

Ottagono

DESIGN
ARCHITETTURA
IDEE

FORMULA CONTRACT SU MISURA PER GRANDI NUMERI

ARCHITETTURA

L'ITALIA DEI CONCORSI INTERNAZIONALI
TEATRI, METAFORE DELLO SPETTACOLO

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CONTRACT INDUSTRY
TAILOR MADE FOR LARGE NUMBERS

ARCHITECTURE
ITALY AND INTERNATIONAL TENDERS
THEATRES, METAPHORS FOR THE PERFORMING ARTS

24 Ottobre/Ottobre 2010

ambiti di maggiore sviluppo del settore sono per lo più all'estero: dagli spazi per la collettività (teatri, auditorium, musei) all'hotellerie e ristorazione, al retail, ambito sempre più complesso e interdisciplinare, e perfino ai servizi pubblici come gli ospedali. Bisogna essere in grado di misurare le proprie capacità e crescere nella competitività attraverso la scelta di progetti di alto livello", conclude Molteni.

■ Contract furnishing involves a series of services, ranging from custom-made designs to the logistics of the building stage. Its areas of application are many, including hotels, residential, office, public spaces and shipbuilding. B&B Italia and Molteni&C were at the forefront in founding special in-house divisions for contract furnishing, in 1983 and 1978, respectively. B&B's division has sixty employees and accounts for about a third of the company's total turnover. The same applies to Molteni&C Contract, which produces 30% of the Group's turnover. Over the last five years, the Molteni and Doda divisions merged, as kitchens are often the project's defining aspect. The contract divisions include designers from the technical department, who oversee final designs, a sales division that handles sales (many contract furnishing supplies are outsourced) and project managers, who serve as go-betweens for the project's various players. The Molteni Group has nine production companies in the world, and both companies provide on-site specialized support. The contract industry involves many players. There is the investor, usually a private player, the architecture studio, which



Elounda Beach Resort, Creta, un complesso alberghiero

sul quale B&B Contract ha realizzato la spa e sta costruendo 14 bungalow sull'acqua. Il progetto dell'architetto svizzero Claude Macullo. L'hotellerie greca ha un livello molto alto: pavimenti e rivestimenti sono in legno, gli arredi fissi e mobili sono attivati alle tecnologie più sofisticate.

Elounda Beach Resort, Crete, is a hotel complex on which B&B Contract has built the spa and is completing sixteen beach-side bungalows. The design is by Swiss architect Claude Macullo. The Greek hotel features top high quality levels; the wooden floors and wall coverings and fixed and mobile furnishings come with cutting-edge technologies.

