

# IFA INTERNATIONAL

INNOVATION FOR ARCHITECTURE

**eternoivica**

THE PROTAGONIST OF IMPORTANT TEMPORARY  
INSTALLATIONS, EVENTS, UNIVERSITY COLLABORATIONS...  
ALWAYS THERE IN THE MOMENTS THAT MATTER.

**IFA MAGAZINE 02  
17**

INNOVATION FOR ARCHITECTURE

by ETERNO IVICA socio ANIT  
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... and in the next issue expect many new  
features





MICHELE VALOTTO

Engineer - Technical Director Eterno Ivica,  
versed in Environmental Acoustics

# ETERNO IVICA INVESTS IN RESEARCH AND DEVELOPMENT

AT A TIME OF GREAT UNCERTAINTY IN WHICH WE ARE WITNESSING A GENERAL LOSS INVESTMENTS, ETERNO IVICA STANDS OUT AMONG ITALIAN COMPANIES FOR THE WILLINGNESS TO MAINTAIN CLOSE RELATIONS WITH THE WORLD OF EDUCATION AND SCIENTIFIC RESEARCH.

Eterno Ivica, for many years actively involved with the **Foundation ITS RED** regarding the formation of future construction professionals, has decided to invest considerable resources in drafting a three-year research agreement with the **University of Trieste**.

In particular, a collaboration has started aimed at the **study of the interaction between acoustic waves and electrical properties of materials; it implies the production of electric current and active noise control**.

This area of research fits perfectly in the philosophy of Eterno Ivica, always careful to **respect the environment and natural resources**. With this research agreement, the company will explore all opportunities to study the possibility of recovering clean electricity from the noisy environment around us, primarily from the noise of roads, railways and airports.

In addition, Eterno Ivica strongly believes in the possibility of elevating the technological level in the construction world, and therefore wants to explore the possibility of providing active noise insulation; therefore, we are committed not only through the construction of walls and floors that passively contrast the transmission of noise, but also in **developing technologically advanced systems**. These systems, interacting with domestic environment, can actively counter the propagation of sound waves between environments. These systems, until recently, have been used exclusively in the aeronautical and automotive sectors, and in telecommunications.

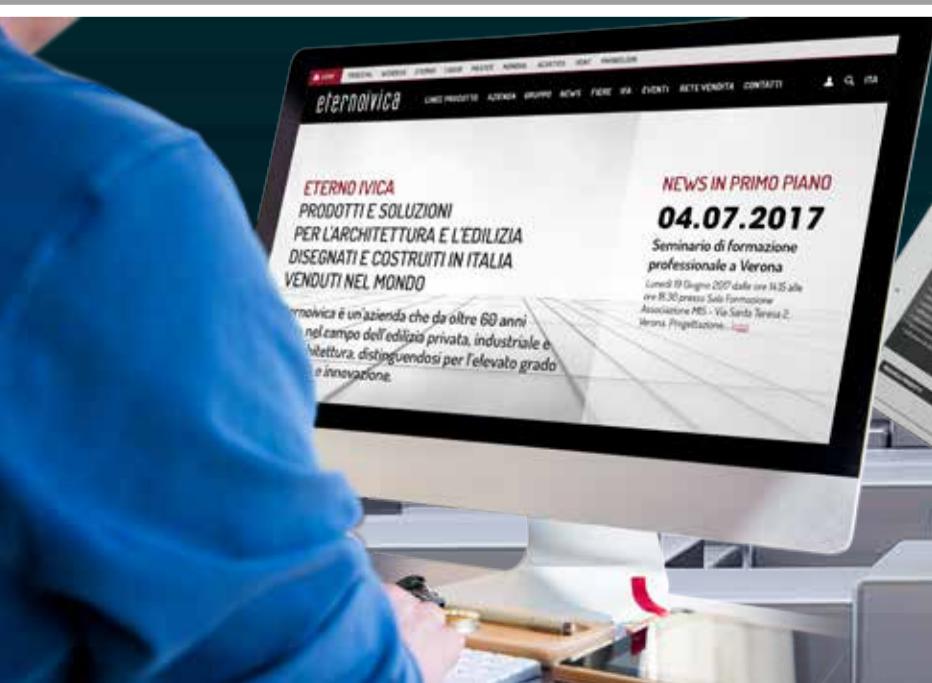
Therefore, the University of Trieste and Eterno Ivica will be engaged together in the next three years in research and development of new systems and technologies, and as it has happened often in regards to our company, there is the potential to become a new frontier in building techniques in the near future.



UNIVERSITÀ  
DEGLI STUDI DI TRIESTE



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TO OFFER THE BEST





## COWORKING PIGALLE - PARIS

IN PARIS THERE IS A COWORKING SPACE OF 150 SQUARE METERS TO ACCOMMODATE PEOPLE AND PROVIDE VARIOUS SERVICES. 35 SQ M OF SOUND ABSORPTION REDUCE REVERBERATION INDOORS, MAKING IT THE MOST LIVABLE ENVIRONMENT, WITH GREATER ACOUSTIC COMFORT, SO THAT IT IS INHABITABLE IN ALL ITS POTENTIAL.

by the editorial staff

***The panels are screen printed; they have been customized one by one, according to a project specifically studied and designed by the creators of the coworking space...***

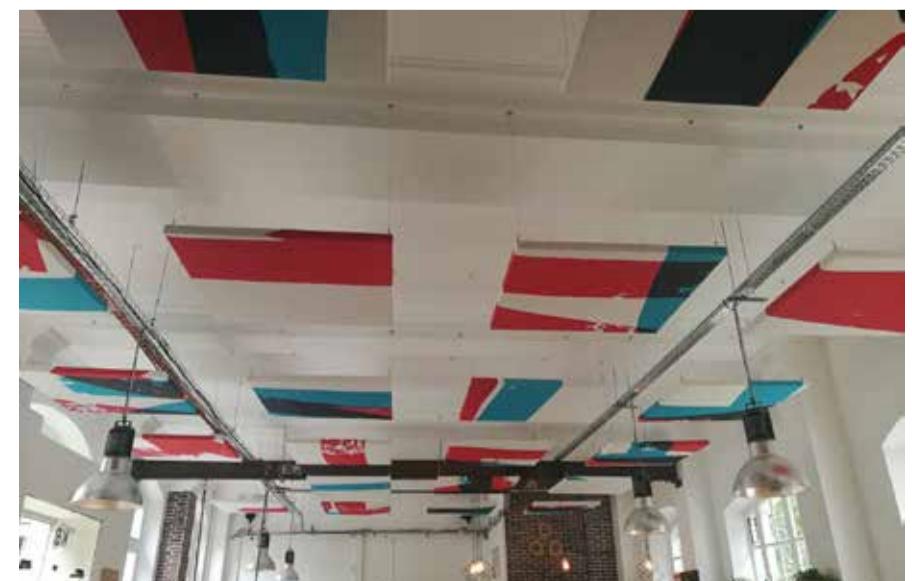
Co-working is not just a way to reuse and share the space, it is much more: it is a way of "meeting" a way of thinking, living, and **collaborating by sharing and participating together** with ideas, thoughts, projects and jobs.

In a time of blooming recovery and restructuring, the **Acoustics Division of Eterno Ivica**, in collaboration with **Lespace Paris**, participates in the **acoustic treatment** of a former school in the north of Paris.

The school has been transformed into a coworking area; the school of over 7,000 square meters, has kept former classrooms, however, the intended use has been changed. The rooms have been adapted into small and medium offices, meeting halls and places of meetings that are rented out to students, start-up companies and freelancers of various kinds to carry out their activities freely.

**Eterno Ivica** has been involved in this repurposing acoustic project, from the point of view of the reverberation. It is a large space of approximately 140 square meters. A composition of **24 "phonolook" panels** 1,20mX1,20mX5cm has been applied to the ceiling. The panels are silk-screened, and have been customized one by one, according to a project specially studied and designed by the creators of the co-working space. They have a high definition inkjet print directly on the fabric: a composition with a unique design divided into 24 panels in a mosaic-like fashion. The panels are suspended from the ceiling by means of a stainless steel system of ropes and conical terminals. **The result is spectacular.**

Product Info: [acustica@eternoivica.com](mailto:acustica@eternoivica.com)  
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by the editorial staff

case History

MEGA - Ventilated Façade

## ITALGRANITI IMPRONTA

The IMPRONTA CERAMICHE group was established in 1998 by joining two ceramic companies, Impronta and Italgraniti, respectively on the market since 1975 and 1994, and both already armed with a strongly consolidated image in the sector.

Since 2011 Impronta Ceramiche became ITALGRANITI GROUP.

Italgraniti Group, a dynamic and innovative company, has experienced in recent years a significant expansion, supported by substantial investments in the latest production technologies.

The result is a full range of high quality products that can satisfy, and often anticipate, market needs.



# MEGA PROJECT A REAL EVOLUTION OF TILE CERAMIC FROM RAW MATERIAL.



MEGA - Reception Hotel



MEGA - Kitchen

## WHAT IS MEGA

Mega is the surfaces of Italgraniti Group program in exceptional sizes 160X320 cm, 120X240 cm and 120X120 cm.

The Mega revolutionary plates were created in reaction to the growing necessity of universal coatings that pose no limits to the modern architectural design. The majestic porcelain stoneware modules, in 6mm thickness, get to play a role similar to real skin, and their performances represent a perfect solution for floor coating, indoor and outdoor walls, and furniture surfaces.

## THE PORCELAIN STONEWARE MEGA

Mega slabs in porcelain stoneware are obtained through the **most advanced sintering technologies**. Mega is a **compact and safe material**, it bears the stresses, the wear and foot traffic; it is **resistant to chemicals, mold, frost and fire**. The thickness of only 6mm makes the **flexible sheets easy to cut, drill and move**. The porcelain stoneware Mega is easily sanitized and totally insensitive to UV rays; both qualities make it destined to last in time.

## UNLIMITED SURFACES

This **innovative technology** possesses a natural vocation for large public spaces while remaining in tune with both home environments and the most crowded spaces. **Mega expands the expressive possibilities of contemporary architecture** in transferring its revolutionary beauty, without limits of intended use: **from large external façades, to the laying of interior floors and walls, to the covering up of existing materials**.

## FLOORING FOR FLOORS AND WALLS

The Mega plates increase the aesthetic value of the environment by **freeing up surfaces from needing a posing pattern**: they give architecture the sensation of opening up space and a strong visual impact. **Mega has the same performance of other products that are traditionally much thicker**, only it has added lightness and versatility.

## COORDINATED FLOORS

The slabs in a thin 6mm thickness are perfectly coordinated with the porcelain stoneware surfaces in a different thickness (9.5 and 20 mm); this technical and aesthetic consistency solves the needs associated with the use of indoor and outdoor non-slip surfaces.

## EXTERIOR FACADE CLADDING

The Mega surfaces program meets all the requirements that are indispensable for the coating of exterior facades: **high technical performance to complement the need for thermal insulation, and lightness to facilitate handling, cutting and laying**. The Mega aesthetic, sophisticated and timeless, allows the designer to **personalize the exterior of buildings**, and this request is more and more present in the world of contemporary architecture, allowing **maximum freedom** also through a **flexible and technologically advanced product**.



# 'dOT-DESIGN OUTDOOR TASTE'

MILANO DESIGN WEEK 2017

SAGRATO CHIESA DI S. MARCO, P.ZZA SAN MARCO

by the editorial staff

**'dOT Design Outdoor Taste: outdoor living finds an exceptional showcase in the beating heart of the central district of Brera.**

This is a proposal of elegant In&Out atmospheres surrounded by an urban jungle, a hymn to fine conviviality punctuated by designer furnishings, bespoke lights, cozy fireplaces, large vases and extraordinary flooring.

There is a long green stripe in Milan that connects April to February. It is Myplant & Garden, **International Green Expo**, Italy's largest professional exhibit of landscape, garden and green, both public and private.

The event, with only 3 editions to date, and with an **upward record**

**trend** among Italian trade shows, has changed the international specialized trade show scene, becoming its main protagonist. The international green living has become the focus of the business sector, bringing to the foreground the Italian excellence of the green supply chain, and showing in the 8 exhibition partitions - construction and architecture, nurseries, flowers, decoration, machinery, services, technical, vases - an amplitude and depth of exclusive and unparalleled offers.

In April 2017, during the days of **Fuori Salone**, Myplant & Garden has organized the special event '**dOT-design, Outdoor, Taste**' in the central district of Brera. It was an event that attracted the attention of companies, architects, designers and contractors, and a large but selected group of partners and buyers. With '**dOT**', Myplant wanted to offer the city a glimpse, immersed in a sumptuous and unprecedented urban jungle, in outdoor environments and scenes, of what the flooring **leading companies**, furnishing, facilities, lighting, accessories and the supply of live green have been able to create. It was a true oasis of unique beauty, conviviality and refinement.

**Myplant is becoming more and more a direct and privileged link between the worlds of design, product, redevelopment, construction of green spaces and that of plant nursery in general.**

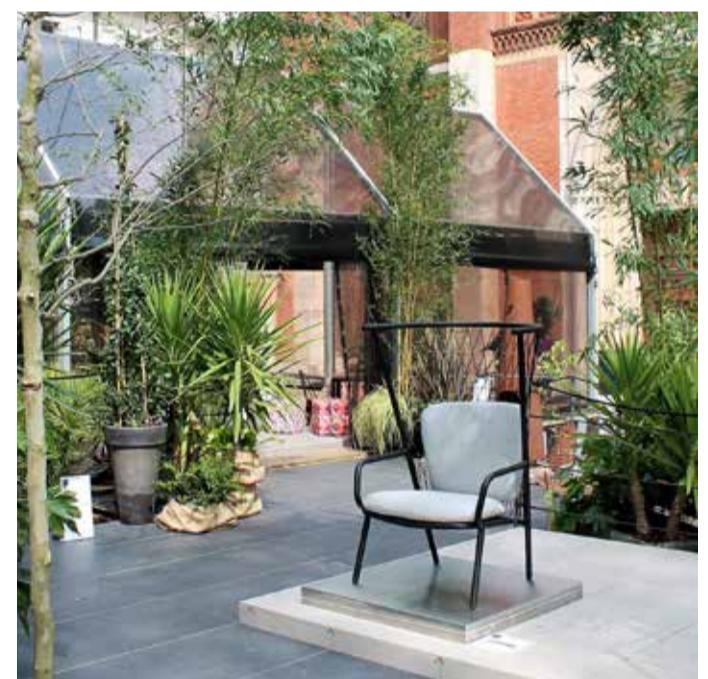
Large-scale urban regeneration - combined with the enhancement of the landscape - fully involves protagonists from both sectors, the horticultural

one and the design-construction one. On a smaller scale, the future of public and private spaces will increasingly focus on quality of life, including green, outdoor design & living, and the pleasure of being outdoors. For this reason Myplant & Garden transforms, in the opening days (the fourth edition will happen February 21-23 2018, Fiera Milano Rho-Pero) a large portion of the exhibition space in an area of exchange of knowledge that gives rise to new synergies which translate into business and occupation on the one hand, and wellness offerings on the other. It is one area where the internationally renowned **architectural** firms exhibit their projects looking for new synergies, suppliers, materials and orders. It is one area where **companies** of the outdoor construction industry, with their products and materials (finished or raw), propose new solutions to the **thousands of visitors, buyers and international contractors**.

To unify everything, there is a well-established collaboration between Myplant and **institutions, professional associations, companies, research centers, universities, technical schools, associations, consortia, publishers, analysts, operators, representatives of public administration**.

This guarantees participation, quality of visitors and relevance of the topics discussed in the frame of the event: from basic infrastructures to urban planning, from design competitions to green infrastructures, from new outdoor tourism trends to the management and maintenance of open spaces, up to focus on materials.

*"Underlying objective sought by the organizers: to show to international markets the exhibition potential, the commercial and communicative synergy between nature, design, architecture, materials and products."*



**Myplant & Garden, in February 2018:**  
Fiera Milano Rho-Pero: 21 to 23 February 2018. Opening of the third pavilion (45,000 sq m), Expected increase in exhibitors, Italian buyers and international buyers.

**Issue 2017:** Fiera Milano Rho-Pero: 3 days of exhibition, 567 exhibitors (+ 30% > 2016; + 70% > 2015) of which 20% from abroad, 110 official delegations of international buyers in two pavilions (30,000 sq m), 13,000 trade visitors, including 50 meetings, conferences, talks and educational events literally sold-out.

**dOT - design, Outdoor, Taste:**  
April 2018,  
Piazza San Marco, Brera, Milan  
[www.myplantgarden.com](http://www.myplantgarden.com)

# HARMONIC FURNITURE ACCORDING TO FENG SHUI

*Stefano Parancola, Architect*

## OUR BODY IS OUR FIRST HOME! THE BUILDING WE LIVE IN OR WORK IN IS OUR SECOND HOME!

There is constant interaction between the two environments (internal and external), and this affects all the actions and decisions of our lives.

**Feng Shui, according Ernest Eitel, a missionary in China (1873), is an emotional perception of nature: the environment affects our well-being, always.**

In Chinese culture almost all objects represent something different and deeper than their mere appearance. All Chinese knowledge is based on strong symbolic associations; it starts from the principle that all things are connected with each other, both in the physical/vibratory world and in the image. Everything encloses in itself a certain energetic quality, closely related to its symbolism.

In the East, especially in Chinese culture, all figurative works are designed to be read as symbols, and their main themes (rocks, trees, rivers, waterfalls, streams, clouds, animals...) are not only themselves but something beyond themselves; they mean ENERGY. In fact, they represent the natural flow of energy and life forms from which one takes inspiration (gentle, undulating, non-aggressive). There is no object in the East that is not immediately related to the organic or inorganic worlds, and therefore equipped with symbolic meaning. A significant example is given by the shape of the Chinese typical roof that reminds the appearance of the landscape, the mountains and the hills and the water flow. In such shape lays the image of nature and its continuous manifestations in reference to cosmic configuration.

The architect Tadao Ando, in his presentation of the Atlas of Bioarchitecture (Utet, 2002), emphasizes the importance of respecting the natural elements: "In changing our habits, we should focus on the natural purifying capacity and self-regeneration of forests and that of the rivers of the world. It is very simple to cut down a forest today, it will be much more difficult and extremely expensive to proceed with reforestation and ecosystem restoration. We must re-evaluate the positive elements that the forces of nature have given to man, and that can be found inside the the densest most lushous forests, and we must learn to use these resources

that are limited carefully, under the guidance of Earth ecosystems". The ancient art of Wind and Water, or Feng Shui, uses the theory of five elements to analyze and describe the harmony or disharmony of a space. The 5 Elements: Fire, Earth, Metal, Water and Wood are the manifestation of energy in nature.

Wood for example indicates a force which develops upwards, each type of essence has its own peculiarities to be analyzed according to the required function.

**Swiss pine wood has a positive effect on heart rate and heartbeat**, through the emanation of its ethereal perfume, and this is evidenced by studies and research in the medical field. An unexpected feeling of wellbeing emerges in the user from the first impact with the environment. The eco-sustainable furniture is mainly made of solid wood, obtained from slates, coming exclusively **from cultivation** and not deforestation.

An example of application of the pine at various levels (wood paneling, rooms...) is the Tirler Dolomites Living Hotel, which has been awarded the **ECARF Quality Seal to be suitable for allergy sufferers**. The non-profit foundation ECARF (European Center of Allergy Research Foundation), prizes the work of the four stars South Tyrol hotel, which through its design concept according to eco friendly architecture concepts and the range of services that takes into account the special needs of guests with allergies and meets the criteria set by ECARF for the hotels.

Another interesting example is the linden essence which in phytotherapy aids sleep, and it is thus recommended to make a bed. Cherry tree and ash tree are energizing essences, thus recommended to make items such as desks, bookcases etc., whereas bay oak, beech and chestnut are well suited for parquet floors.

Other woods used for furniture are: pine, chestnut, European cherry and American cherry, steamed beech, redheart beech, ash, larch, European walnut, elm, alder and cedar, pear and apple trees are very expensive and are suitable for small size furniture.

An example:

**The Fu bed - Design S. Parancola and M. Noaro by Bioarredoarte**

was born from the idea of merging two ancient Chinese symbols: marital happiness as a symbol of the union between the two opposite and complementary male and female, and the symbol for right or wrong, that is, the decision making aspect of life, the right choice at the right time.

It was also the acronym for **Happiness and Union**, words that evoke and stimulate harmony in a couple. Symbols work as a sort of element that reminds us of the connection between our thought and the meaning of the symbol.

The **Fu** bed combines two important meanings with the idea of the happy couple who must make the right choices at all times of life in a path of growth and maturation.

The bed was made with eco-certified native essences, and it was made **entirely of pine wood and basswood**, treated in an environmentally friendly manner. The scent of the herbal essential oils used in treating the wood helps to spread a delicate inspiring aroma, the bed becomes a speaker of **combining fragrances** for relax and sleep. The bed was made only with vinyl adhesives and treated with vegetable based oil-wax from vegetable oils and resins and it is finished with beeswax and vegetable wax balm. Symbology, sustainable materials and aromatherapy give the bed a character of energetic and "therapeutic" furnishing. To go with it, we recommend a mattress or futon with wool, cotton and coconut inside, and bamboo pillows. In the case of allergies, antiallergic measures may be introduced.



## EH RUBBER 10+6

NEWS

When Matter becomes Form



## EH RUBBER 10+6

TECHNOLOGY IS AT ITS BEST  
WHEN IT'S INVISIBLE

EH RUBBER 10 + 6 is a recyclable SBS rubber support designed and manufactured in Italy. The material is particularly resistant to temperature changes, acidic solutions and atmospheric agents. This makes it particularly suitable for use outdoor.

Even when subjected to great crushing strength, thanks to its elastic power, it returns to its original shape. It has a high-performance properties in noise abatement and its composition is formulated specifically to match the high performance of the "white head" present in the NM and SE models of the Pedestal line.

EH RUBBER 10 is a fixed support 10 mm high. EH RUBBER 6 is a fixed 6 mm high support. Both can be used separately or stacked, until one reaches the desired height. EH RUBBER 10 + 6 was created to work in conjunction with the other products of Pedestal line.



EH RUBBER 10+6

eternoivica



Photo:  
Luca Pavanello

## INNOVATION HALL

THE “OPEN” (FREE) VERSION OF THE TEDx PADUA AT PALAZZO BO, IN THE HEART OF PADUA UNIVERSITY CENTER, HAS ATTRACTED THOUSANDS OF VISITORS ON MAY 13TH 2017.

by the editorial staff

The main objective of TEDx Padua this year was to make **innovation** accessible to all, make it concrete, palpable, bringing an **immersive** experience to anyone there.

And what better location if not a place known and shared by “all”: the university of Padua, and its pulsating heart at **Palazzo del Bo**, home of the Rector and the School of Law of Padua.

And I would say that they have succeeded: this initiative brought great success and numerous visitors.

The old court has become, on this particular occasion,

a sort of **giant domino game** board where each tile became a mirror; a giant kaleidoscope, which, thanks to the many reflective mirrors of the ancient courtyard, presents the audience with a fragmented reality, no longer one sided or equal to itself. The designers expressed it so: “defragmenting the past in order to design the future”.

**Riflettendo**” is the name of the main installation that has come to life in this magnificent scenario, a play of words: reflecting, reflecting on the past and the time, deconstructing space and making it tangible, transforming it into a constructive, material element that can be used “to design the future”, looking and going beyond those spaces and those “comfort zones” that we create; reflect on time, reflect in a mirror, reflect oneself, reinventing the space that surrounds the

environment; reflecting the space and the people who surround us. The installation subtly interacts with the historical context of the ancient court of Bo, amplifying it, thanks to the mirrored partitions that allow the discovery of countless new angles.

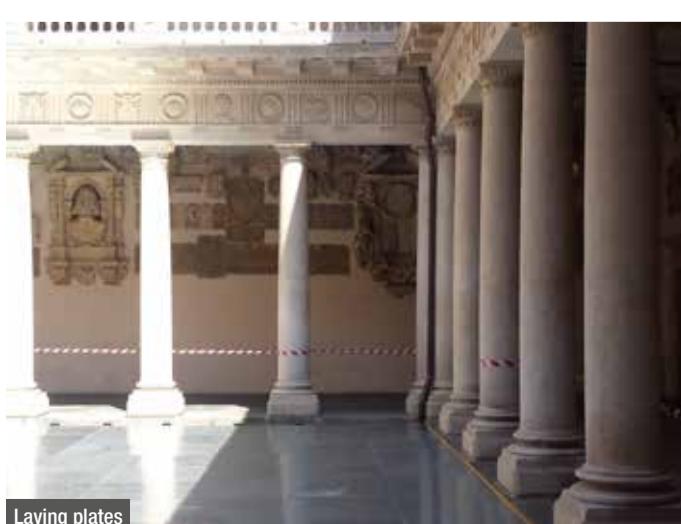
The desired effect is one of **distortion of space and reality** - a space so familiar to us - and it forces all those who approach the work to consider and accept new and different points of view: the project distorts the way we see reality, it is a multiplier of spaces, images, content and looks, which allows the visitor to perceive a known and familiar place in a totally different way.

The mind is stimulated to see things from a **unique perspective and to create a visual and sensory experience**, forcing us to perceive and consider the place in a different, more personal way.

The installation, designed and built by architects **Marco Cellini** and **Placido Luise**, is mainly based on the concept of TEDx Padova 2017 “**Tomorrow, Now**”; it is minimal, but of great effect: a composition of eighteen panels, covered with slabs of reflective mirror, three meters high, one meter wide and fifteen centimeters thick. Everything is then placed on carpet tiles screwed together and raised so as “to wrap” the 250 square meters indoor court: with more than 300 supports **NM3** of the **Pedestal** line, **Eterno Ivica** has secured a raised floor which is stable, flat and obviously safe.



Preparing media



Laying plates



Work completed as a masterpiece



PEDESTAL

eternoivica

## WOODECK FLOOR SYSTEM: OUTDOOR SUBSTRUCTURES FOR WOODEN AND COMPOSITE MATERIAL FLOORING

## FUORISALONE 2017

by the editorial staff



**SELF-LEVELING SUPPORT FOR RAISED FLOORING  
“SE” WITH BI-MATERIAL HEAD FOR ALUMINIUM JOIST:  
THE MORE FLEXIBLE, ELEGANT AND SECURE SOLUTION.**



The structural elements of **Eterno Ivica** have simplified and resolved the installation of the temporary floor created this year in the court of Palazzo Litta. The ambitious project of the New York architects Diller Scofidio + Renfro had as “support base” of more than 3500 SE LORD supports, covering an area of approximately 400 square meters. They were installed with the **Woodeck Floor System** and assembled with **steel joists** re-creating a solid mesh on which more than 40,000 visitors have experienced firsthand the Fuorisalone at Palazzo Litta, where a huge denim tent is the protagonist.

The technicality and flexibility of the **Self-leveling System Support SE**, with

tilting head, coupled with the joist steel, allowed a quick and safe solution to a temporary installation that needed to be assembled and disassembled in a few days; moreover, the ability to support unexpected weights has guaranteed, confirming the degree and level of product quality, the professionalism and solidity of the platform.

Again this year Eterno Ivica has been leading to the Fuorisalone, “supporting” and contributing to the design of these amazing New York architects of international level, once again demonstrating professionalism, quality and excellence of products and maximum efficiency on the workplace.

**fuorisalone  
2017**

**ETERNO IVICA FOR  
A MATTER OF PERCEPTION  
MILAN DESIGN WEEK 2017**

**Eterno Ivica** has participated, for the fourth consecutive year, in the meeting with *A Matter of Perception*, the collective exhibition produced by Moscow Partners and DAMN° magazine at **Litta Palace** which this year explored the vast topic **“Linking Minds”**, the so called *elective affinities* that arise between designers, companies and artisans.

After the pavilion modeled after an African village by Diébédo Francis Kéré in 2016, the courtyard of the building has been reinvented and re-imagined by award-winning **studio Diller Scofidio + Renfro**.

The American architects, in **their first project in Italy**, have devised a marquee in denim to cover the entire space of the courtyard of the palace, the crucial point for all sorts of meetings and conferences, and then creating a continuity with the Litta Theater and the Orologio Courtyard.



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