



CEMENTO italiano



Cement can also abandon its role as “binder” and be used as the strong and noble material that is ductile and malleable, used to shape exquisite objects of design.

A design, before it is created, must have an inspiration.

The idea is to create a line of handmade products that have a simple design, a specific function and are purely aesthetic, reviving the ancient craftsmanship of which we are proud. Of course, things have changed. We do not use the same materials and the same technology of 100 years ago, but we create in the same spirit. Why Concrete? Because without millions invested in technology, without much scientific knowledge and without being a public company, we are able to express our creativity and imagination.

This creativity and imagination is also shared by our customers, designers and architects who want to be involved with the artisans as well. Of course, nothing prevents us from integrating this material with another: wood, glass and iron, to create a final object that is both aesthetically beautiful and functional.

We create objects that are not too heavy, but are not disposable like anything else you purchase. Our items will remain in your family, they can be passed down to your children and great memories can be shared around them and about them...leaning on the same table, sitting on the same bench...

We Will

To us, prominent names or high-sounding titles are not important. So, we only involve those who want to create something with unsophisticated and simple tools at their disposal. Among us there are engineers, architects and designers but also amateurs. Along with the most famous brands, we started in a garage. We now are in a small warehouse and through trial and error, create beautiful things using cement.

Vision

Where will we be in 10 years? We will be the ones you think of when you want to buy something lasting, something special and something containing the highest level of creativity.

Mission

Our Mission is to use concrete to create beautiful and functional objects made with care using concrete, designed by people who are in no rush to finish and want to see the customer smiling and satisfied.



Every object can be produced in a variety of ways. The ways in which an object is produced affects its production costs.

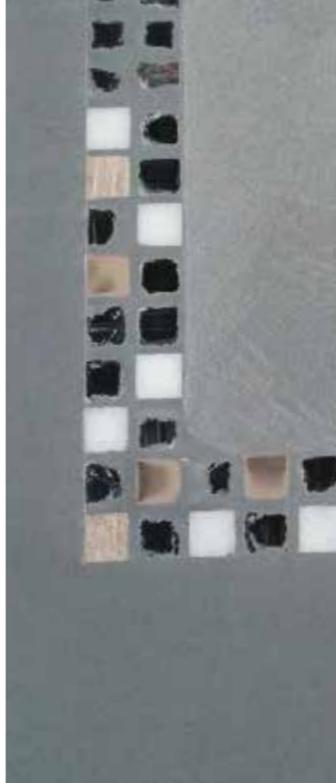
For example: the legs of the table, "Mosaico" made in chrome iron could also be made with iron acidate treated with protection, the mosaics of the table could be in numerous colors, or raw cemented legs of the table, "Getto" could be made thinner, etc. The interesting part of the customization is that it is realized with your design.

Naturally, your design needs to be physically possible such as by adhering to the clear limits and possibilities of the cement used, as well as to the concepts of resistance bending (we cannot produce a table thickness 3 mm).

But a professional architect, engineer or designer, will be able to discuss and propose possibilities with you so that the design reaches production. The design may be produced as a single copy, but it may also be thought of as an idea to produce and to sell to the public.

With your ideas and our manual ability, we can create something unique.

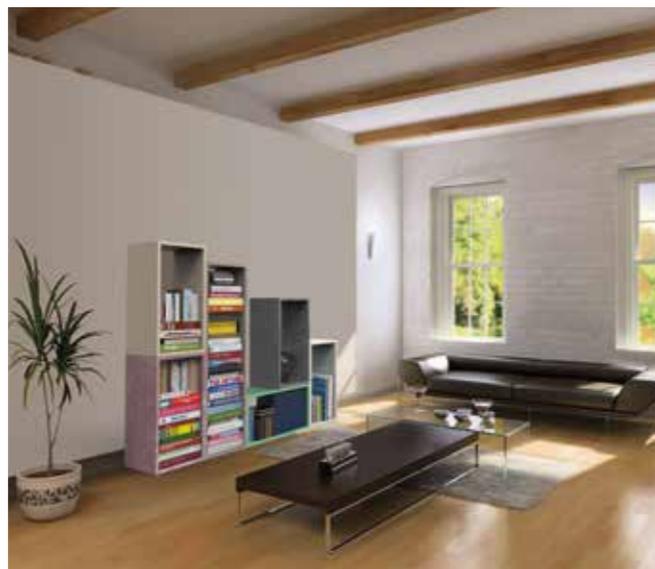
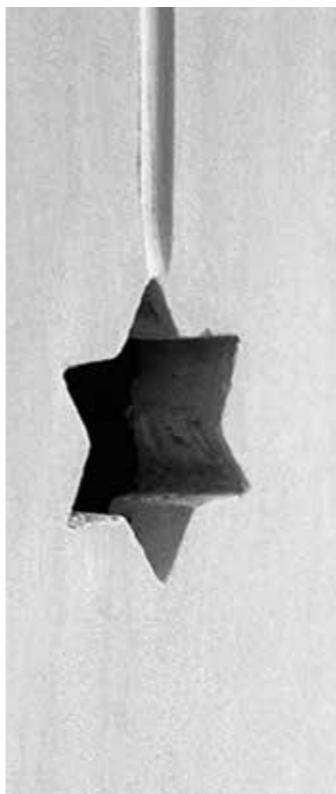




Those who appreciate an object made by hand by an artisan that will withstand time and is less delicate because it is unique and imperfect, will find value in our products. Because they contain different materials, powders, colors and waters our items are made and finished by hand. Because of this, subtle variations in color, size and general appearance are possible. These should be considered part of the aesthetic beauty of the concrete: in fact, they show the natural beauty of nature and work against the aseptic perfection of industrially created objects. Of course, nothing 's perfect. To make an object of concrete takes time, and it is not always easy. Even objects in concrete must be kept with care.

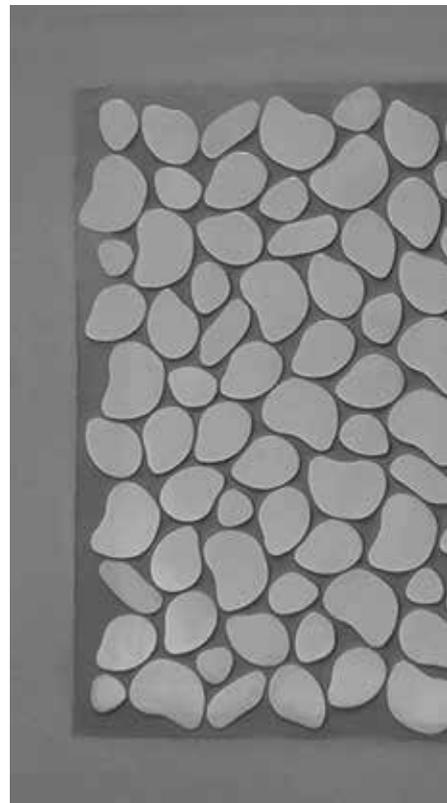
What we produce

Objects, objects for an urban outdoor setting, design objects from inside to outside. We try to develop our ideas by creating objects that we like, but always with an eye for practicality. We combine architects and designers to generate brand new ideas.





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