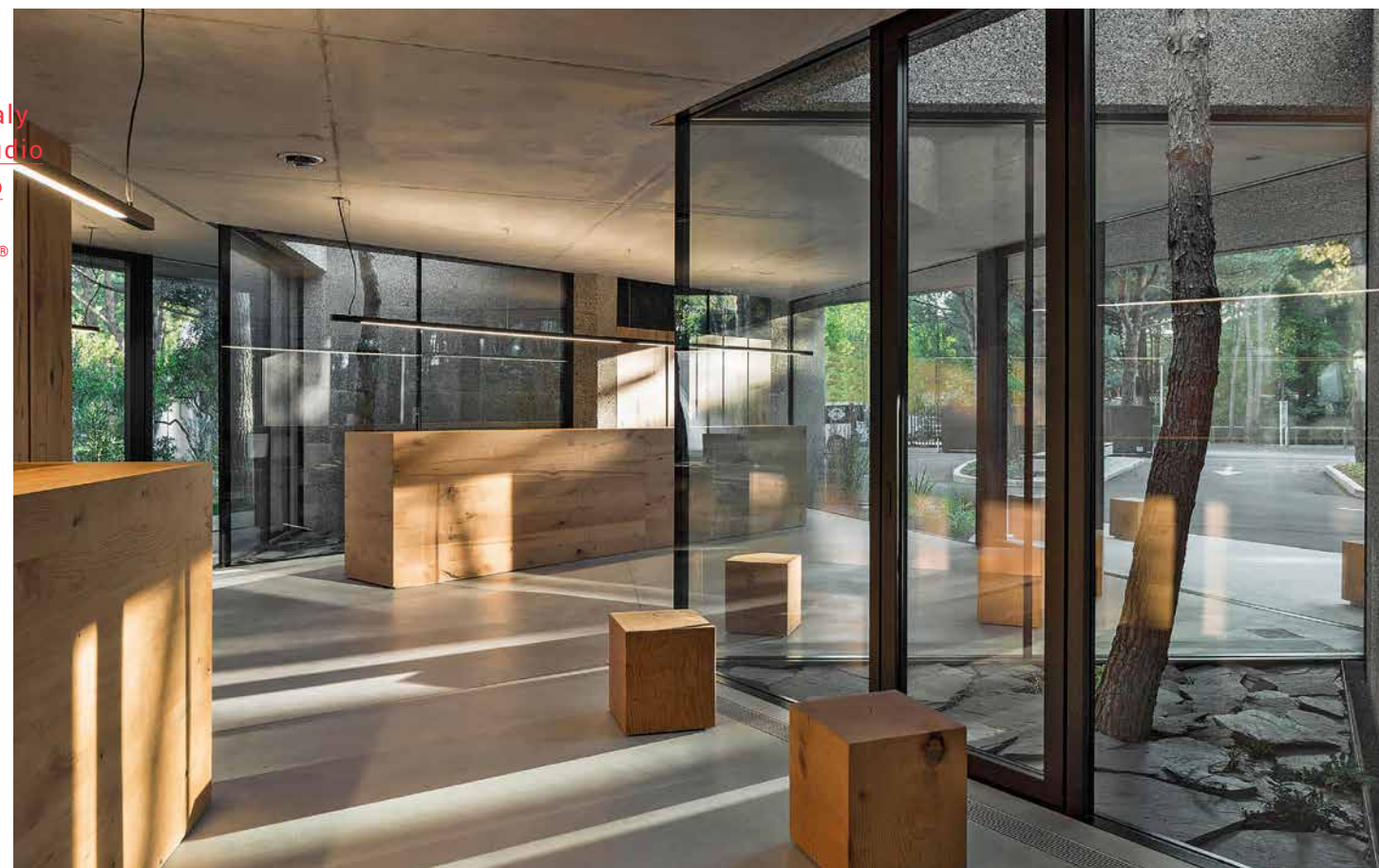


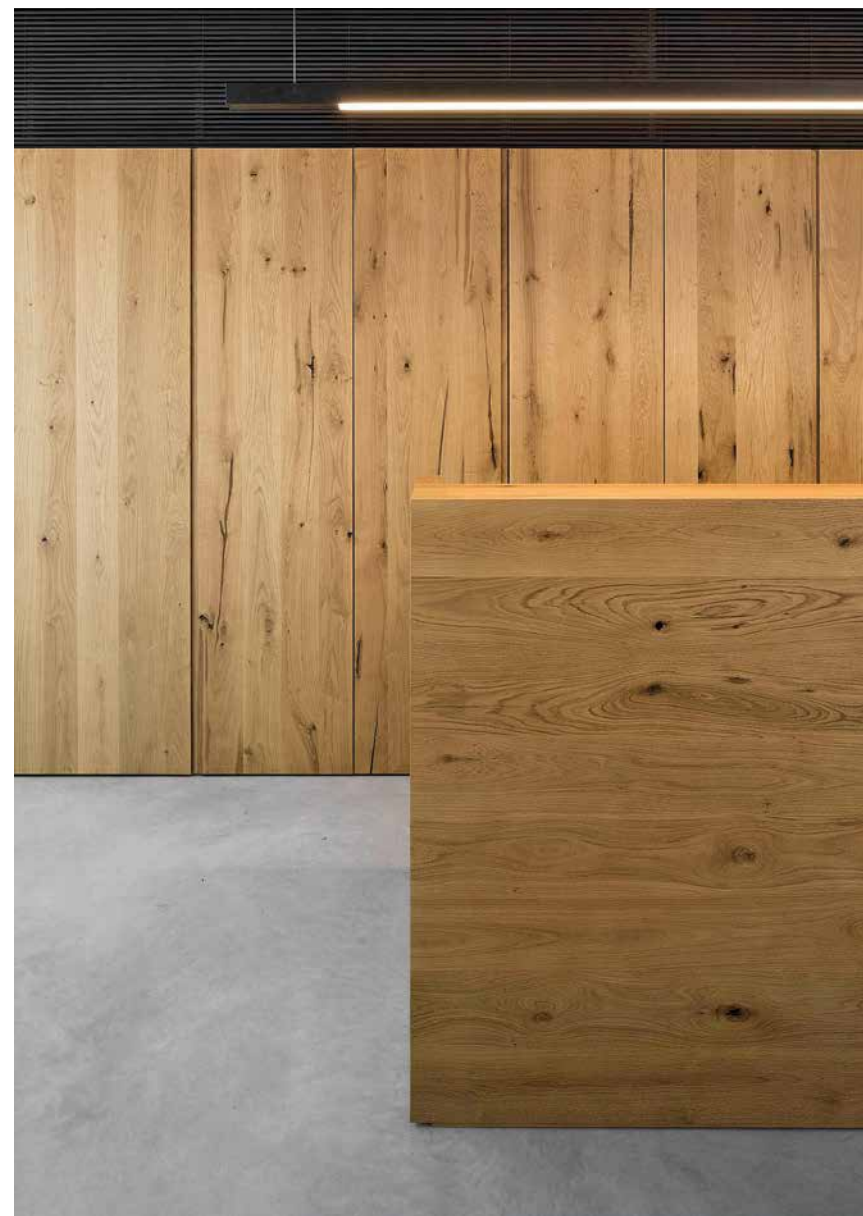


# Resort dei Fiori

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

Nuvolato Architop®





# Dental practice in Croatia

2018. Croatia

Lixio® Plus



# Villa Nemes

2015. Imperia, Italy  
Architect: GHA  
Ph: Andrea Zanchi

Microtopping®





## Sport Club Ekipe



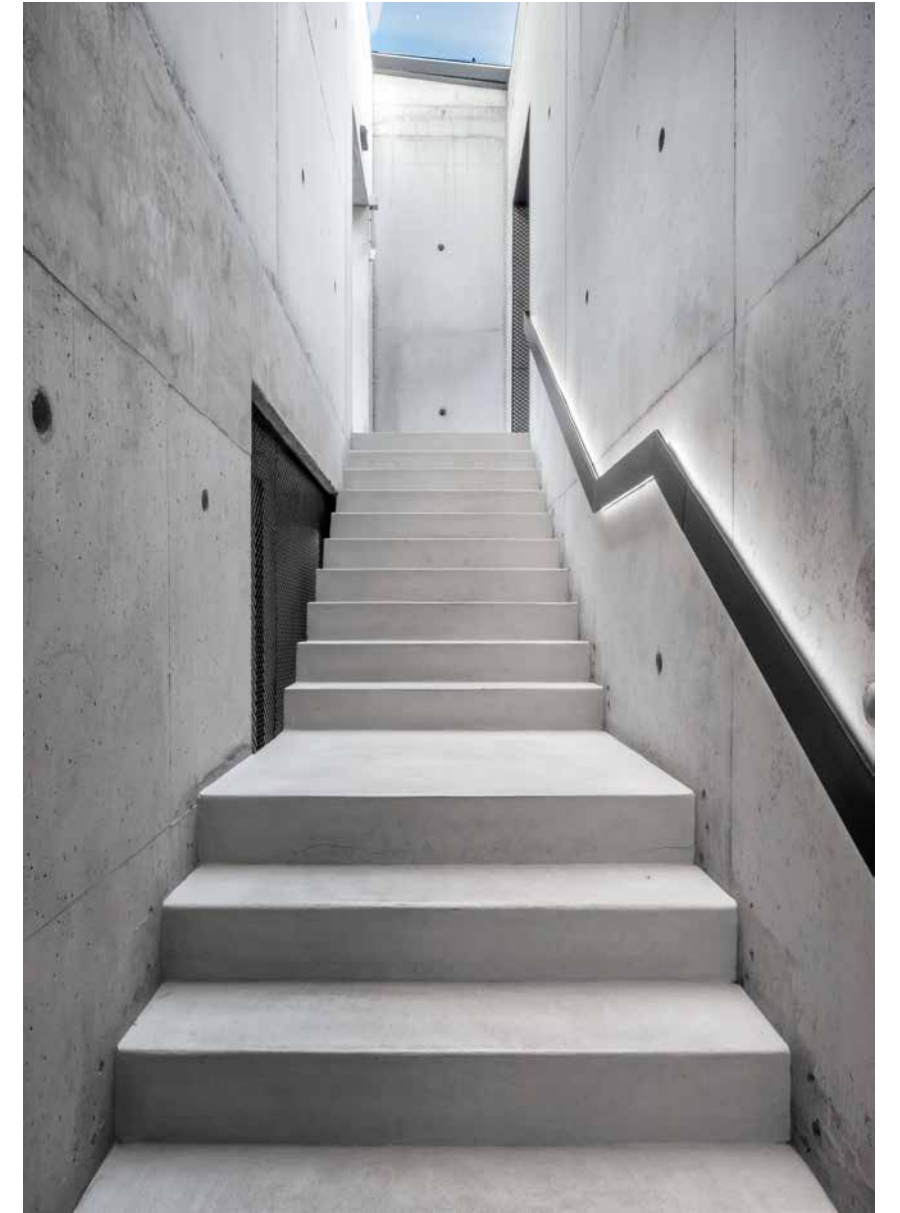
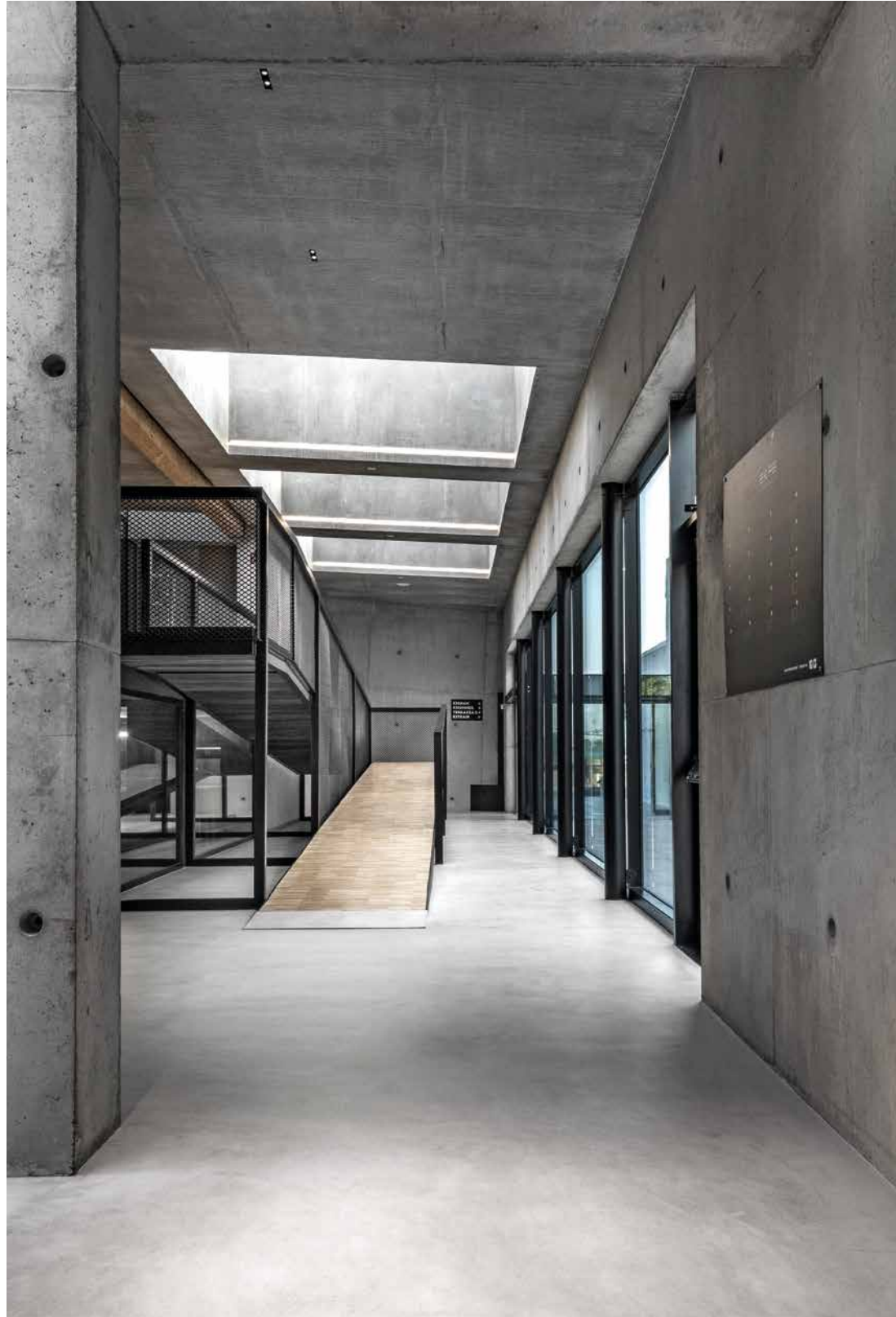
2016. San Giovanni la Punta, Italy  
Architects: Salvatore Puleo, Angela Catanese

Microtopping®

126







# Bonaveri Showroom

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

Microtopping®



# Showroom in Belgium

2016. Messelbroek, Belgium

Microtopping®

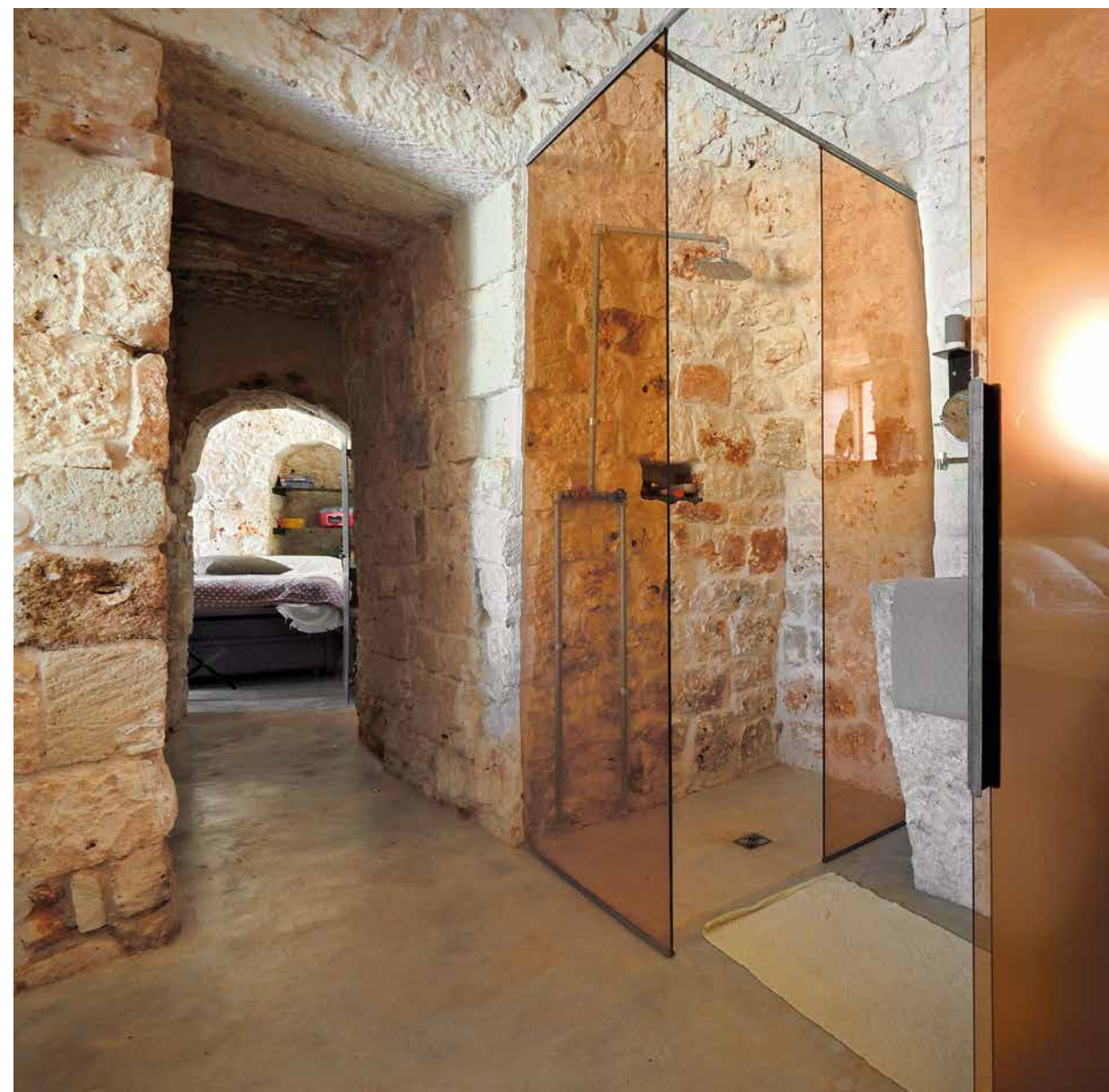
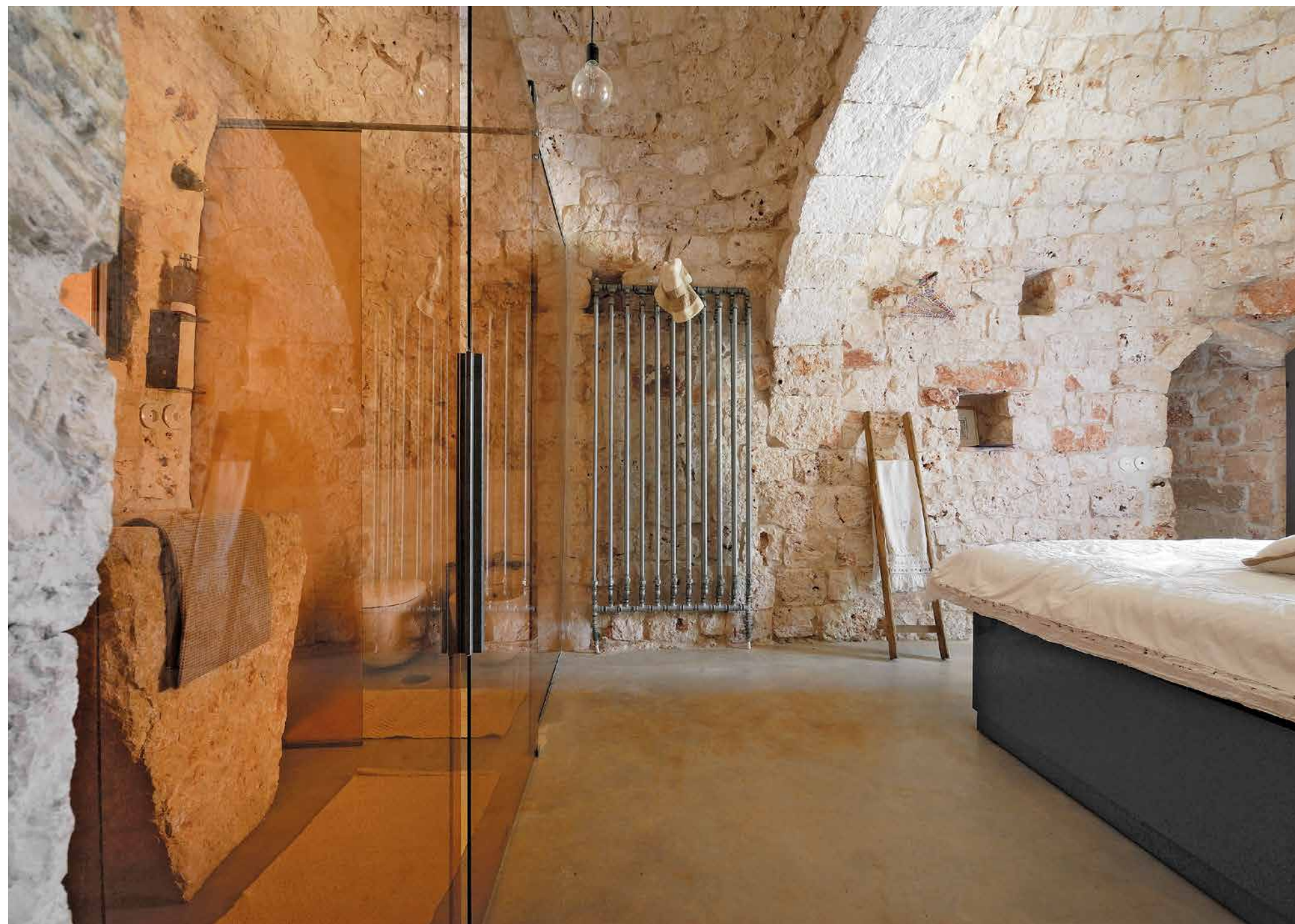


# Trullo

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

Nuvolato Architetto®

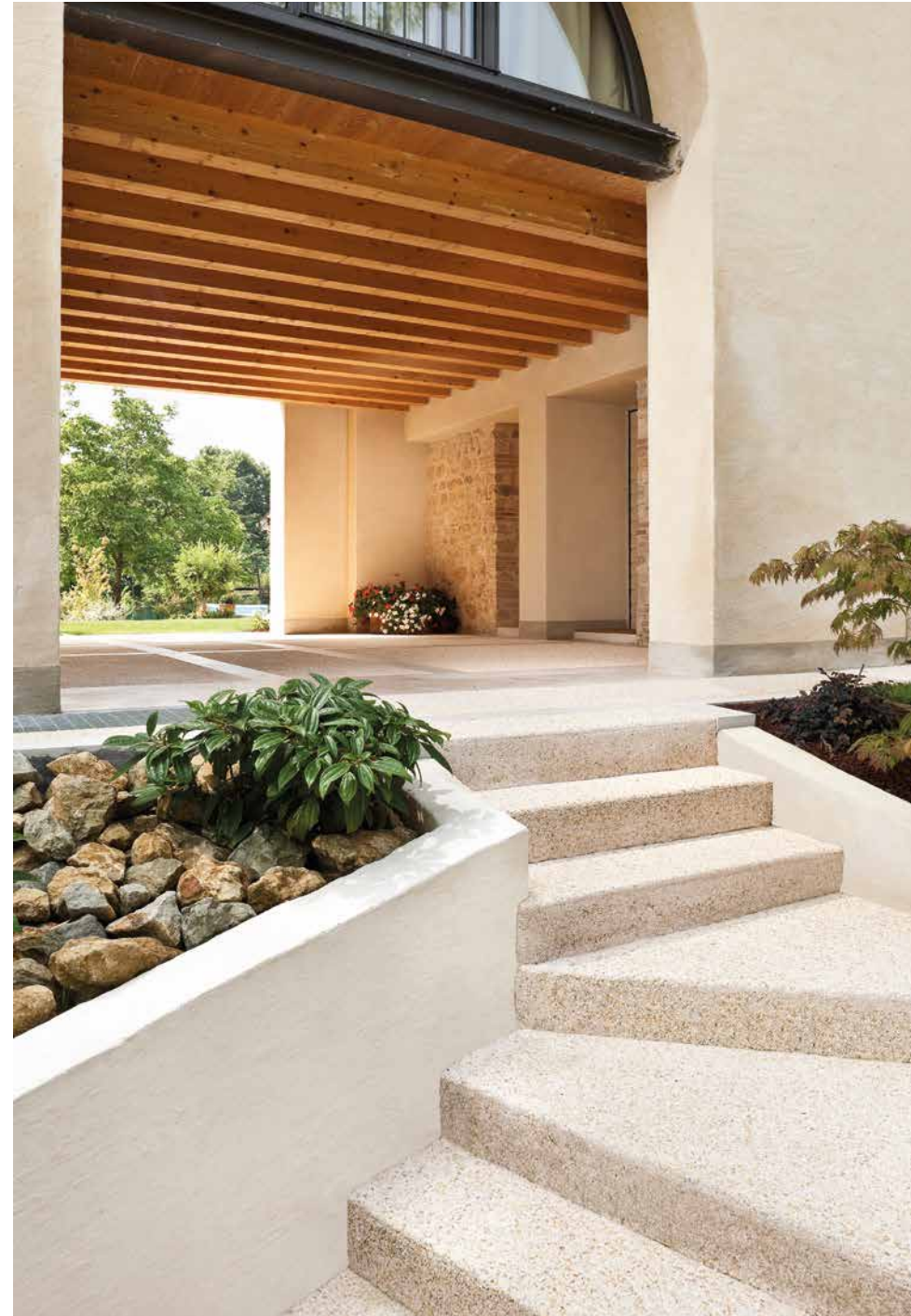




# Private Villa

2009. North of Italy  
Architect: [Sara De Ronchi](#)

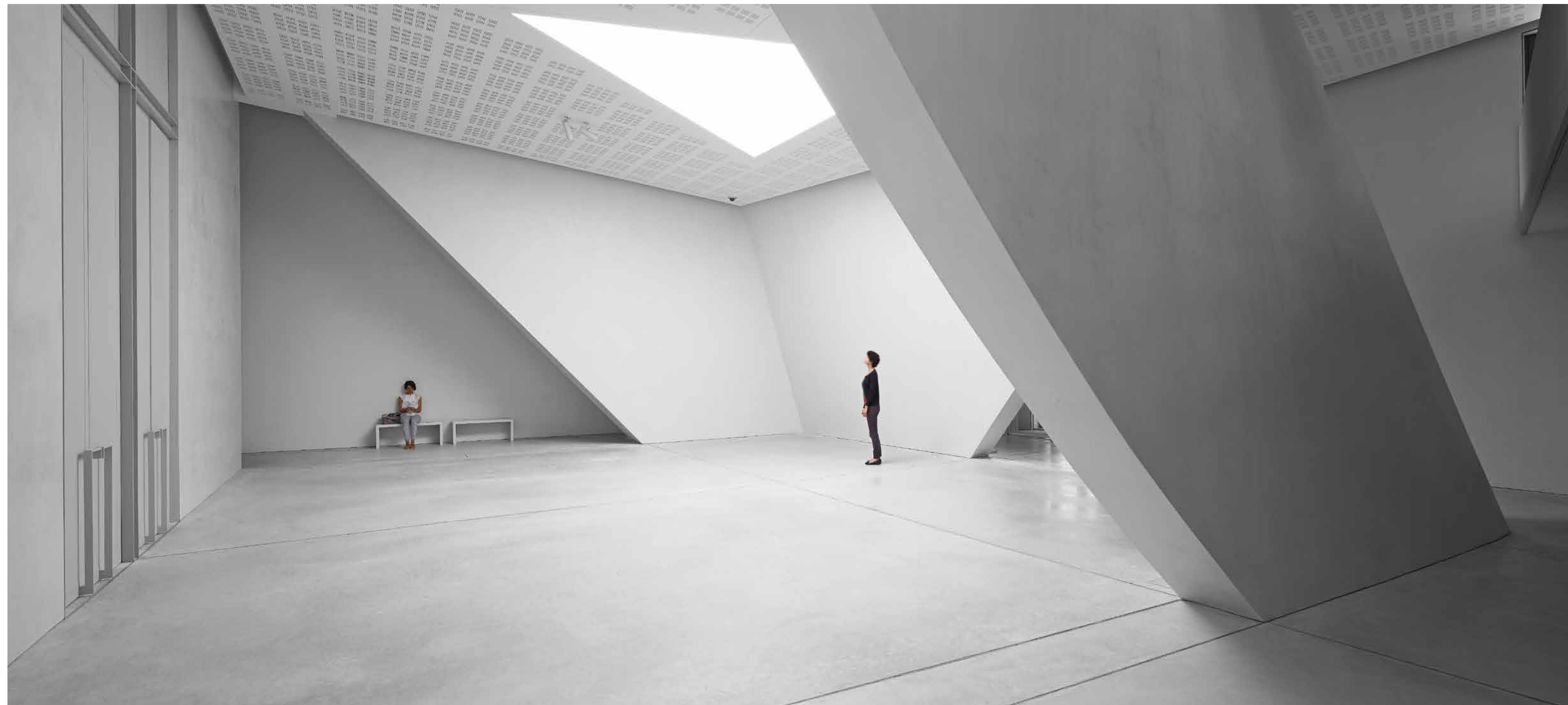
Sassoitalia®



# Palazzo Grassi Theatre

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

Nuvolato Architop®



# Frudisiac café

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

Microtopping®







# Private Villa in Croatia

2014. Osijek, Croatia

Acid Stain  
Sassoitalia®





# Audio Case

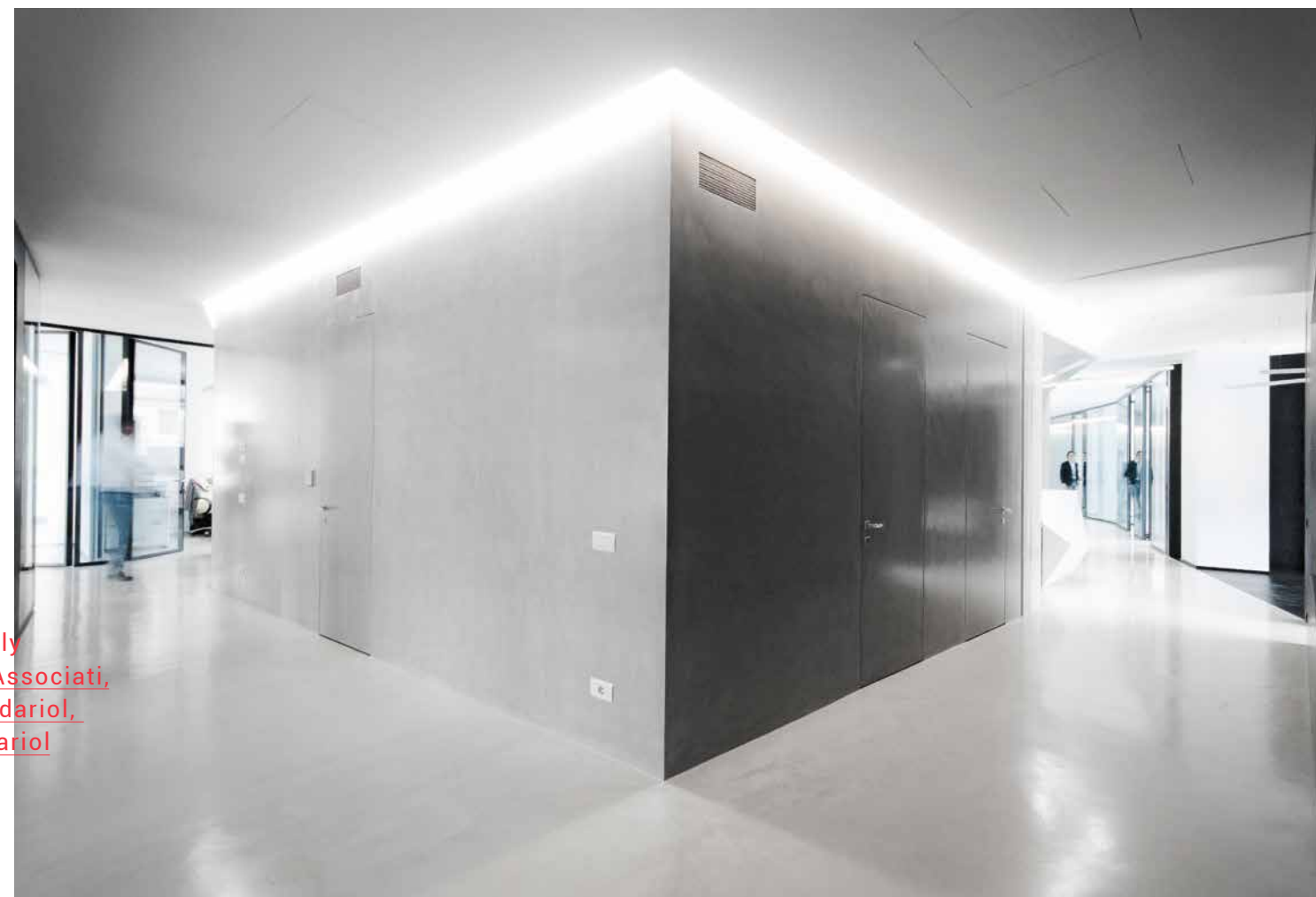
2017.  
Audio Vector

Microtopping®



150

# Studio Boffa

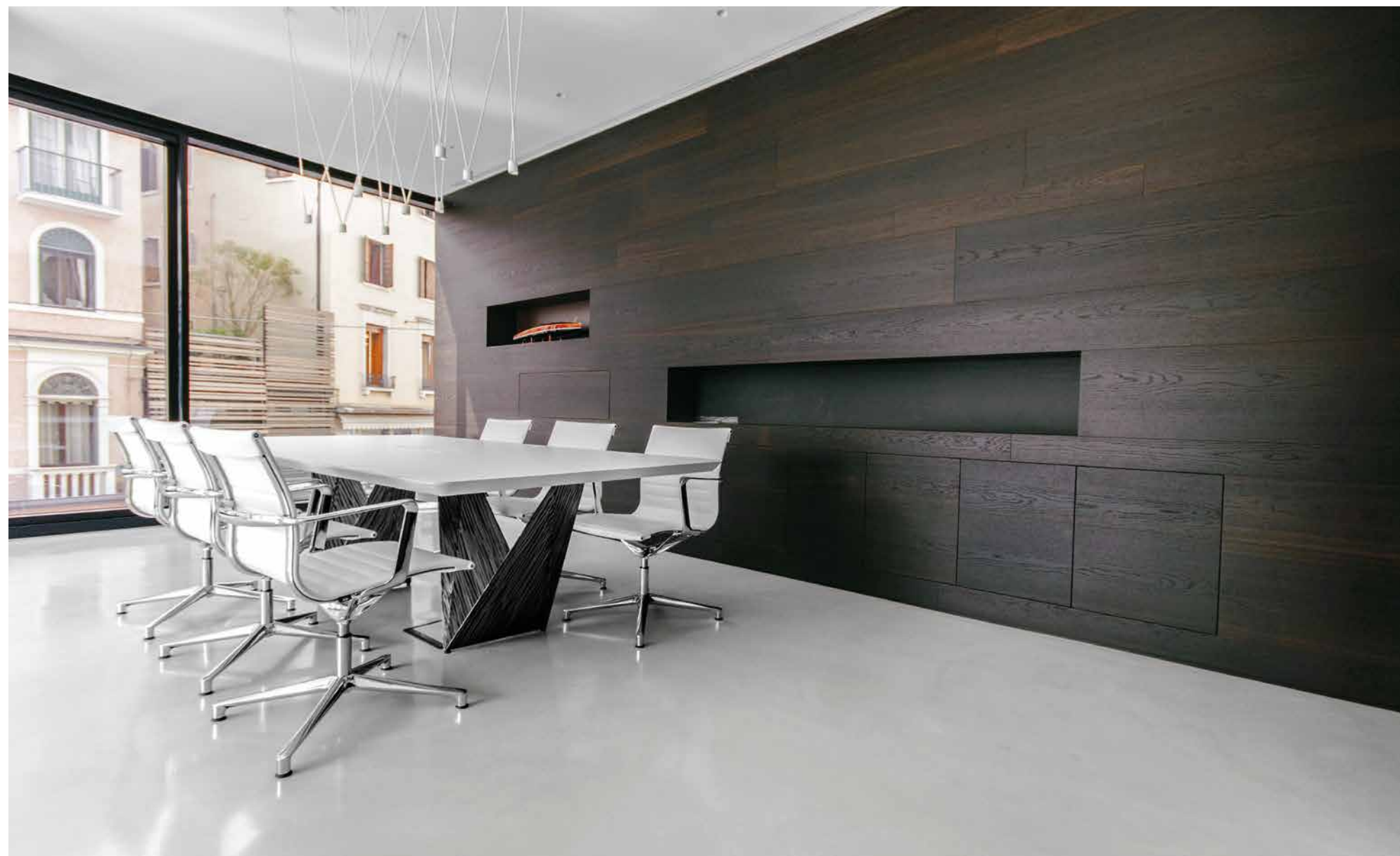


2014. Treviso, Italy  
Architects: B+B Associati,  
Arch. Renato Bredariol,  
Arch. Marco Bonariol

Microtopping®

152



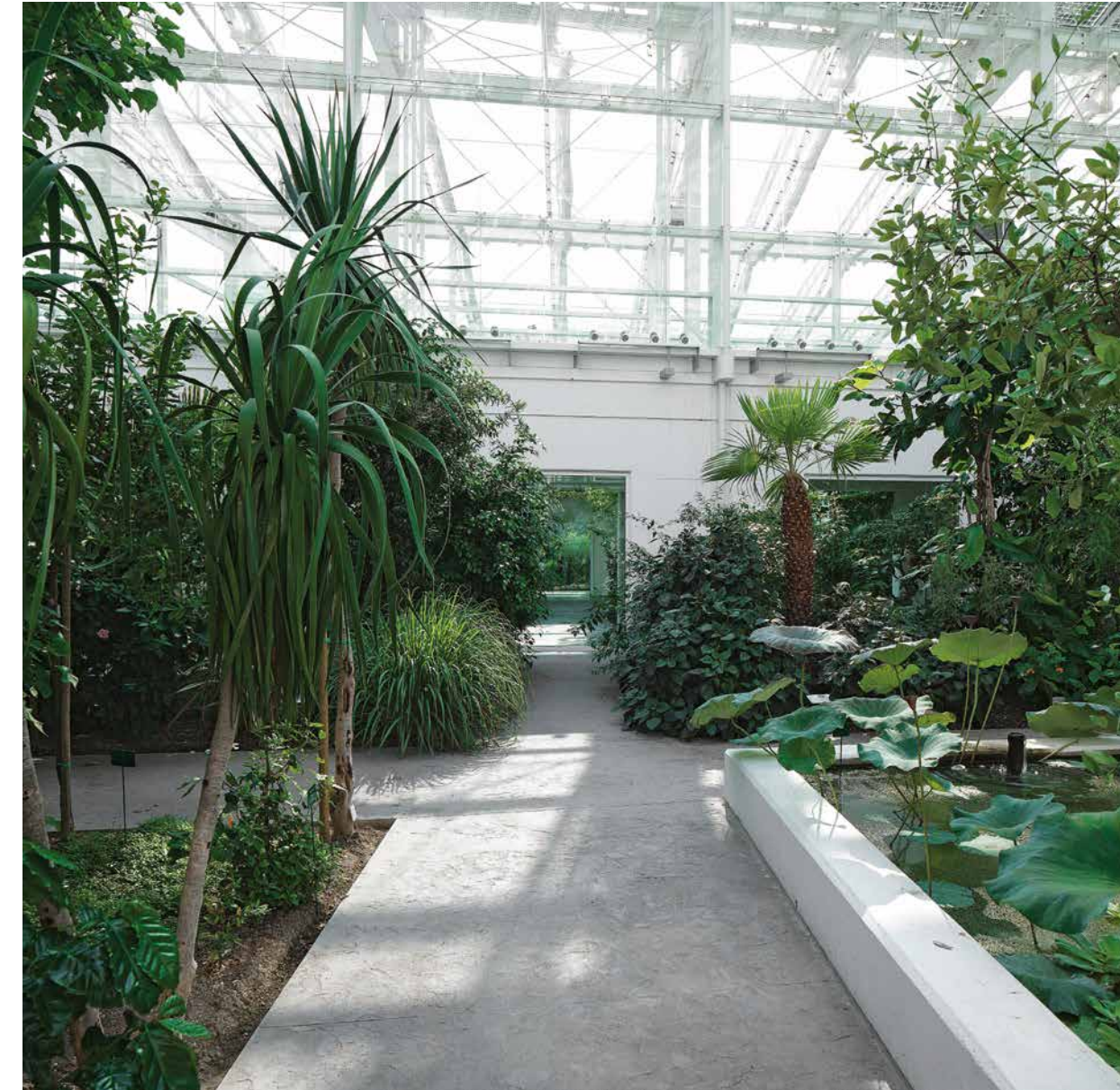


# Botanical Garden

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

Stamped Concrete



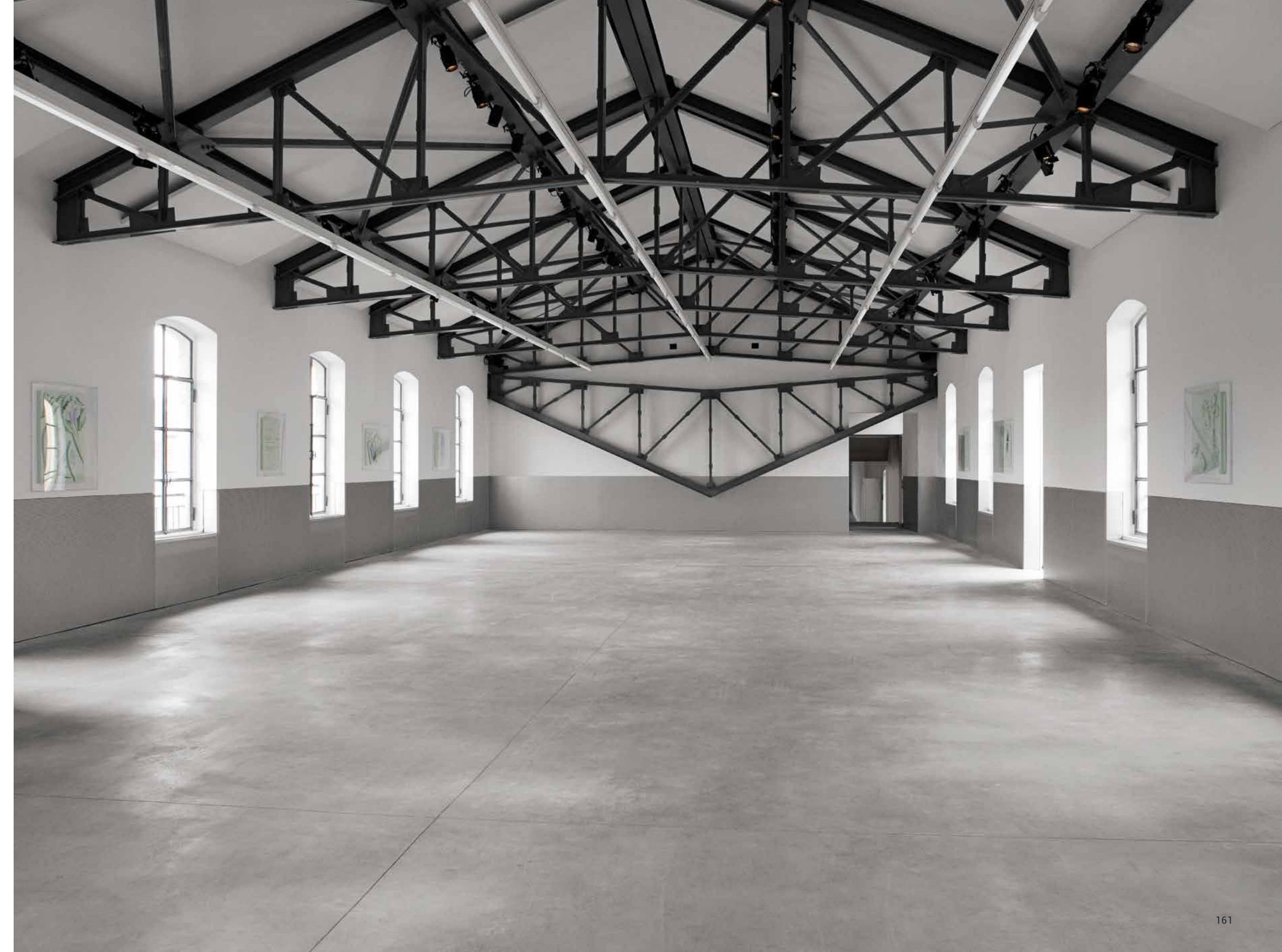
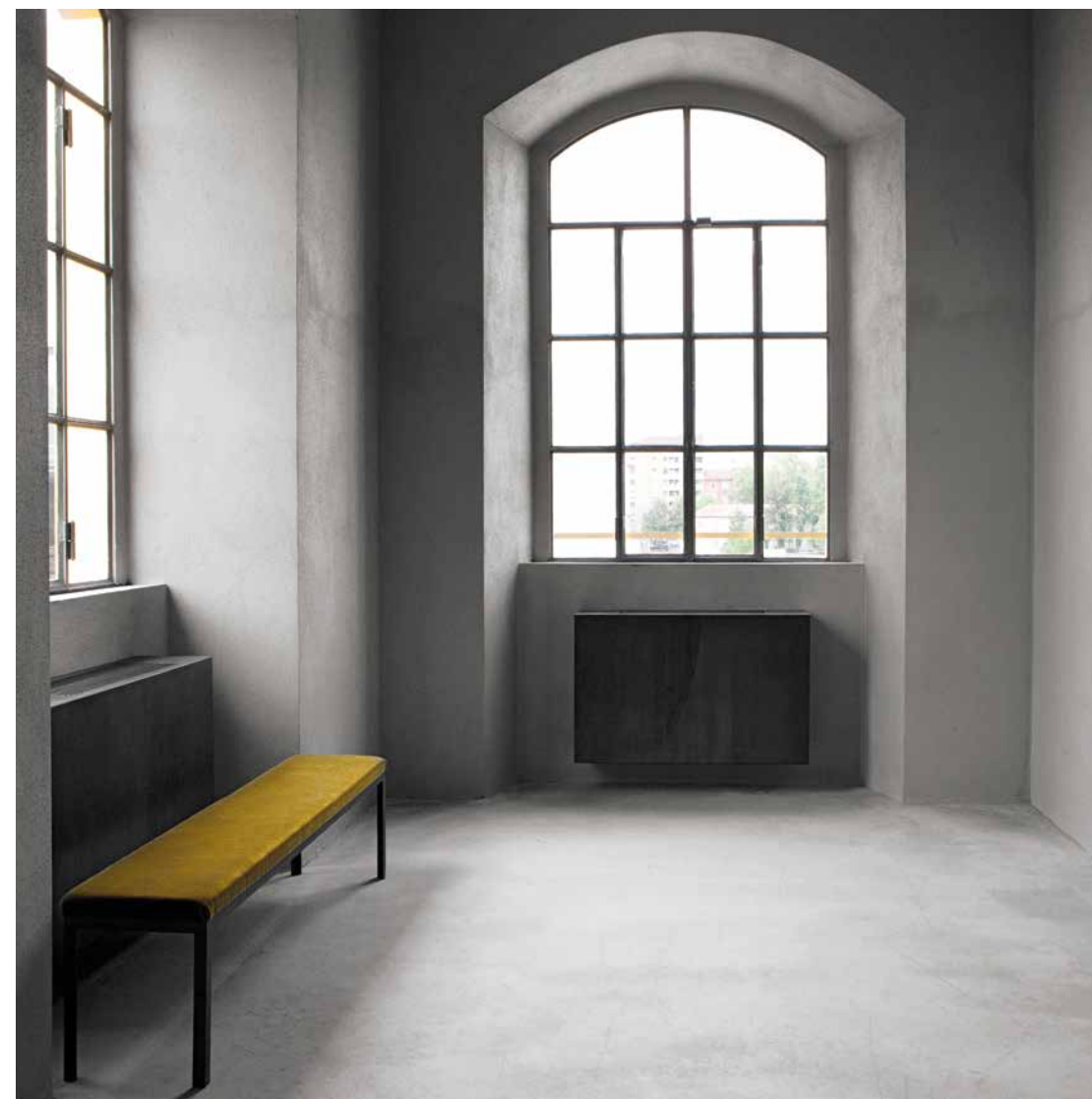




# Prada Foundation

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

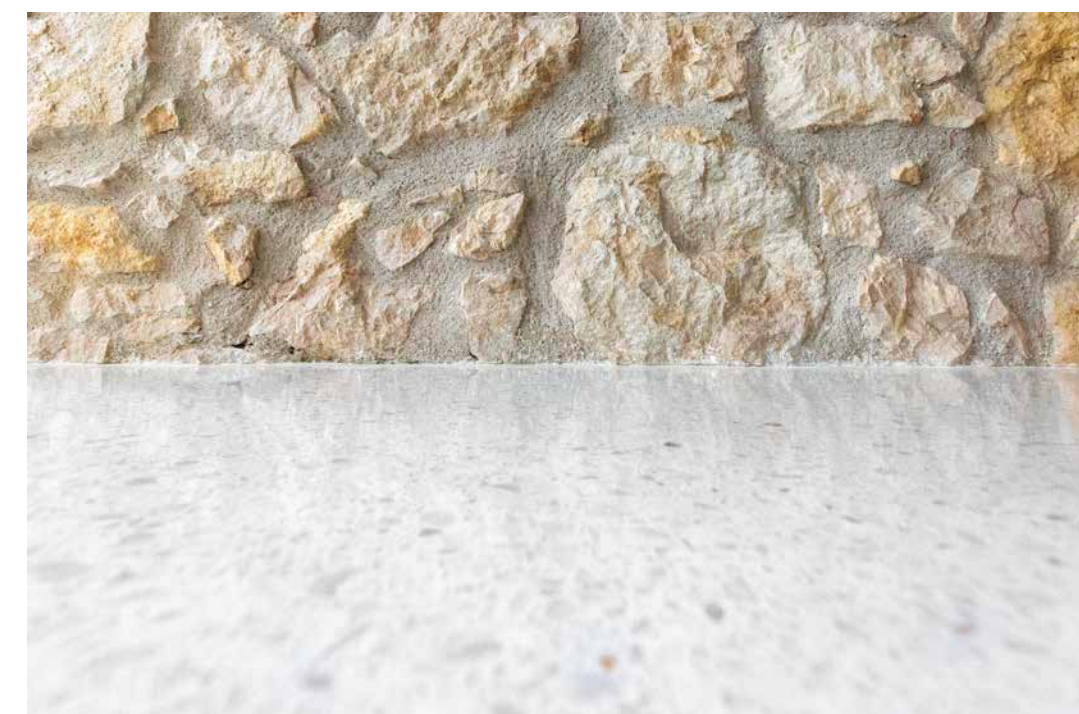
Nuvolato Architop®



# Private House

2017. North of Italy  
Lixio® Plus

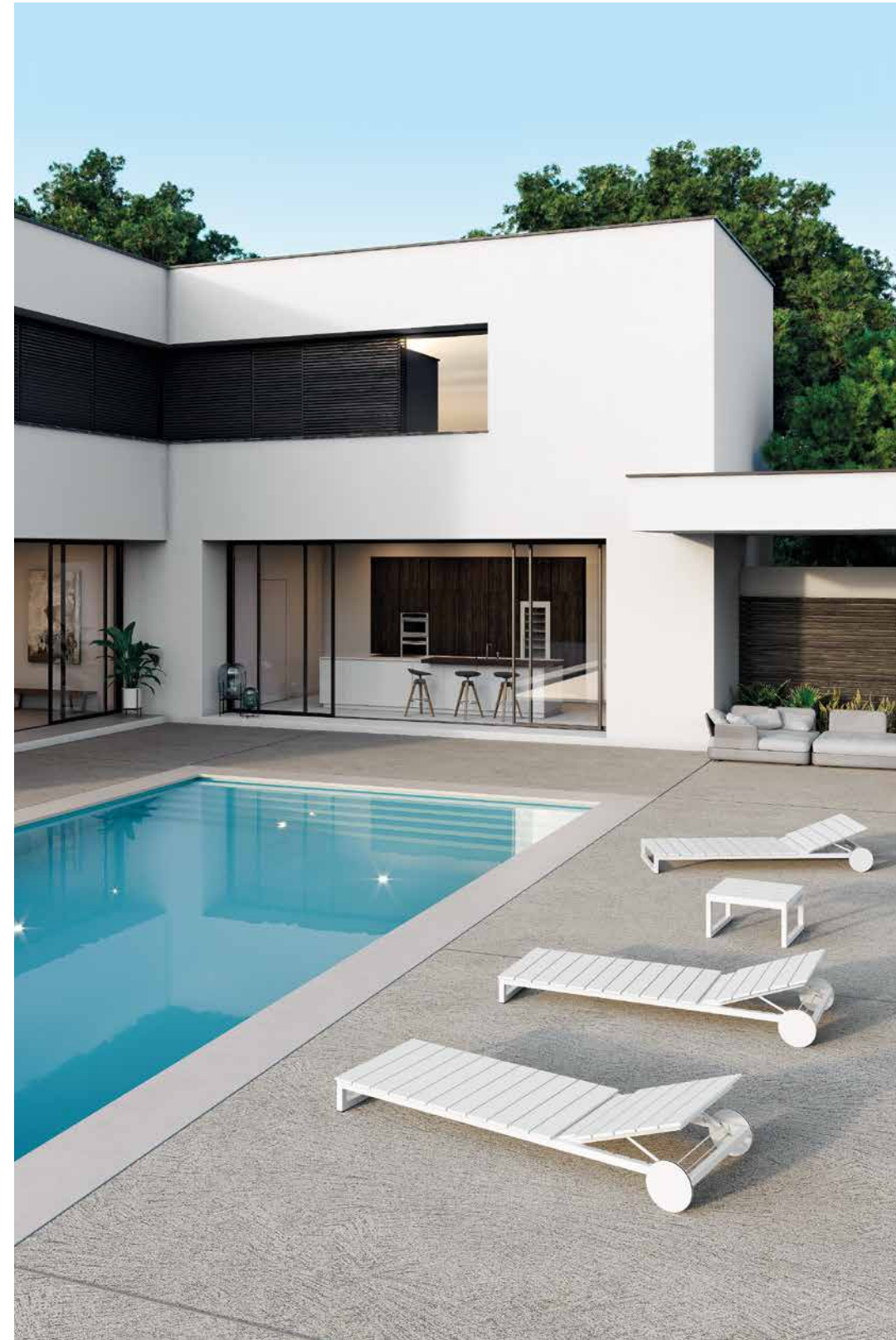




# Private Villa

2017. Italy

Rasico®



166



# Private Villa in Catania

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

Microtopping®

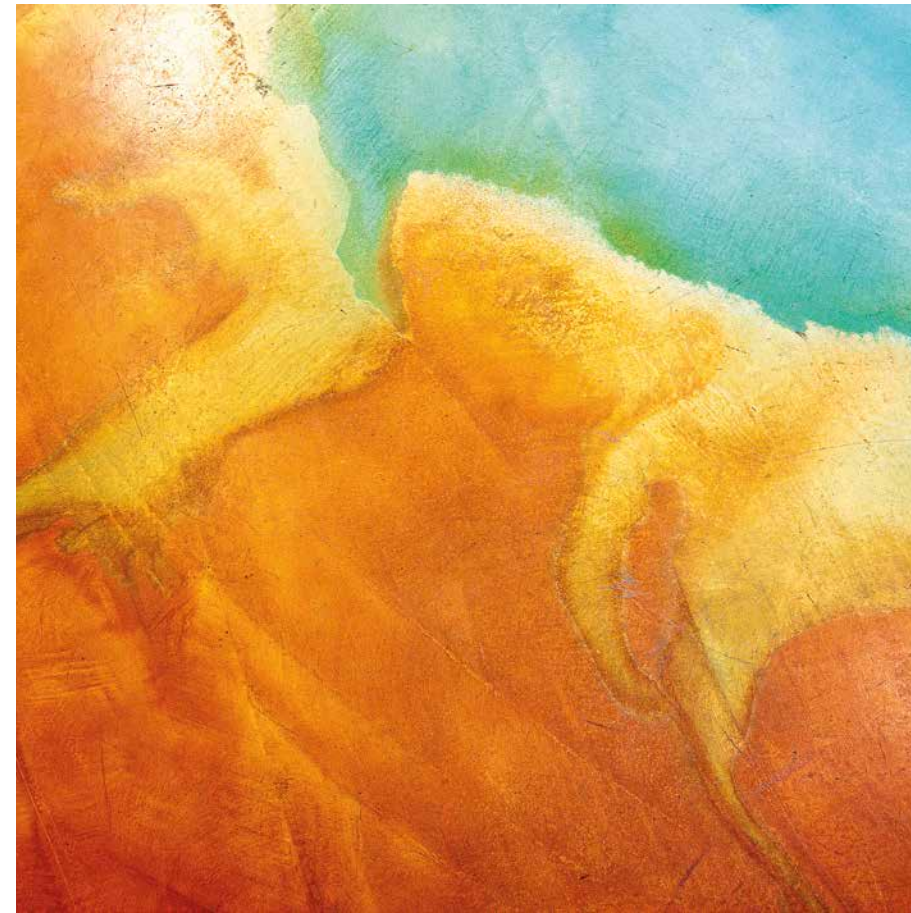




# H<sub>2</sub>O Skate Shop

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

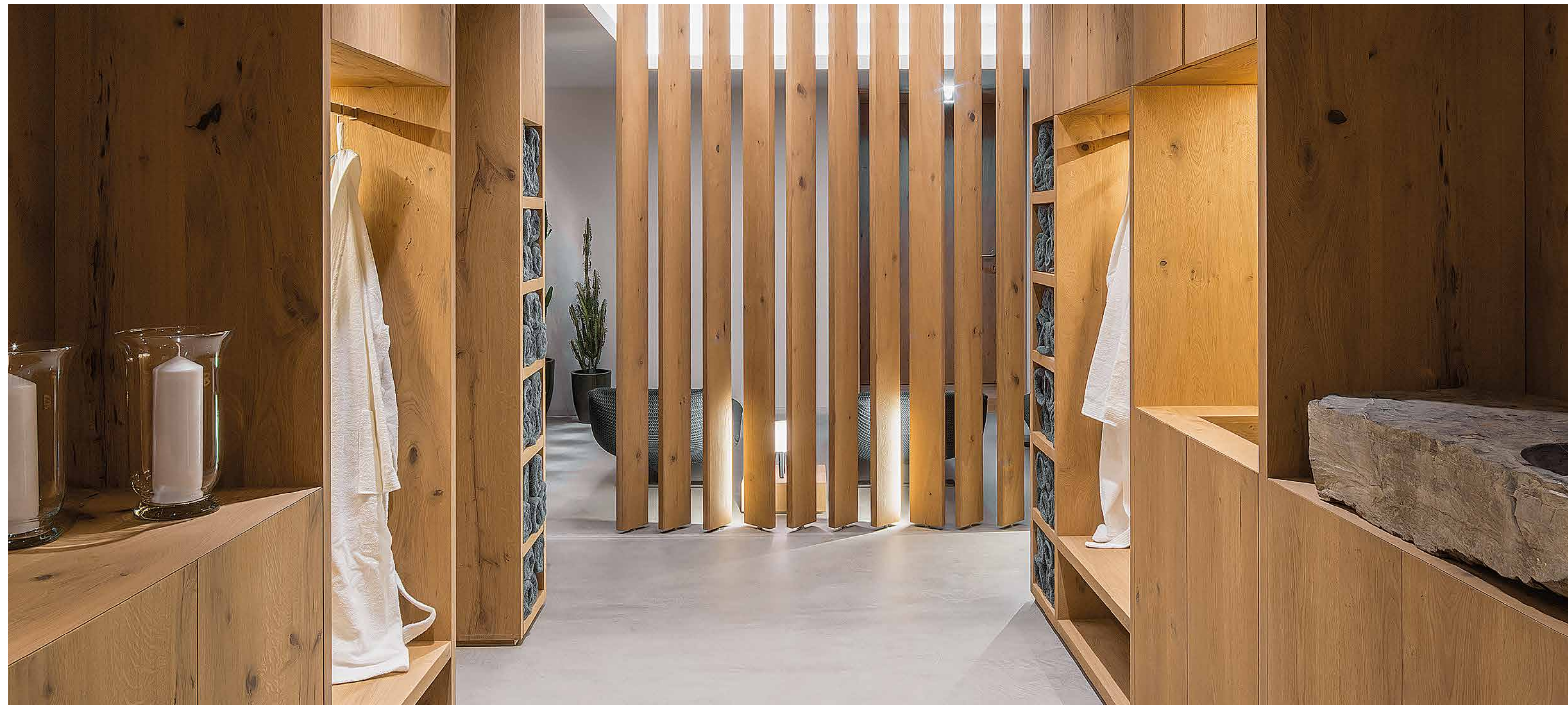
Microtopping® + Acid Stain



# Hotel Neue Post

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

Microtopping®







# Private Villa

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

Sassoitalia®



# Food Market Eat's

2010. Conegliano, Italy  
Architect: Gianpao Versuro

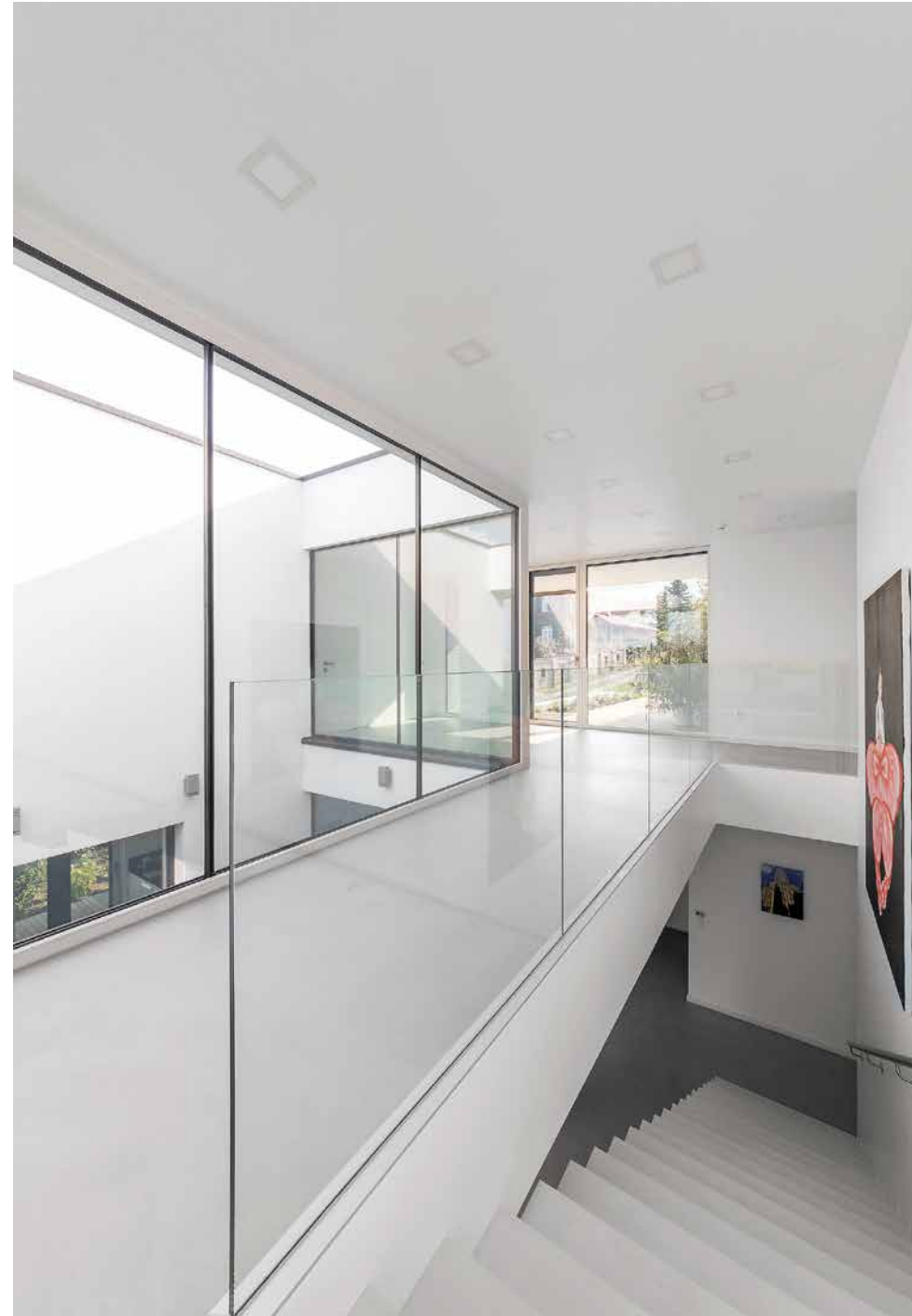
Acid Stain



# Private Villa in Budapest

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

Microtopping®





# Nike Store



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

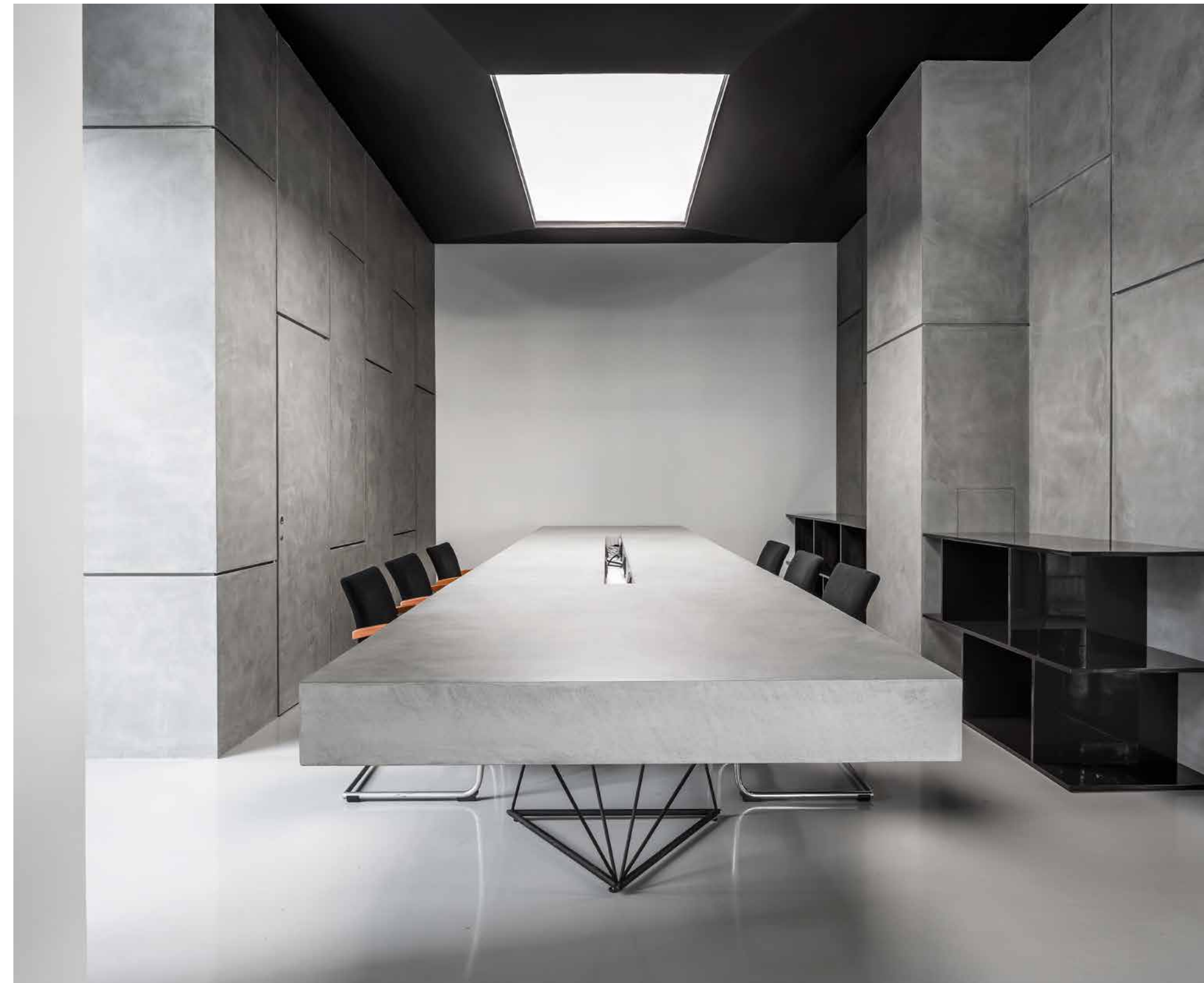
Microtopping®



# Schüco Showroom

2015. Bucharest, Romania  
Architects: Mânelucru, Dorin Stefan Adam,  
Madaina Iftimi

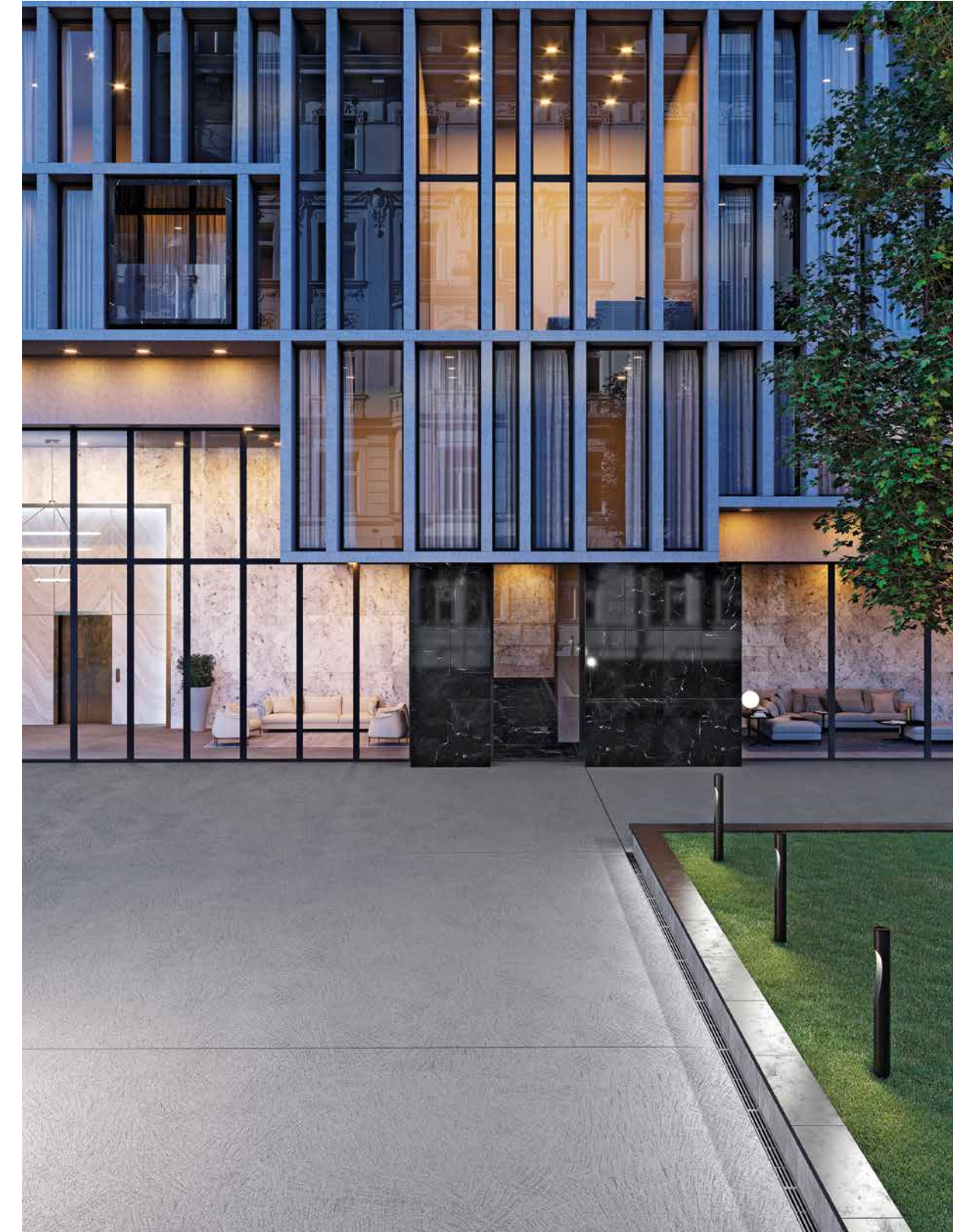
Microtopping®



# Hotel

2017. Italy

Rasico®



190



# Private Villa

2016. Italy

Sassoitalia®

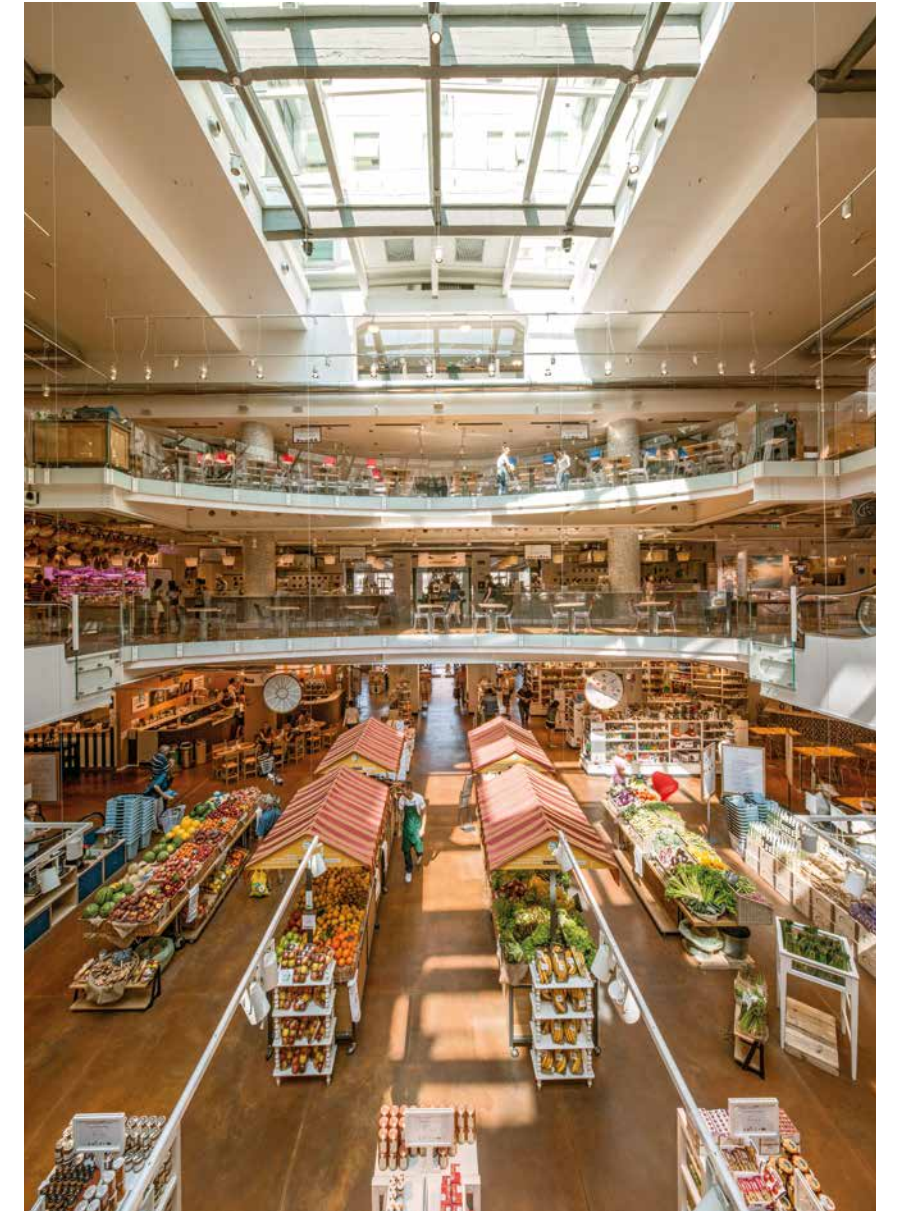


# Eataly

2015. Milano / Forlì / Piacenza / Rome, Italy and Kuwait city

Acid Stain





# Y-40 Swimming Pool

2012. Montegrotto Terme, Italy  
Architect: Emanuele Boaretto

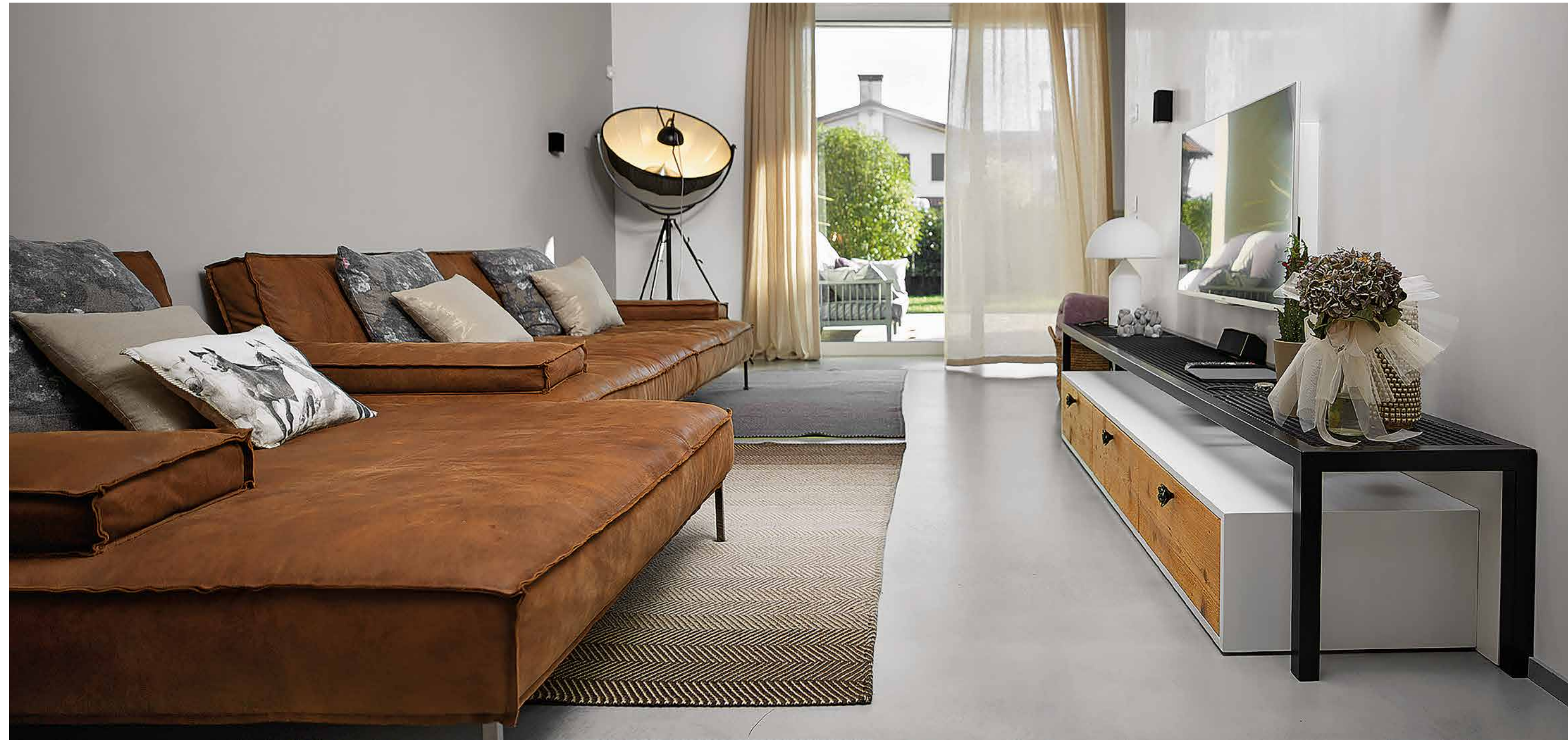
Ideal Tix®

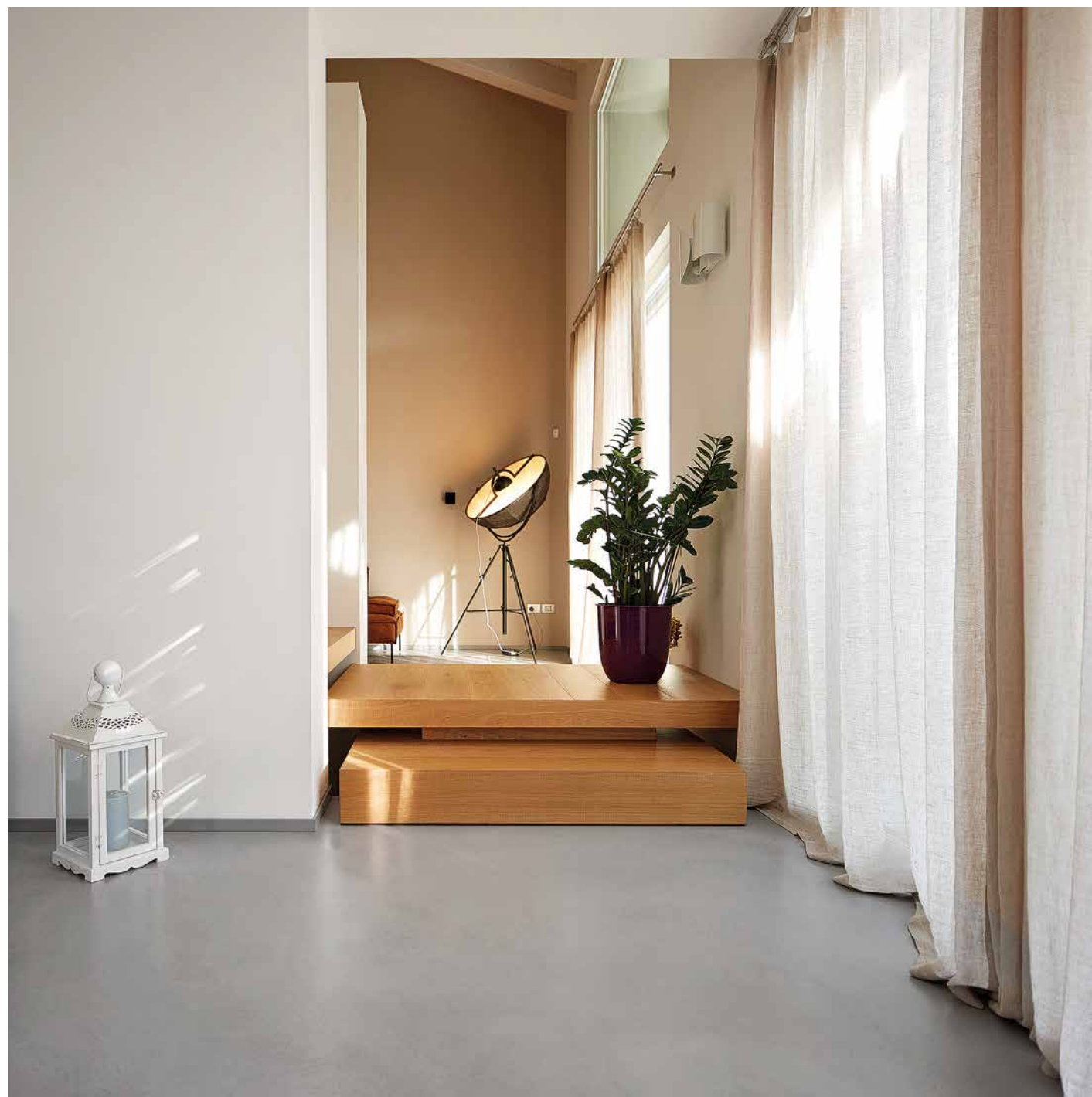


# Private Villa

2015. North of Italy  
Designer: [Paola Aceti](#)

Microtopping®





# Private Villa

2016. Italy

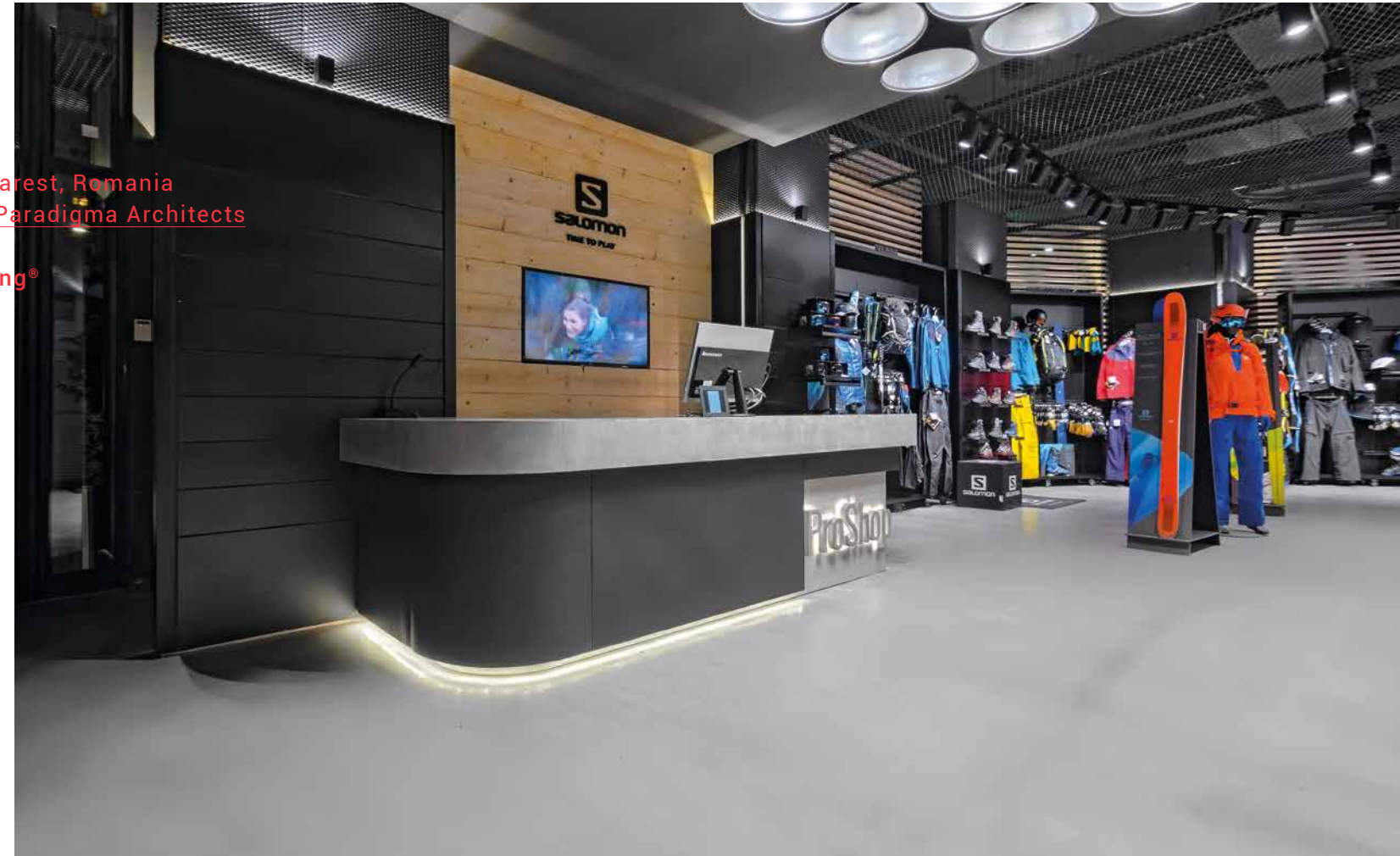
Stamped Concrete



# Salomon Store

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

Microtopping®





# B+B Office


2016. Treviso, Italy  
Architects: B+B Associati

Nuvolato Architop®



Company  
Profile

- p. 212 **Ideal Work's virtuous circle**  
*Il circolo virtuoso di Ideal Work*
- p. 214 **Our story**  
*La nostra storia*
- p. 216 **Towards new Countries**  
*Verso nuovi paesi*
- p. 218 **A long history of training courses**  
*Una lunga tradizione di corsi e formazione*
- p. 220 **Not only clients.. partners as well!**  
*Non solo clienti... ma partner!*
- p. 222 **The founders**  
*I soci fondatori*
- p. 224 **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.

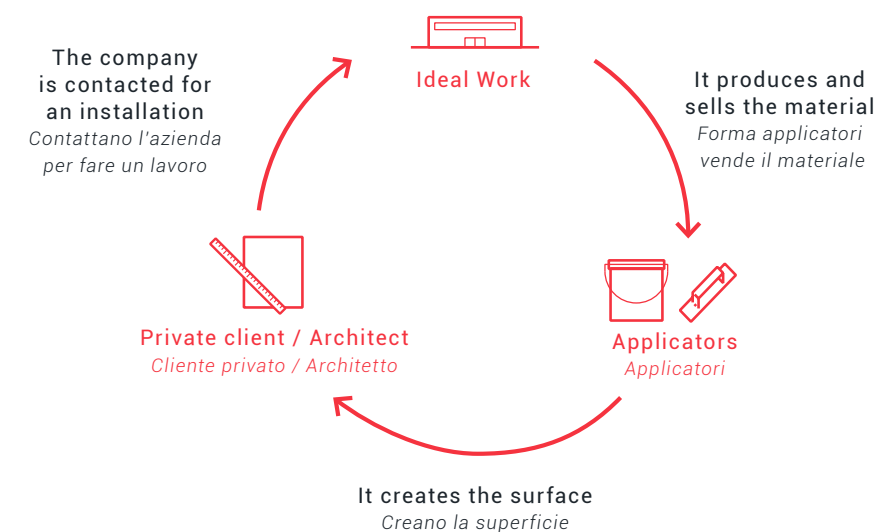
Essere modello di positività,  
rispetto, entusiasmo ed elevare  
il lavoro artigianale, il valore  
delle persone e degli ambienti.

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 SAIE 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 changes its corporate logo.

*Ideal Work cambia logo.*

2018

## Ideal Work's story

# Towards new Countries

Verso nuovi Paesi

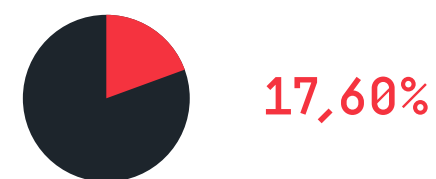
Export share

Quota di fatturato export

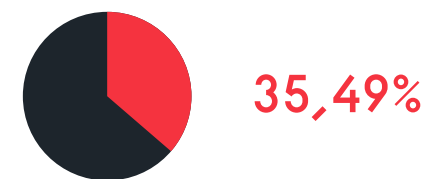
Export

Italy

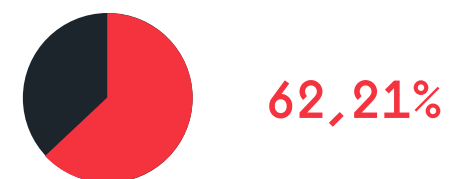
2005



2010



2018



# 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 - 2018

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*

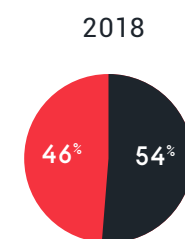
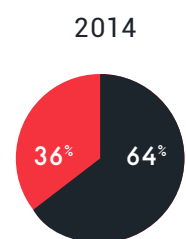
**127** **+3200**

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 :)



2018. Maldives



2018. Oman



2016. China

# ...partners as well!

... ma partner!



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

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

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

Thomas Pollet



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

– Thomas Pollet

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

– Thomas Pollet

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, former concrete floor installer  
with 40 years experience in the field;  
Luca, foreign trade manager and technical  
operator. Two people who joined their skills  
to face the challenge of introducing the  
concept of decorative concrete surfaces  
to the Italian market.

**IT** – Ideal Work nasce nel 1997  
dall'incontro dei due fondatori,  
Maurizio Pontello e Luca Seminati.

Maurizio, ex posatore con 40 anni  
di esperienza nel settore; Luca,  
commerciale e tecnico estero.  
Due persone che hanno saputo unire  
le proprie competenze e che insieme  
hanno affrontato la sfida di introdurre  
nel mercato italiano il concetto  
di superfici cementizie decorative.

# 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



**Laura Fabrin**  
Commercial Officer  
Since 2006



**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



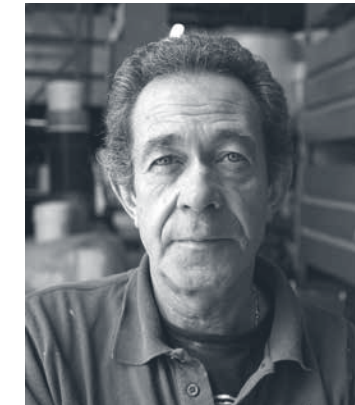
**Laila Vezzaro**  
Commercial Manager  
Since 2015



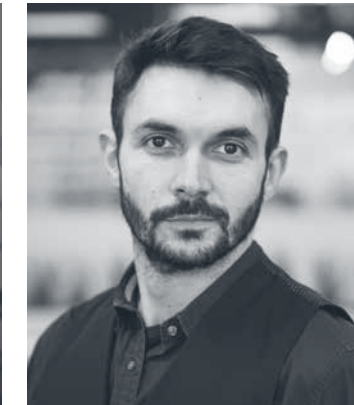
**Cristina Carraro**  
Commercial Officer  
Since 2015



**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

Think concrete,  
but let your imagination run free.

**Acid Stain** – pp. 38-41, 72-73, 144-145, 170-171, 178-179, 192-195

**Nuvolato Architop®** – pp. 20-23, 42-43, 46-49, 60-63, 76-79, 90-93, 114-117, 132-135, 138-139, 158-159, 206-207

**Ideal Wall** – pp. 80-83

**Ideal Tix** – pp. 196-197

**Lixio®** – pp. 24-27, 64-67, 84-89, 110-113, 118-119, 160-163

**Microtopping®** – pp. 8-19, 28-37, 44-45, 56-59, 68-71, 94-99, 102-105, 106-109, 120-131, 140-143, 148-153, 166-169, 172-175, 180-187, 198-201, 204-205

**Purometallo** – pp. 106-107

**Rasico®** – pp. 74-75, 164-165, 188-189

**Stamped concrete** – pp. 52-55, 154-157, 202-203

**Sassoitalia®** – pp. 50-51, 100-101, 136-137, 146, 176-177, 190-191

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

Colour separation and Print  
– **Kappadue**

June 2019

**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.



**Ideal Work srl**  
Via Kennedy, 52  
31030 – Vallà di Riese Pio X  
Treviso – Italy  
idealwork.com



**Ideal Work srl**  
Via Kennedy, 52  
31030 – Vallà di Riese Pio X  
Treviso – Italy  
[idealwork.com](http://idealwork.com)