



INNOVATION FOR ARCHITECTURE

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**Reflections:**

*Dear Readers,  
This special IFA edition dedicated to Expo Milano 2015 and to the added value that Italy has managed to bring to an event over 160 years old, describes just some of the many innovations that the "Made in Italy" Expo has successfully introduced. On these pages, we will try to take you on a journey through the various special aspects of this important eulogy to the food of the world, explaining our initiatives in the various exhibition areas that represent many countries around the globe.  
For Eterno Ivica, this opportunity soon led to pride in the work done over the years and the results achieved, in belonging to a longstanding, sound group that is constantly growing, and in everything we have done and everything we can still do. Therefore, we need to remember why we have excelled and never forget who we are and where we have come from, since losing the past means losing the future.*

*"Remember not to forget" [Peter 1:12-15]*

Alberto Cocco

## EXPO 2015 IN NUMBERS

- 145** countries
- 3** international organisations
- 13** civil society organisations
- 5** thematic areas
- 500** volunteers working every day



# Eterno Ivica returns to the classroom

## The educational role of ITS RED and CPIPE brings great satisfaction

**ING. MICHELE VALOTTO**  
Technical Manager of Eterno Ivica,  
Acoustic Engineer

*ITS RED is the first Higher Technical Institute established in Italy...*

*Statistics show us that 70% of school leavers find work or receive concrete job offers.*

**Today's students are the designers of the future...**

Driven by this philosophy, since it was established, Acustica Sistemi has helped to train dozens of secondary school students, bringing its experiences and expertise in the field of building acoustics and materials for sound insulation into classrooms. In the 2000s, the credibility of Acustica Sistemi has ensured that its managers have been regularly invited as speakers to many courses for training Technical Experts in Environmental Acoustics, supporting universities and freelancers.

Today, now that this wealth of expertise and experiences is part of the Plastic+ Group, Eterno Ivica has decided to continue with its training and has become a member of the **Fondazione ITS RED of Padua**. ITS RED is the first Higher Technical Institute established in Italy, in the wake of the school reform programme that the Ministry of Education launched in 2008, centred on energy efficiency.

Higher Technical Institutes were designed as a two-year post-secondary school training programme intended for students who have already completed their secondary school education but have chosen not to go to university.

Such institutes aim to train highly specialised technicians who can use the expertise acquired during the two-year training programme directly and immediately in certain technological areas deemed strategic for Italy's economy: energy efficiency, sustainable mobility, new technologies of life, new technologies for Made in Italy, tourism, as well as information and communication technologies.

For instance, ITS RED focuses on the efficiency and energy saving sector, currently a very important area of the building industry, since it is one of the strategic keys to economic recovery in Italy.

With operational headquarters in Padua, Verona and San Donà di Piave, ITS RED offers a training programme comprising 1,200 hours of lessons in the classroom and 800 hours of work experience at companies. At the end of the course, students receive a Higher Technical certificate, which is valid in Europe and replaces the compulsory apprenticeship required to enrol for the state exam in order to be listed on the Register of Surveyors.

Statistics show us that 70% of school leavers find work or receive concrete job offers.

As a participating member, Eterno Ivica has contributed and will continue to do so by providing training in building acoustics and products for sound insulation and by providing teaching materials and samples of the most used materials. For instance, during the time spent in the classroom, a wide range of solved case studies have been introduced by presenting the numerical results of sound level tests carried out on site using the tools prescribed by regulations. In fact, Acustica Sistemi by Eterno Ivica is proud of the considerable number of sound level tests regularly carried out at hundreds of building sites, as the company believes that on-site experience leads to real technical expertise in achieving good sound insulation.

The enthusiasm arising from our experience with ITS RED brought us to suggest collaborating with the Centro Provinciale Istruzione Professionale Edile (CPIPE) of Padua.

Established in Padua in 1947 and a member of the FORMEDIL national network of building schools, CPIPE, as described on the institutional website, "develops the following activities: initial training, training for apprentices of compulsory and non-compulsory school age by means of projects in a network of building schools in the Veneto region, artisan training organisations and trade unions, ongoing training for qualification, refresher training, specialisation and refresher courses for workers, technicians, managerial staff and entrepreneurs, paying special attention to aspects related to safety at work, specific training for unemployed school leavers and graduates so they can join the staff of building firms as technicians to manage construction sites and job orders, and as technical managers and operators at construction sites for the restoration of monuments and architecture".

CPIPE's special training set-up has allowed not only experiences in building acoustics to be brought into the classroom but also those related to Eterno



Ivica's long-standing products, namely, supports for raised outdoor flooring and accessories for making buildings waterproof.

With this goal in mind, last February and March, Eterno Ivica had the opportunity to take part, with its own speakers, in four afternoon training sessions, totalling 16 hours in the classroom. The lessons were not only attended by the students of the institute but also by professionals interested in the topics covered.

As required by the training context, all the topics were presented with the main focus on their application, yet starting from an initial strictly scientific approach.

We believe that producers have a vast specialised knowledge that needs to be made available to designers and all technicians in the building industry. Who knows the strengths and weaknesses of their materials better than those who produce them?

Taking part in these sessions, Eterno Ivica intends to contribute to the training of designers and building site technicians who are responsible for choosing the best products available on the market. Such choices can only be made after a well-thought-out design process.

Not least, these professional figures will also be responsible for the correct installation of materials, since, as we often repeat, even the best products provide poor results if they are installed incorrectly.

With these hopes and goals, Eterno Ivica will continue its training and dissemination activities, not only at educational institutes but also by organising conferences and training courses for professionals, who can be guaranteed the training credits for ongoing refresher training courses required by professional bodies.



# THE HISTORY OF UNIVERSAL EXPOsitions

The history of universal exhibitions began in 1851, when – well into the Victorian period – England, or rather the British Empire, decided to host an Expo to show its industrial power. Since then, 34 universal expositions have been acknowledged by the BIE, the international organisation that oversees Expos.

The exposition due to be held in Rome in 1942 was cancelled as a result of World War II. The first 22 expositions held up to 1933 have been defined as 'historic'.

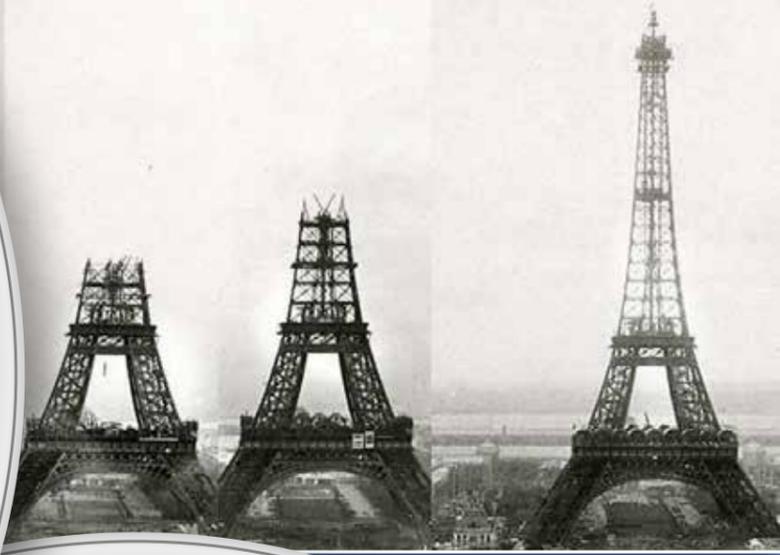
The first exposition in London was called the Great Exhibition of the Works of Industry of All Nations. Italy, which was not then a country, did not take part, but the Grand Duchy of Tuscany and the Papal States were represented. The event – for which the English built Crystal Palace, a building made of glass and iron that was later destroyed by fire on 30 November 1936 – was a great success. The event was attended by six million 39,195 visitors and the takings allowed works to begin on the Victoria & Albert Museum, the Science Museum and the Natural History Museum in London.

Four years later, in 1855, the universal exposition was held in Paris. Five million visitors attended.

Then various events were held in London (1862), Paris (1867), Vienna (1873), for the first time in the USA, in Philadelphia, in 1876, then in Paris again in 1878, followed by Melbourne, Australia, in 1881 and in Barcelona in 1888.

A year later, in 1889 an Expo was held which was perhaps the most famous of all times: the one in Paris attended by 32 million visitors. For the centenary of the French Revolution, the organisers approved the construction of an iron tower 324 metres high, the Eiffel tower, which had to be dismantled after the event. It is still the symbol of Paris and France today.

Over the years, an Expo has been held in the following cities: Chicago 1893, Brussels 1897, Paris 1900, Saint Louis 1904, Milan, Italy, for the first time in 1906, Brussels 1910, Turin 1922, Ghent 1913, San Francisco 1915, Barcelona 1929, Chicago 1933, Brussels 1935, Paris 1937, New York 1939, Port-Au-Prince – Haiti 1949, Brussels 1958, Seattle 1962, Montreal 1967, Osaka 1970, Seville 1992, Han-over 2000, Zaragoza 2008, Shanghai 2010, Milan 2015... in 2020, the Expo will take place in Dubai...



## THE WHAT, HOW AND WHY OF EXPO

Expo Milano 2015 is a universal exposition that Italy is hosting from May 1 to 31 October 2015. It is the largest event ever held dedicated to food and nutrition.

For six months, Milan will become a global showcase, where countries can exhibit their best technologies with the aim of providing a tangible response to a vital need: being able to guarantee healthy and safe food in sufficient quantities for all populations while respecting the Planet and its balances. The exhibition area will cover 1.1 million square metres, involve more than 140 countries and international organisations, and over 20 million visitors will attend...

Expo Milano 2015 has innovative features, it is not only an exhibition but also, and above all, an event that wants participants to reflect on the important theme of "Feeding the Planet, Energy for Life".

Expo Milano 2015 is a platform for the exchange of ideas and shared solutions on the topic of food, encouraging the creativity of the countries involved and promoting innovation for a sustainable future. The focus is on visitors, who, together with the participating countries, are invited to reflect and suggest solutions through discussion and dialogue. But that is not all. Today, Expo Milano 2015 also offers everyone the opportunity to learn about and discover the excellent products of the food processing and gastronomic tradition of each country, as well as artistic and musical events, conferences, shows, creative workshops and exhibitions.

Five thematic routes perfectly connect the areas and spaces of the Expo site: "The story of humankind, the history of food"; "Feast and famine: a contemporary paradox"; "The future of food"; "Sustainable food = an equitable world"; "Taste is knowledge"...

The Expo Milano 2015 site is located north-west of Milan near the municipality of Rho, and covers about 110 hectares. The project develops along two perpendicular routes, the "Cardo" and the "Decumano", recalling the urban layout of ancient Rome. It is surrounded by a landscape that resembles an island, with many green spaces and watercourses, intended to remind us that Milan is the second agricultural municipality in Italy.

Sir Norman Foster and Daniel Libeskind are among the important architects who have contributed by designing and building some of the exhibition pavilions.

## EXPO: CLUSTERS AND PAVILIONS

Clusters: Expo Milano 2015 introduces exclusive new features. For the first time, countries are not grouped together in collective pavilions according to geographical criteria but according to thematic identity and food chains.

Hence, the theme "Feeding the Planet, Energy for Life" is interpreted in a varied way, giving a concrete aspect to these spaces, based on sharing, dialogue and interaction.

Featuring collective areas, which present the food chain in functional areas (e.g. markets, exhibitions, events and tastings), each country has its own exhibition space, where it develops its own interpretation of the theme of Expo Milano 2015.

Altogether the clusters (43 buildings including 31 in wood and 12 in steel) cover a surface area of approximately 36,650 sq.m.

The major themes covered are Rice – Abundance and Security; Coffee – The Engine of Ideas; Cocoa and Chocolate – The Food of Gods; Cereals and Tubers – Old and New Crops; Fruits and Legumes; The World of Spices; Agriculture and Nutrition in the Arid Zones; Islands, Sea and Food; Bio-Mediterranean – Health, Beauty and Harmony. The clusters have been designed by students of 18 schools of international architecture and coordinated by the Polytechnic University of Milan. The pavilions, the main way for individual countries to take part in Expo Milano 2015, are located along the entire length of the Decumano. Each allocated space faces the Decumano and hosts a pavilion, an area of green space or an outdoor exhibition space.

The spaces were designed and created by the countries themselves in compliance with certain regulations: 50% of the area must be dedicated to open space, with a maximum height of 17m.

These temporary buildings have been designed for low environmental impact, whereas special attention has been paid to the materials used.



# ETERNO IVICA AT EXPO 2015



With LEA Ceramiche, Eterno Ivica has supplied supports for over 500 sq.m of flooring at the Technogym area, opposite the rice cluster area, at Expo Milano 2015.

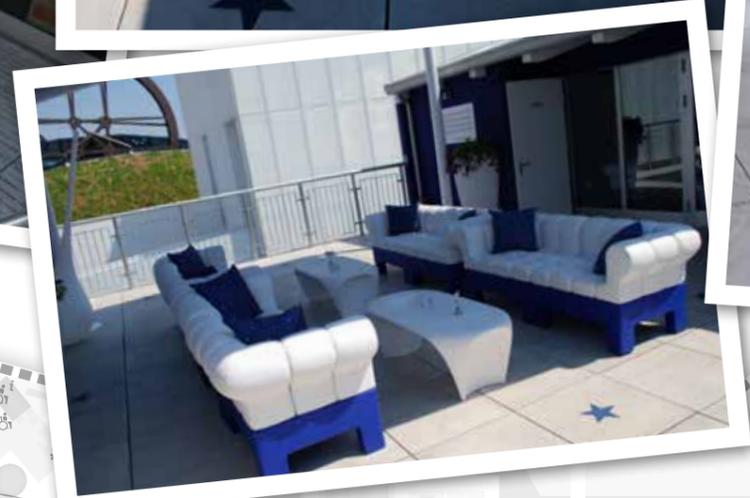
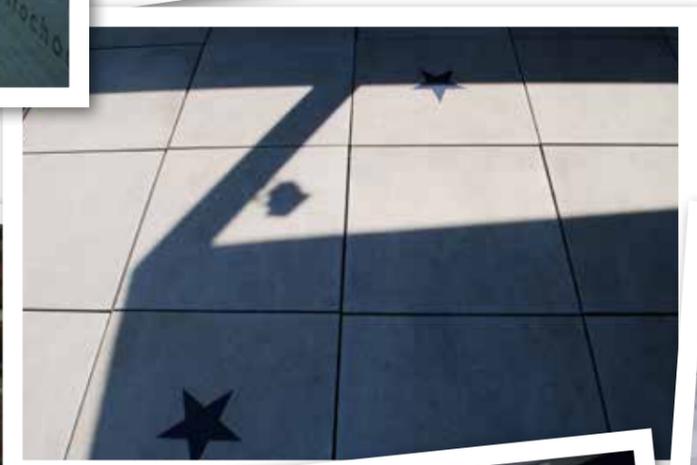
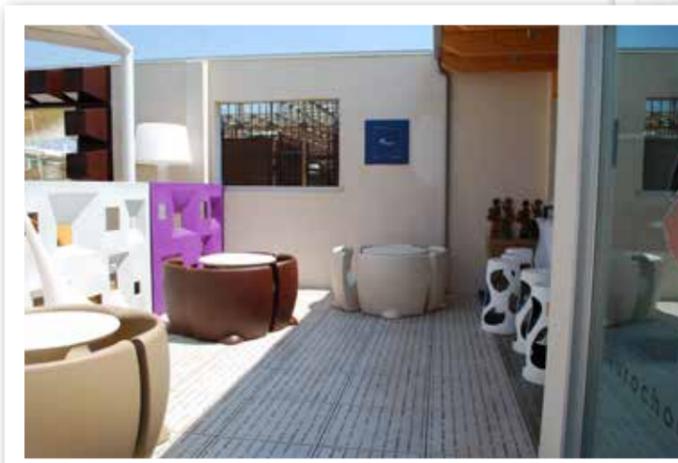
Technogym has launched a social campaign entitled "Let's Move for a Better World" aimed at donating physical exercise and convert it into school meals for the United Nations World Food Programme.

Technogym, the "Official Wellness Partner" of Expo Milano 2015, is an Italian company and world leader in wellness and the official supplier of the last six editions of the Olympic Games. It has developed a thematic route at the Universal Expo of Milan dedicated to physical activity, sport and health.

The route includes 6 Technogym Points, exhibition islands set up along the Decumano, the main route at Expo, and a Technogym arena, a real square covering 1,600 sq. m, which will host a schedule of events linked to the themes of fitness, wellness, sport and health for the entire six-month period.

Keeping to the main theme of EXPO "Feeding the planet, Energy for life", Technogym brings its social campaign "Let's move for a better world" to Expo Milano 2015. Visitors will be able to do physical exercise in the Technogym spaces and measure their movements on equipment or while walking in the Expo park. Thanks to the special partnership between Technogym and the United Nations World Food Programme (WFP), this movement will be transformed into school meals that the WFP distributes to over 20 million children in the poorest countries in the world.

Therefore, physical exercise plays a social role and "does good" not only to those who take part in it.



Experimentation, design, research, technology and quality are the essential values of Lea Ceramiche, the Fiorano Modenese-based company, which, in over thirty years in business, has made an important contribution to developing the Italian ceramics industry. The company's strategy is now based on the values of excellence, expertise, readiness to make changes, technological innovation, reliability, research into the highest quality for products thanks to carefully chosen aesthetic aspects, stylistic research and design content, respect for the environment, enthusiastic staff at Lea Ceramiche and investment in communication.



Italy and its creativity, good food, stylish design, certified quality and versatility unfolds in more than 1.1 million square metres of the EXPO area, where excellent producers from all categories can be found.

One such company is Umbria-based Tagina Ceramiche d'Arte, which, since 1973, has been an ambassador of the typical attention and tailored quality of "Made in Italy": research into innovation, production of unique solutions and the habit of passionately meeting the most demanding requirements have all encouraged major exhibitors at Expo 2015 to choose the company as a loyal partner at its pavilions. The participation of Tagina Ceramiche d'Arte is

evident at the Cocoa and Chocolate Cluster, and especially at the Perugina, Lindt and Icam stands, where the company has used its materials to express the popular image of these brands.

Large square tiles recreate the typical love notes of Bacio Perugina chocolates, as well as the blue stars on its wrappings and the symbol of the griffon. Other tiles have the word "chocolate" imprinted in all the languages of the world, closely demonstrating the research and experimentation carried out at the Tagina laboratory, an "Atelier" that develops and produces the most suitable ceramic coverings for any project.

Eterno Ivica has supplied the supports for outdoor flooring, covering over 170 sq. m of the Roof Gardens of the Lindt and Perugina pavilions.

# SUPPORTING EACH OTHER AT CLUSTERS, PAVILIONS AND SERVICE CENTRES

At this international event, the important participation of Eterno Ivica has led to partnerships with major innovative companies...



Movement is life! And who can remind us and teach us that better than children every day?

Kinder+Sport is at EXPO Milano 2015 in an area covering 3,600 sq. m, where children and their families can explore and get first-hand experience of the Joy of Moving by getting physical exercise, finding inspiration and playing. The Universal Expo is an important opportunity to raise awareness of all the themes central to the future and our planet. To highlight the institutional value and importance of the Kinder+Sport area, a Protocol of Understanding was signed between MIUR – the Ministry of Education, Universities and Research, CONI (Italian National Olympic Committee), the Ferrero Group and EXPO. The Kinder+Sport area includes the Inspiring Space dedicated to presenting the project and its values, the Joy of Moving Garden, an educational installation that will involve children in a physical and adventurous experience, and the Active Arena, a real sports field with motorised games that are unique and fun, developed by a Scientific Committee for learning social skills.

Many international events will enliven the area throughout the six-month period, presenting Kinder+Sport initiatives around the world and encouraging people to see the central role of physical exercise in youngsters' growth, as a means of individual wellbeing and a collective resource for the future.



a Milano dal 1883

Eterno Ivica could not miss being at Palazzo Italia...

The Italian Pavilion project is the result of an international design competition won by Expo 2015 S.p.A. in May 2013. Out of 68 participating architectural studios, the winner was the project by Nemesi, with project engineering by Proger e BMS Progetti for facilities and systems, and building sustainability by Prof. Livio De Santoli. The architecture represents the idea of being together and the ability to act as a community. It has an innovative and contemporary structure based on the Italian architectural tradition. The Pavilion comprises Palazzo Italia, a permanent building with 6 floors covering a constructed area of 14,400 sq. m and the temporary buildings of the "Cardo", with 2 floors covering a constructed area of 12,500 sq. m.

The internal square represents the energy of the community. It is the symbolic heart and starting point for the exhibition route, surrounded by four blocks that comprise Palazzo Italia. Real urban cityscapes, the four blocks house respectively: the Exhibition area (West Block), the Auditorium-Events area (South Block), the Official Offices area (North Block) and the Conference-Meeting Room area (East Block).

Palazzo Italia is covered by a "sail", an innovative design that represents the soft canopy of a forest.

On the fifth floor, we can find the private terrace of the renowned Peck restaurant (chosen to represent Italian mastery in the field of high-end restaurant and catering services, and the official restaurant of the Italian Pavilion here at Expo), which is the highest point of the Expo site, with views of the Tree of Life and the Lake Arena.



**ecuador**  
a journey to the centre of the earth

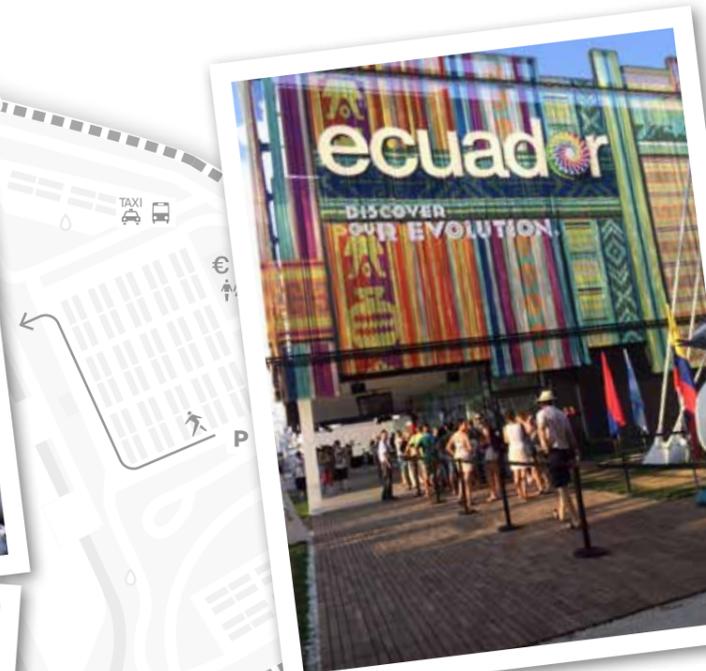
For the first time, Ecuador is represented at a Universal Expo with its own pavilion.

The focus is on the theme of biodiversity and a "Journey to the centre of life", intended to remind us that Ecuador is located in a central position on our Planet. The word 'centre, however, also recalls the origin, essence and principle of everything (a reference to "Journey to the Centre of the Earth" by Jules Verne, thus paying tribute to Darwin's journey in the Beagle to the Galapagos islands, which the scientist called the "Centre of creation"). The exhibition tour is divided into four areas: the first, a diverse country, will show different regional landscapes as the core identity of the country. The second area (Food as a social aggregate) has much content and information and explains the ingredients of each dish, with a selection of products that represent the traditional cuisine of Ecuador. The third area of the journey (living well, or in Quechua "Sumak Kawsay") is a space for reflecting, where visitors can rest and think about the message they have just received, in a space full of images, sounds and sensations. Finally, the fourth area (Amor) will provide the most fun in the pavilion, bringing a little of Ecuador to Milan, with a restaurant and a multifunctional space.

Supports produced by Eterno Ivica will accompany "travellers" all along the outdoor flooring area of the restaurant and in the bookshop at the end, thanks to the partnership between Punto Edile Pennati and Eurostand, the suppliers of about 150 sq. m of raised flooring, laid over 900 SE7 supports.

**PUNTO EDILE PENNATI** has been trading and selling building products for many years.

**EUROSTAND** manages the image of a company at trade shows, events, showrooms and temporary installations.



## eternoivica IN NUMBER

**Service centres, Floorlab:**  
2.000 sq. m SE3, SE4, SE5

**MIRAGE with Kinder Sport:**  
over 1.000 sq. m

**LEA with Tecnogym:**  
over 200 sq. m

**TAGINA: Lindt and Perugia Chocolate District - Roof Garden,**  
about 160/170 sq. m – about 300 SE1, 300 SE2 and 350 SE3 supports used

**Punto Edile Pennati:**  
**Ecuador Pavilion,** about 140/150 sq. m – about 800 SE7 supports used

**Sbaraini: Italian Pavilion - Peck Restaurant** about 1900/2000 sq. m  
about 1100 NM1, 900 NM2, 2000 NM3, 2.000 NM4 and 5900 NM5 supports used



Mirage is also at the universal exposition in Milan with its materials. Ferrero, a leading company in the confectionery sector, has chosen the Quarziti collection by Mirage for its pavilion. Mirage and Ferrero, two excellent Italian companies, come together at Expo in an area of over 1,000 sq. m of games supported by Eterno Ivica.



The flooring was made by the company Ceramiche Sbaraini Srl (a company that has been selling and installing flooring products for forty years: tiles, parquet, terracotta, clinker, laminates, marble, granite, stone, etc.), which has relied on Eterno Ivica for supports for its outdoor flooring that covers almost 2,000 sq. m, with a total of about 11,900 pieces of NM1, NM2, NM3, NM4 and NM5.



# REFURBISHMENT

## INTERVIEW

### How does Peter Cox® rank in the building sector?

For over 50 years, Peter Cox® has been a leading company in Italy in the field of refurbishment and reinforcement of building structures, implementing hundreds of projects involving structural and monumental buildings.

The company, founded in London thanks to the brilliant insight of Peter Cox, features close ties between genius and technology and still offers a unique and innovative service.

Based on innovation, the system known as Barriera Peter Cox® (Barrier System) has led to various other innovations over the years in the building industry, such as the Sistema Traliccio LPR® (LPR Lattice Moulding System) and Connettore FLAP® (FLAP Connector), which have confirmed the company's importance position in the market. Peter Cox® supplies its products to technicians, architects, surveyors and engineers for effective solutions for renovating existing and historical buildings, as well as for new projects.

### What are the main characteristics of your solutions and products?

Peter Cox® stands out for its diverse intervention technologies, from refurbishing masonry work to reinforcing wood floors, artistic restoration and monumental restoration.

Over the years, innovative products and application systems have been developed in all these areas of intervention, the outcome of in-depth research conducted starting from the practical requirements encountered on site and confirmed by analysis in university laboratories.

### Sistema Barriera Peter Cox®

The original, safe system that prevents rising damp from spreading thanks to a continuous chemical barrier.

Patented and installed for over 50 years, it is synonymous with the quality and professionalism of Peter Cox®.

### Sistema Traliccio LPR® and Connettore FLAP®

The integrated system for reinforcing wood floors complies with anti-seismic regulations and can be applied to single or double truss floors. This special technology provides the perfect "dry" connection between wood and concrete, permanently reinforcing the floor.

### Why can Peter Cox® be called an innovative company?

An innovative company is one that does not hold back its desire, over the years, to develop and optimise its solutions, in line with the needs of each building site. The idea to replace demolition with renovation is the leitmotif that has always guided research at Peter Cox®, aimed at continuous technological development while fully respecting the environment, buildings and their artistic and monumental value. The company's longstanding collaboration with the Material Testing Laboratory of the IUAV University of Venice and with the international certification body BBA (British Board of Agrément) is proof of the quality of the research and experimentation of Peter Cox®, which is now a major innovative company in the sector.



**Gaetano Lauricella**  
Technical Director Peter Cox®

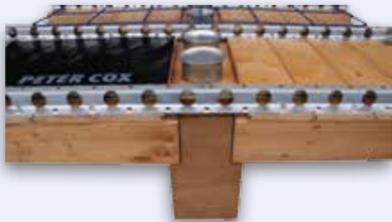


The renovation of existing buildings is the main activity of Peter Cox®, which has always been involved in the refurbishment of walls and reinforcement of wood floors. Many works have been

implemented in these two areas, including a joint intervention for the renovation of Borgo Rocca Sveva owned by Cantine di Soave, in the province of Verona. Here, Peter Cox® initially implemented works to refurbish the base of old stone walls using the Sistema Barriera Peter Cox® to prevent rising damp. Deterioration was quite evident in the lower part of the building, where salt deposits were present leading to the detachment of plaster and paint along the entire perimeter of the building. Intervention to remove the damp, carried out by teams of Peter Cox® specialised technicians, involved drilling the wall 20cm above floor level, at a depth of up to 90% of the thickness of the wall. The wall was entirely treated with a siloxane liquid through diffusers calibrated for

## PETER COX®: innovation becomes technology in over 50 years of experience in the building renovation sector

slow absorption, thus forming a "barrier", the distinctive feature of the Peter Cox® system, and preventing water from rising up the walls again. The intervention ended with replacing the plaster after appropriately drying and applying a special treatment to the surfaces. Since it is a historic building, the floors also required professional reinforcement. After making a careful initial inspection of the static problems with the works manager and the building firm, Peter Cox® carried out work on the double truss floors by installing a Traliccio LPR® and Connettori FLAP®. This intervention made it possible to ensure reinforcement of the structures to prevent detachment or slippage of the framework and eventual collapse. Using these integrated technologies, in particular, allows perfect connection to be made between wood and concrete, for both secondary beams and support beam, creating an unparalleled support for the floor, certified by many tests implemented at the Research Laboratory of the University of Venice. To find out more about the many projects implemented by Peter Cox® throughout Italy in various areas of activity, please visit our website: [www.petercoxitalia.it](http://www.petercoxitalia.it).



Intervention with a Barrier at Borgo Rocca Sveva: damp.



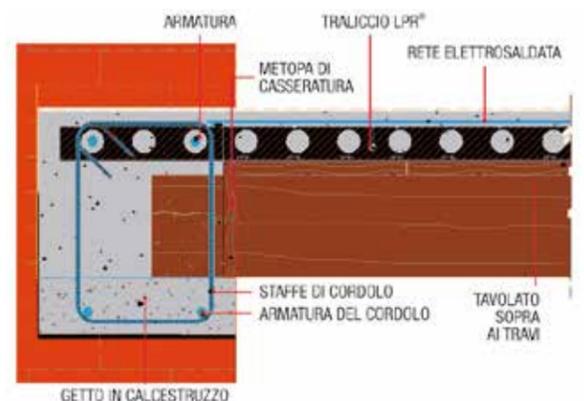
Intervention on the Floor at Borgo Rocca Sveva.



## INNOVATION: TRALICCIO LPR® WITH SEISMIC NODE

Peter Cox® adds another important component for anti-seismic stability to the company's already effective Traliccio LPR® solution for reinforcing floors.

The Seismic Node is an essential component to be installed when laying the Traliccio LPR® in order to guarantee the stability of the floor, even if horizontal tremors typical of earthquakes should occur. N.T.C. 2008 (Technical standards for buildings) regulations stress the need to surround masonry buildings in order to make them suitably resistant to horizontal forces and thus close the "masonry shell". If intervention is carried out to reinforce old buildings, without jacketing, the floor-masonry connection can be found through the application of the Sistema Traliccio LPR® and Seismic Node technology: reinforcement by means of concrete slabs in conjunction with wood beams creates a rigid horizontal partition, which requires jacketing of the building to distribute the horizontal stress of the earthquake and act as an effective horizontal diaphragm. The Nodo Sismico Peter Cox® system complies with regulations for building in seismic areas.



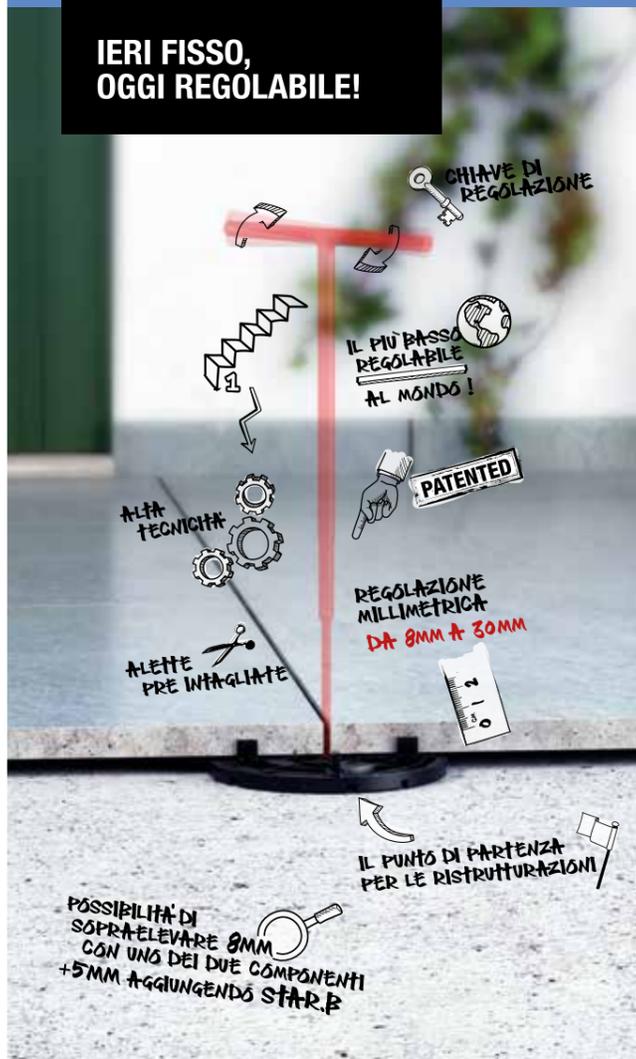
**ANTI-VENTO  
WINDPROOF**

**A PROVA  
DI BUFERA!**



8 15  
**STAR.T**

**IERI FISSO,  
OGGI REGOLABILE!**



**VO**  
AUTOESTINGUENTE  
SELF-EXTINGUISHING

**SCACCO MATTO  
AL FUOCO!**



**WIND  
PROOF**

With continuous climatic changes, we are used to heavy rain and strong winds, which may sometimes lift objects that are not well-secured to our terraces and outdoor areas. Such events, no longer infrequent, force us to find increasingly versatile products able to withstand any bad weather hazards: products that are storm proof.

Now, Eterno Ivica is pleased to introduce a new line of supports designed to withstand strong winds. They are simply called "Windproof", since they are a safe, effective and affordable solution to the problem of rising slabs.

The system is designed to provide a strong connection between slabs, supports and laying surfaces: steel screws adhere to the inside of the Eterno Ivica support, passing through the gap in the slabs, which are connected to the support by an elegant and sturdy steel ring. The support base is anchored by an innovative double-sided adhesive butyl sheet that conceals a compound specifically designed to stick to various waterproofing membranes, resulting in a system with unprecedented resistance to wind.

The system is a success not only because of its interlocked components but also because of the reaction that the entire jointed flooring imposes on the suction force of the wind, systematically resisting traction and distributing the wind strength between the slabs and adjacent interconnected supports.

THE "WINDPROOF" SYSTEM CAN BE USED WITH SE AND NM SUPPORTS IN THE PEDESTAL LINE.

8 30  
**STAR.**

The new STAR.T is a real revolution in the raised outdoor flooring sector. It targets both the new building and the renovated building market. The latter requires increasingly lower "finished products" that usually measure 3cm and respects the threshold of a French window. Our STAR.T product, starting from 10mm, is ideal for all the latest trends in tiles, 2cm thick, successfully obtaining adjustable raised flooring in just 3cm, and creating a very elegant flush-fit top with entrances to homes. The only problem could be eventual rainwater entering homes due to the flush-fit top. However, since our supports do not close gaps but leave them open for water drainage, this will not occur. STAR.T can also be used with cement and wood slabs, 2cm thick and over.

When being installed, STAR.T unleashes its full potential: the slope of the sub-floor leads to an inevitable lowering of the water outlets, therefore, the initial height might considerably increase. It could start, for example, with a 3cm finished product and arrive close to the water outlet at a height of 4cm. In this case, STAR.T can be adjusted to the millimetre from 10mm to 25mm thanks to the STAR.B adjustment key and the addition, which, measuring 5mm, overcomes the need to transform STAR.T into a 10 - 15mm; 15 - 20mm; 20 - 25mm support, without the aid of thicknesses. Hence, laying times are quicker and stability and precision are provided for the entire flooring. Using only the TOP of the STAR.T system, we can obtain a fixed 8mm support. This product is unique in the world and never before has anyone managed to adjust such reduced thicknesses to the millimetre. Also perfect for new buildings, STAR.T can be used instead of glue for tiles, thus avoiding the use of glue for flooring, which often causes structural and aesthetic problems.

**SELF  
EXTINGUISHING**

Passive fire protection is the only way to limit damage in the event of fire and keep people safe.

Therefore, Eterno Ivica, always dedicated to safety, has developed a range of products with specific self-extinguishing properties.

The company has created new lines of SE-V0 and NM-V0 Self-extinguishing Pedestal supports, the first in the world made of self-extinguishing raw materials. In the event of fire, Self-extinguishing Pedestal supports stop flames from spreading and significantly reduce smoke fumes compared to traditional products.

THE "SELF-EXTINGUISHING" SYSTEM CAN BE USED WITH SE AND NM SUPPORTS IN THE PEDESTAL LINE



# 60 YEARS OF SUCCESSES

eternoivica



We meet  
**Gabriele Favero**,  
Managing Director of  
Plastic+ Group at  
EXPO 2015



**Eterno Ivica is a reference partner for raised flooring at the pavilions built at EXPO 2015 in Milan. What is the secret ingredient that allows you to always rank first for the most prestigious world projects?**

It's true; we are actually always the first. Our competitors follow us and try to copy us. They are sometimes successful but fortunately also very clumsy; we cannot be easily copied. Our products may appear to be simple pieces of plastic, however, they are not. They involve a great deal of technology, hours and hours of research by our sales team, technical department, purchasing department and quality management department, as well as drawings, prototypes, field tests, lab tests, etc., therefore our products are unique. This is why world-leading design studios choose our products.

I believe that the main ingredient of our success lies in our passion for our work, our satisfaction at being the first to do something important for our customers and the market. To us, solving problems and meeting customers' needs is our key focus, therefore success is a consequence of all this.

EXPO 2015 di Milano has given us great satisfaction. Indeed, our products can be found at Technogym thanks to the participation of the company LEA, at the Roof Garden of the Chocolate District with Lindt and Perugia, with our customer TAGINA; at the outdoor terrace of Ristorante Peck in Palazzo Italia with our customer SBAIRANI; at Kinder Sport for the entire flooring with MIRAGE, at the Ecuador Pavilion with Punto Edile Pennati and at Eurostands. Last but not least, we supplied all the various types of flooring for the Service Centres with Floor Lab.

**2008-2015 has seen a real boom for Eterno Ivica with an exponential increase in turnover and productivity. Could you explain this amazing growth that goes against the trend?**

With the beginning of the economic crisis in 2008, we realised that the market would change. The main products in our catalogue were part of a sector that would struggle to recover. Therefore, we decided to diversify and found a niche in the market, little known and rarely exploited up to then, for raised outdoor flooring, a winning technology that could give us great satisfaction when well presented and advertised. We quickly designed new products, planned investments and established a new sales strategy while investing in our internal organisation, production department and IT systems in order to improve and speed up internal processes, and in the

Web to increase our visibility. All this allows us to say that when it comes to innovation, EternoIvica is a concrete example. Not surprisingly, in the last three years, we have doubled our turnover, in sharp contrast to current economic trends.

This year, EternoIvica will make a turnover of over 10 million euros, 60% from abroad and 40% in Italy, with upward trends in both markets.

**Your company profile speaks about its "sound foundations". What does it mean for customers to have as a partner a company that has continued to innovate and invest and has been the driving force of competition since 1955? What added value is brought as part of a leading group such as Plastic+ Group?**

Underlying all this are values that need to be respected, with regard to everyone and everything, including collaborators, customers, suppliers, institutions, the territory and the environment.

Professional ethics, in the sense of "whoever makes a mistake pays" is a priority. In the past, we made mistakes, realised this and paid. Now experience has taught us to make fewer mistakes but if they should occur, we are always ready to act. This is called respect, respect for those who have believed in us and in our products.

Respect also means making profits in an honest manner, without failing to fulfil our obligations towards our partners and suppliers, seeing our partners as the real assets of our company and our suppliers as partners with whom we can share goals. We have obtained SA8000 Corporate Social Responsibility certification since 2007.

It also means being active throughout our territory and taking action that may help the social fabric. Therefore, we provide support for initiatives that focus on charity, respecting the environment throughout all our production processes. Not surprisingly, in 2014 we obtained ISO 14001 environmental certification.

We firmly believe in teamwork. Being a team has become increasingly important, especially in recent years since competition has been tougher worldwide. Together we can win but individually we lose. After all, what matters is that people always make all the difference. Even in an increasingly technological and computerised world, people determine the success (or failure) of a project. Human passion, creativity and willpower make all the difference.



## CIRQUE DU SOLEIL

**EXPO 2015 hosts international companies and embraces the visual and creative arts. Cirque du Soleil has offered a show as a tribute to EXPO 2015 ... and to life.**

Cirque du Soleil is a popular Canadian circus, famous worldwide. It focuses on mime, acrobatics and juggling, generally offering performances of great importance, without using animals in its shows. Founded in 1984 in Montreal by the former fire-eater Guy Laliberté, aged twenty-three at the time, with Gilles Ste-Croix and Daniel Gauthier, it was initially as a street circus. It has 3,800 employees who enliven 8 shows on tour, with marquees worldwide, as well as 9 permanent shows, each one with a different theme, in Montreal, Las Vegas, New York, Orlando and Macao.

In May 2011, two 2 permanent shows opened: in Singapore at Marina Sands Hotel and in Dubai.

All Cirque du Soleil's shows are designed to be unique, with a central theme that unfolds into various scenes, rather than a simple succession of athletic or acrobatic acts. One performance of a show differs to another, since many guests are invited to perform.

The founders of the circus have taken some traditional acts, adding to and changing the performance. For example, elastic ropes have been introduced to acts in the air, whereas the elastic trampoline has been enhanced: these features have also been adopted by other traditional circuses over the years. Many of the acts and performers come from different circus schools, such as the Russian or Chinese school, and have been assimilated into the style of Cirque du Soleil.

The troupes have been honoured on Canada's Walk of Fame. The musical part of the shows (exclusively composed for Cirque du Soleil) is entirely different to that of traditional circuses.

The soundtracks of each show, composed by René Dupéré and Benoît Jutras among others, are strictly performed live and are completely different each time, even in style and in the musical instruments involved to create the desired atmosphere: great focus on percussion instruments for Dralion, Italian style reminiscent of Rota and his works for Fellini, Morricone, Vivaldi and Mancini, accordions and violins for Alegria, and saxophones and pianos for Zumanity. Ideas are drawn from all musical genres: world music, tango and new age.

Moreover, the soundtracks are recorded on CDs and sold to the public. The most popular is Alegria, which includes the well-known piece of the same name in three languages.

The most famous shows include Alegria (1994-2013), one of the longest-running of the troupe, Il sogno di Volare - at the "all-nighter" of 5 December 2008 in Lecce, a unique show was held in Piazza Sant'Oronzo - Amaluna, on tour in the U.S.A., and the current permanent show "ALLAVITA" organised and created especially for Expo Milano 2015.

ALLAVITA! tells the story of a young boy, Leonardo, who is given a magic seed by his grandmother. An imaginary friend, Farro, appears from this seed and guides him on a fantastic journey through wonder, courage and hope. The show is in 14 acts that exalt the wonders of art, theatre, dance and music. Everything is enhanced with stage costumes, creative make-up and multimedia videos. All this is intended to emphasise the role of EXPO Milano 2015 as an all-round cultural event.

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INNOVATION FOR ARCHITECTURE

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