

# moosso

Strategic PR and Communication

## Press Office

Barbara Musso | Moosso

[barbara@moossopr.com](mailto:barbara@moossopr.com)

ph. +39.02.3675.1875

## Press Kit

[bit.ly/Materica\\_SVC\\_boiserie](https://bit.ly/Materica_SVC_boiserie)

**Press release** - For Immediate Release

MATERICA<sup>+</sup>  
italian luxury coating



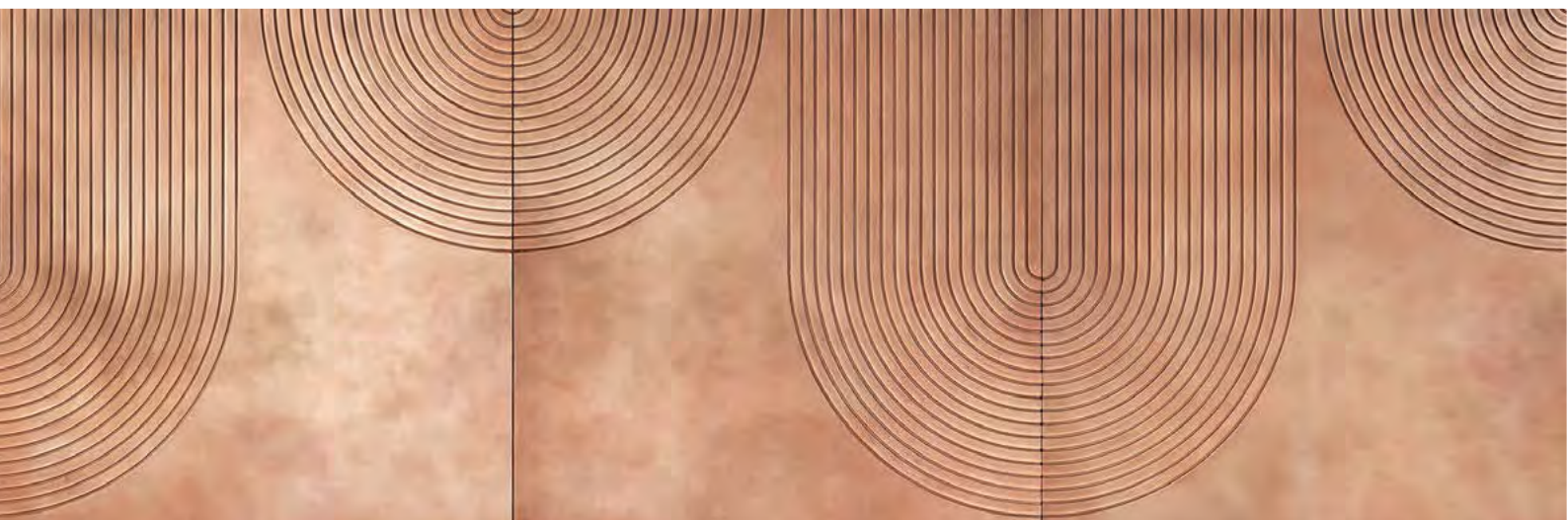
**SUPERFICI VENICE COLLECTION  
BY MATERICA**

Media Partner: Serena Contalones



**Ten unique interpretations of the metallic boiserie collection by Draw, Tiziano Guardini and Luigi Ciuffreda, Matteo Cibic, Serena Confalonieri, StorageMilano, and Antonio Pio Saracino**

**Creative direction by  
Tiziano Guardini e Luigi Ciuffreda**



Scorzè, Venezia, (IT) - **Materica**, a company specializing in wire metallization of surfaces, presents its iconic Superfici Venice Collection through ten exclusive designer interpretations. The collection of boiserie features works by **Draw, Matteo Cibic, Serena Confalonieri, StorageMilano, and Antonio Pio Saracino** under the artistic direction of **Tiziano Guardini and Luigi Ciuffreda**, who have also created product lines themselves.

Each designer brings a personal vision in synergy with Materica's alchemical craftsmanship, drawing inspiration from techniques aligned with their aesthetic sensibilities. The Venetian company's boiseries emerge from a creative fusion of diverse methods. **Metallization, achieved through the high-speed fusion and micronization of pure metals—ranging from brass and bronze to copper, alpaca, aluminum, and zinc**—is seamlessly combined with oxidation, laser etching, resin coating, and natural pigmentation. Layers of materials and multiple treatments reveal unexpected visual effects.

The system's modularity offers exceptional versatility, with **panels that expand both vertically and horizontally to embrace any spatial configuration**. This adaptability stems from varied panel dimensions and a universal cross-bearing structure that ensures seamless integration.

#### **Versatility and tailoring**

The collection's flexibility extends seamlessly to **outdoor** applications. The highly durable metallized finishes can be paired with specially engineered exterior-grade substrates upon request, allowing custom-designed panels to enhance outdoor terraces, patios, and open spaces.





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*A detail of Prisma by STORAGEMILANO*

*“Overlapping materials and multiple processes  
reveal unexpected aesthetic effects”.*

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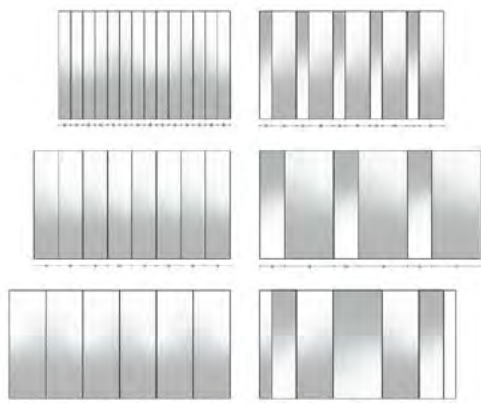
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## Caigo

*Guardini Ciuffreda Studio*

*Dreamlike, floating scenographies*



Venetians call the fog that shrouds their city “caigo”, softening the contours of alleys, monuments, and palaces that gradually emerge in a dreamlike, muffled dimension. Time seems suspended, and Venice transforms into an even more secretive place, irresistibly inviting exploration.

This sense of mystery is evoked by **Caigo**, a boiserie whose floating vibrations bring an ethereal lightness to any space. The delicate laser detailing on the metal creates a subtle yet precious interplay of polished and matte contrasts, evoking an ethereal and transient atmosphere.

**Caigo** is offered in polished/matte brass, zinc, copper, pewter, and alpaca. To enhance the panels with additional nuances, all metal finishes can also be customized with an optional black overlay.

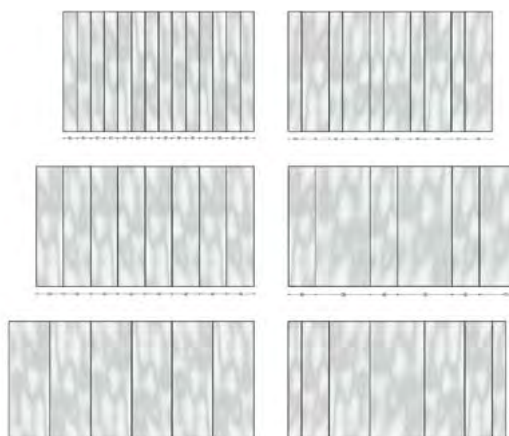


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**Press Kit**[bit.ly/Materica\\_SVC\\_boiserie](https://bit.ly/Materica_SVC_boiserie)**Press release** - For Immediate Release**Belle Nuit***Guardini Ciuffreda Studio**The enchantment of a Venetian night*

The sweet and poignant notes of **Belle Nuit**, the renowned barcarolle composed by Jacques Offenbach, inspire the boiserie designed by Tiziano Guardini and Luigi Ciuffreda. The designer duo captures the profound tranquility of a Venetian night. Each wave on the metallic surface evokes the gentle flow of music in the silence, accompanied only by the soft lapping of the gondolier's oar as he glides forward.

The boiserie's surface presents a majestic three-dimensional illusion, where hues blend harmoniously, reminiscent of reflections on a mirror-like body of water. This captivating visual effect draws the viewer in, inviting immersion into the nocturnal rhythms of the lagoon.

This aquatic and musical sensoriality is interpreted in two enchanting, artisan-crafted versions: laser-etched zinc pigmented in the deep, mysterious tones of Blu Profondo, or in the calm yet vibrant hues of Verde Laguna.



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*Belle Nuit by Tiziano Guardini e Luigi Giuffreda*

*"Belle Nuit capture the fluid  
beauty of the Venetian lagoon"*

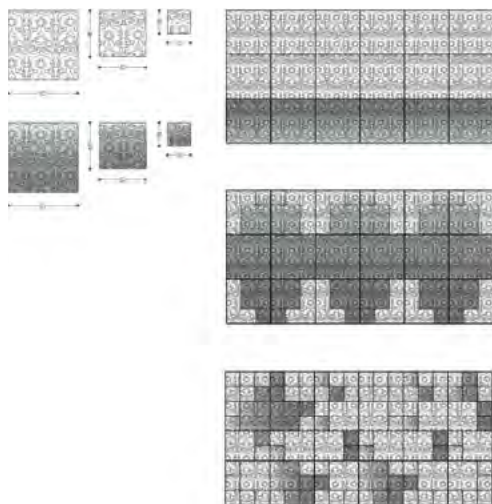




## **Levantina**

*Guardini Ciuffreda Studio con Tessitura Luigi Bevilacqua*

*Silk and metal mosaics*



Tracing the myriad threads connecting East and West, **Levantina** takes shape. Tiziano Guardini and Luigi Ciuffreda draw from the rich legacy of the historic Tessitura Luigi Bevilacqua to create a three-dimensional mosaic of Venetian silk velvets. This architectural masterpiece within architecture features dynamic volumes. Panels juxtapose natural fabrics with finely metalized textiles, offering a striking contrast between opacity and sheen that lends extraordinary sensory depth to the surfaces.

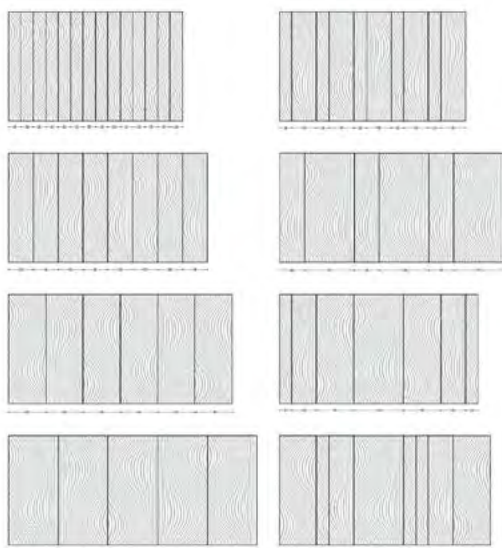
**Levantina** transforms centuries of tradition into contemporary luxury. The boiserie uses Velluto Senatori in two shades—Bianco Gardenia and Rosso Ibisco. The arabesque patterns of the fabric echo the decorations of a significant 17th-century Venetian garment: the togas of the Serenissima's senators, as depicted in paintings by Tiepolo and Domenico Tintoretto. Metalized fabric modules are available in zinc, brass, copper, and pewter with a polished finish.



## **Lagunare**

*Tiziano Guardini e Luigi Ciuffreda*

*Liquid landscapes of the water city*



The eternal rhythm of Venice's lagoon resonates in the sinuous, contemporary lines of **Lagunare** envisioned by Tiziano Guardini and Luigi Ciuffreda. The boiserie's three-dimensional metallic surfaces, enhanced by meticulous laser detailing, reflect and amplify light within interiors, creating a perpetual motion effect reminiscent of waves' enchantment.

Infusing spaces with the tactile sensation of flowing water, **Lagunare** evokes the contemplative allure of Venice's canals. These freely modulable scenographies offer a shimmering, dynamic representation of the liquid landscapes of this unparalleled city.

**Lagunare** is interpreted in brass, zinc, copper, pewter, and alpaca, all characterized by polished/matte contrasts. Metallic materials can be further enriched with pigmented finishes in Blu Profondo and Verde Laguna.



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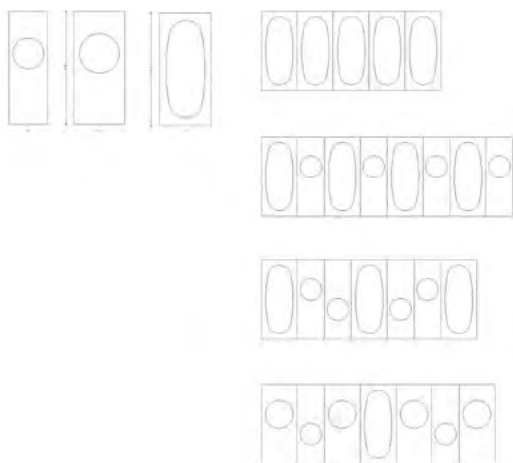
**Press release** - For Immediate Release



## ***Magic Mirror***

*Draw*

*A tribute to contemporary art*



Draw's refined aesthetic finds expression in **Magic Mirror**, a project that reimagines boiserie as contemporary art. Alternating voids and solids, material and immaterial elements recall the sculptures of Anish Kapoor and, reaching back to the mid-20th century, the rhythmic retroflection of Enrico Castellani.

On the textured, reflective metallic surface, a circle takes shape, forming a dynamic interplay of concave and convex geometries. These shifting, mirrored forms create a mesmerizing dance of optical illusions, inviting contemplation and the exploration of new perspectives.

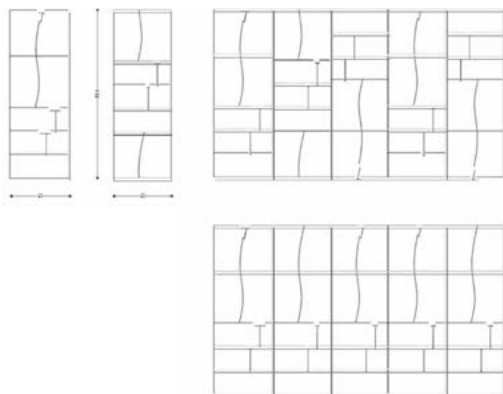
**Magic Mirror** is available in polished zinc, brass, rose gold, alpaca, and pewter. To enhance perspective effects, the concave center can be crafted from a different material than the rest of the panel.



## **Stack**

*Antonio Pio Saracino*

*Striking sculptural compositions*



As its name suggests, **Stack** embodies the idea of accumulation and stratification. Antonio Pio Saracino's design reveals powerful layered forms emerging dynamically from metallic surfaces. This multilayered sculpture, reminiscent of Picasso's Cubism, appears deconstructed and then reconfigured with surprising results.

Saracino crafts his sculptural approach with elegant plasticity and opulent material effects, earning acclaim for his innovative and visionary style. **Stack** transforms any space into a daring, ever-evolving three-dimensional boiserie.

The materials include polished zinc, brass, rose gold, alpaca, and pewter, with optional burnished accents for added depth.





## SIPARIO

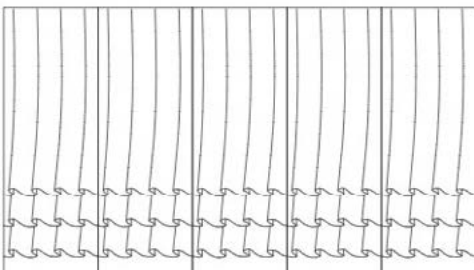
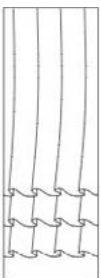
*Matteo Cibic*

*Sophisticated pop aesthetics in the spotlight*

At the intersection of reality and illusion, Matteo Cibic envisions and creates **Sipario**, a grand metallic curtain that transforms walls into theatrical elements. This sophisticated *trompe-l'oeil* features layered optical illusions of fabric-like metallized drapes, creating an infinite three-dimensional effect that ignites the imagination. With his characteristically eclectic and visionary approach, Cibic simultaneously reveals and conceals, tells stories and hints at possibilities. The designer weaves together diverse influences, drawing inspiration from ancient bas-reliefs and Renaissance art, which he reinterprets through his distinctive sophisticated pop aesthetic.

Through Materica's masterful craftsmanship, each drape appears to take shape from light itself, creating the sensation of fabric caught in a gentle breeze or being drawn aside by unseen performers about to begin the show. Every space becomes charged with anticipation and emotion, leaving visitors to wonder: what lies behind the *Sipario*?

This boiserie system showcases the luminous beauty of various metals, available in Zinc, Brass, Rose Gold, Nickel Silver, and Pewter, each offered in both polished and matte finishes. The panels can be further enriched with burnished pleats, adding another layer of theatrical drama.

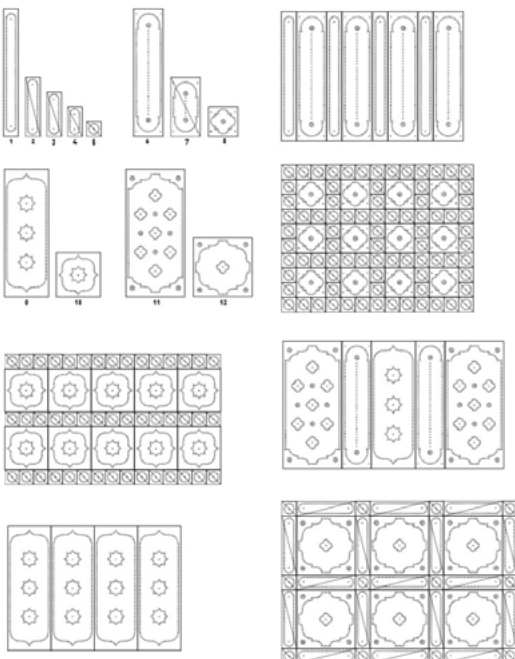




## MEDINA

Serena Confalonieri  
*Refined color modularity*

The enigmatic allure of Morocco's ancient medinas inspires Serena Confalonieri's collection. **Medina**, her line of boiserie, is marked by hand-applied studs that evoke those of traditional Moroccan souk doors. A defining element is Confalonieri's unique approach to color, which in *Medina* captures the dynamic spectrum of colors. The metal, skillfully pigmented by the innovative technology developed by Materica, emulates enamel in the designer's vision, articulated in sophisticated and original color combinations. The palette ranges from Deep Blue, Lagoon Green, and Venetian Red in zinc to glossy finishes of Brass, Rose Gold, Nickel Silver, and Pewter. Confalonieri emphasizes the modularity of Materica's boiserie system, with each module uniquely designed with great harmony and precision, creating endless possibilities for combinations and decorative effects. Reflecting the spirit of Morocco, a region celebrated for its pivotal role as a cultural crossroads and gateway to Africa, the studded doors of Medina are a captivating emblem of transition and passage.







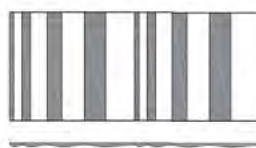
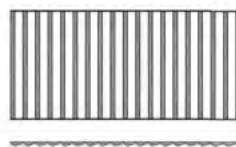
## PRISMA

### *StorageMilano*

*Light, reflections, and architectural elegance*

StorageMilano reimagines traditional boiserie with an architectural approach, transforming it into a façade distinguished by elegant prismatic columns. The innovative wall-paneling system **Prisma** orchestrates a mesmerizing dance of prismatic columns, where each three-dimensional module becomes a reflective masterpiece in its own right. Like fragments of light captured in form, these elements compose a kaleidoscopic boiserie that combines minimalist precision with captivating interplay of light. As light shifts throughout the day, the surface creates a continuous vibration of light and shadow, bringing dynamism and vitality to the space. This architectural element proves remarkably versatile, its essential geometry flowing seamlessly into any interior narrative, from the most cutting-edge contemporary to timelessly classic settings.

Each module presents a dialogue between matte and glossy faces, offering creative minds the freedom to compose in either singular material harmonies or bold metallic duets. Available in Brass, Zinc, Copper, Pewter, and Nickel Silver, each module features dual faces - matte and glossy - that can be finished either in a single material or combined with different metallizations.



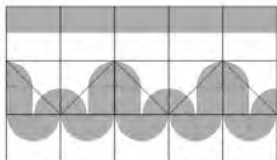
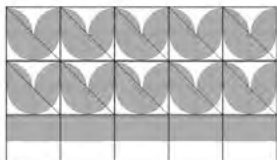
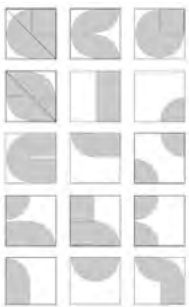


## PATH

*StorageMilano*  
*Geometries in motion*

In **Path** boiserie, two-dimensional graphic patterns weave across surfaces, creating a sophisticated dialogue between precision and movement. StorageMilano's latest creation unfolds in ever-changing, maze-like pathways that draw the eye into a mesmerizing journey. Each module, precision laser-cut with elegant curves and straight lines, can be freely combined with others to compose fluid, large-scale geometric patterns that defy traditional constraints.

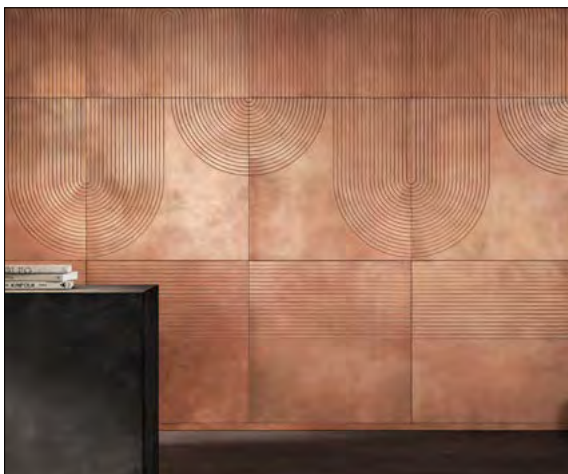
Masterfully crafted by Materica, the metallic surface comes alive with its own inner vitality. While maintaining a minimalist essence, *Path* creates an unexpected magnetic appeal through its decorative versatility. Available in pewter, nickel silver, zinc, brass, and copper, each material can be finished in either polished or satin textures, offering a rich palette for creative expression.







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**For press inquiries and image requests, please contact:**

Moosso – Strategic PR and Communication  
[materica@moossopr.com](mailto:materica@moossopr.com) t. +39.02.3675.1875

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## Note alle Redazioni

### Materica

Materica is a company active in the design, architecture, and luxury sectors. Its core business is metallization, the fusing of metal threads onto diverse and heterogeneous supports. With forty years of experience, Materica is recognized as an ideal partner and leader in metallic coatings, enhancing its clients' objects with the quality and precision that have always distinguished it. Materica also offers a single point of contact for the complete realization of a project, capable of delivering the finished product from a simple digital file.

[materica.eu](http://materica.eu)





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### Matteo Cibic

Matteo Cibic (born 1983, Parma) is a transmedia designer and artist recognized internationally for his innovative approach to design. His works have been displayed in prestigious museums and galleries, including the Centre Pompidou, Mudac in Lausanne, Triennale Milano, and the Rossana Orlandi Gallery. Among the numerous accolades he has received are two Edida Awards (2016 and 2017), inclusion in Architectural Digest's AD100 list (2022), and the title of International Young Designer of the Year (2017). His creations have been featured in leading magazines such as AD Italia, Elle Decor, Wallpaper, and Interni. Cibic has collaborated with major international brands, including Benetton, Nespresso, Jaipur Rugs, and Dodo Pomellato, producing unique projects that blend traditional craftsmanship with innovative techniques. Among his most significant solo exhibitions are Paradiso Dreams (Montelupo Museum, 2019) and VasoNaso (Palazzo Morigi, Milan, 2018), which reflect his distinctive style characterized by a blend of playfulness and experimentation.

[matteocibicstudio.com](http://matteocibicstudio.com)

### Serena Confalonieri

Serena Confalonieri is a designer and art director based in Milan, active in the realms of product, interior, graphic, and textile design. She collaborates with premier companies and artisans both in Italy and internationally, advancing a creative language marked by a graphic, colorful, and emotional style. Since her debut at Fuorisalone 2013 with creations for cc-tapis, Nodus, and Wall&decò, Serena has worked with numerous prominent design and furnishing brands, including Porro, Potocco, Saba Italia, Illulian, Mohebban, Gebrüder Thonet Vienna, Campari, Swatch, and many others. Her commitment extends to enhancing craftsmanship, partnering with institutions like Triennale Milano, Fondazione Cologni, and Michelangelo Foundation to promote a contemporary reinterpretation of traditional knowledge. Her projects have garnered prestigious accolades, including two Honorable Mentions at the Young & Design Awards and the German Design Award, and have been exhibited at significant venues such as Triennale Milano and Rossana Orlandi Gallery.

[serenaconfalonieri.com](http://serenaconfalonieri.com)

### STORAGEMILANO

Barbara Ghidoni, Marco Donati, and Michele Pasini. The studio operates across multiple project scales, from architectural to product design, with an approach that blends elegance, functionality, and aesthetic research. At the heart of the studio's philosophy is the mission to create iconic, bespoke projects that reflect the client's identity through innovative solutions. The design inquiry encompasses architecture, design, fashion, and art, experimenting with unusual materials, light, space, and proportions, while maintaining meticulous attention to detail. STORAGEMILANO collaborates with international brands and private clients, producing stores, showrooms, offices, residences, and installations, distinguished by a process that spans from concept to flawless execution.

[storageassociati.com](http://storageassociati.com)

### Tiziano Guardini and Luigi Ciuffreda

Guardini Ciuffreda Studio is an interdisciplinary design studio composed of the duo Tiziano Guardini and Luigi Ciuffreda. Guardini is a renowned fashion designer and sustainability expert who has won numerous awards and collaborates with internationally renowned companies and institutions.

Ciuffreda is an architect and designer with extensive experience in design at various scales and is a professor at the Accademia di Comunicazione in Milan and at Raffles Milano.

Together, Guardini and Ciuffreda combine their knowledge and experience to create design projects that embrace environmental sustainability, social responsibility, aesthetic beauty, and functionality. Their studio creates products, spaces, and installations that merge art, architecture, and design to create innovative and unique solutions for their clients.

[guardiniCiuffredastudio.it](http://guardiniCiuffredastudio.it)





## **Draw**

Founded in 2018 by Luca and Mattia, Draw is a studio based in Tuscany and South Tyrol, combining design, production, and research. Graduates of Politecnico di Milano's Faculty of Architecture and Design, the duo met in 2008, discovering a synergy that shaped their shared vision. Their work focuses on furniture and interior design, blending tradition with innovation and emphasizing craftsmanship, authentic materials, and meticulous detail.

Draw's projects span three strands: reduction, aiming for functional and formal purity; memory, reinterpreting historical elements with respect and originality; and experimentation, driven by creative exploration. United by a passion for drawing, their creations balance elegance and expressiveness, celebrating the dialogue between technique and artistry.

[drawstudio.eu](http://drawstudio.eu)

## **Antonio Pio Saracino, APS Designs**

APS Designs is a New York-based, multi-disciplinary design firm seamlessly integrating architecture, design, and art. Founded by Antonio Pio Saracino, a licensed Italian architect and a member of the Association of Professional Architects in Rome, our firm has received international acclaim for award-winning projects, acquisitions for permanent museum collections, and notable public commissions. At the core of our firm's philosophy is the mission to deliver iconic, elegant, and functional designs that tell a story. We provide high-quality services from conceptualization to seamless execution and completion.