

# ITALIAN DESIGN FACTORIES

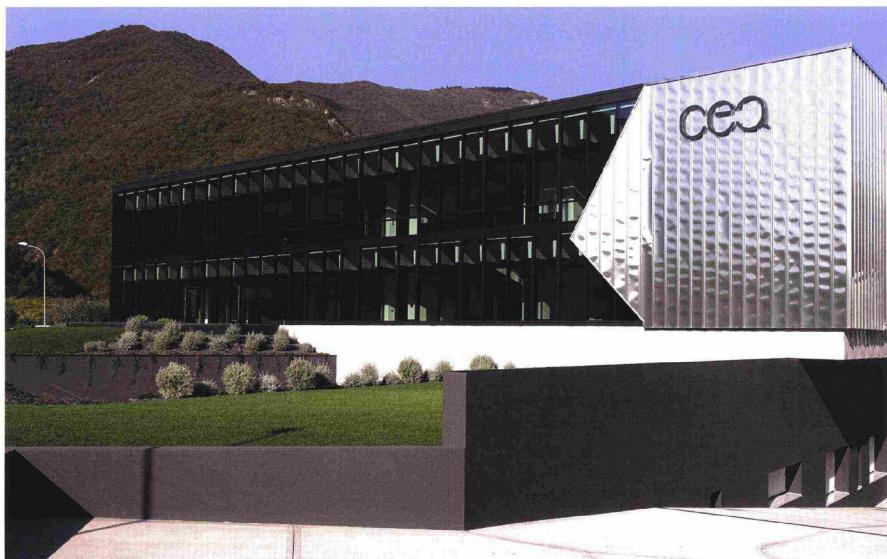
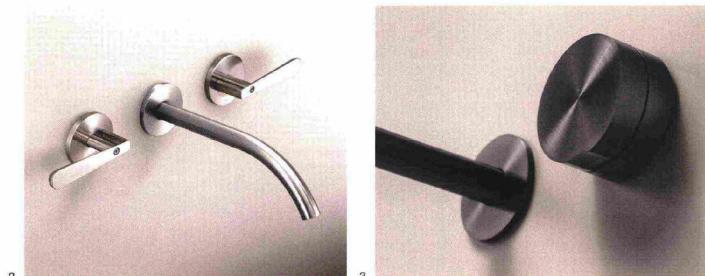


GRUPPO MONDADORI

INTERNI

## CEADESIGN 2007 <Y>

Ceadesign was founded in 1984 as a company specializing in the plant engineering and thermosanitary sector. Back then its name was CEA, the acronym for Centro Energie Alternative (Alternative Energy Center), expressing its strong propensity for sustainable technological innovation.



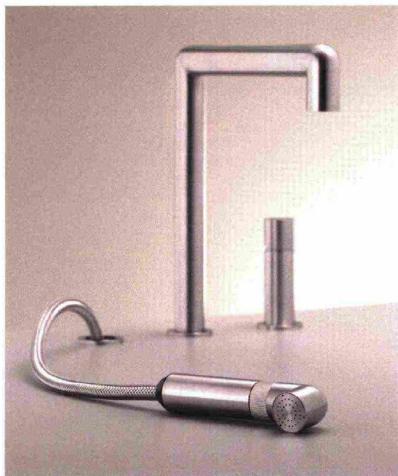
The evolution in the bathroom furniture sector came about in the nineties, when the fusions with minimalist architecture proved crucial to a substantial change in the company's development. In this way Ceadesign began working closely with architects and interior designers to offer customized and original solutions. This aptitude for exploring the world of the bathroom with new and refined proposals rapidly led to the next step in the segment of sanitary fittings. "This door was opened by the request of a customer who wanted a different faucet from anything available on the market at the time," says Roberta Bertacco, the brand's Founder & General Manager. "Starting from the idea of an attractive design with restrained, minimalist lines and sophisticated technology that boasts three patents, the first CEA faucet was developed in the late nineties, made wholly from stainless steel: a material with very high mechanical performance and resistant to the attacks from external agents, fully recyclable, very hygienic and ecological." The consensus from architects who then collaborated

with Ceadesign constituted the motivational drive that prompted the company to reorganize itself around the new project to become a production company of designer faucets and accessories using stainless steel as the only production material for the sake of its ecological qualities, since the company works with zero environmental impact and using renewable energy sources, fully embracing the principle of environmental sustainability. The goal was achieved in 2007 with the establishment of a first distribution network made up of contacts in architectural firms, retailers and agents, first in Italy and later abroad. "We grew bolder thanks to the steady infusion of support that has always come from architects. A source of inspiration and ideas, architecture is the habitat for our products and we relate to it to give energy to our work. This is a richly rewarding approach that has enabled our company and brand to grow steadily until it has now become a frame of reference in the panorama of modern faucets," stresses Roberta Bertacco.  
**>>**



## POVE DEL GRAPPA <VI>

## CEADESIGN



7



8

The company's ties with the territory where Ceadesign was founded have always been fundamental.

"The Bassano district is synonymous with excellence in mechanical fabrication and craftsmanship. We've built up the know-how starting not just from previous experience in the sector, but also from the awareness that our region is recognized for its manufacturing ability in the precision engineering sector, hence synonymous with quality and product excellence," explains Roberta Bertacco. "We consider ourselves a craft industry, capable of intelligently and efficiently organizing our production process while enhancing the features of craft skills that distinguish our corporate identity and constitute the beauty of our products and their reputation."

So what are the projects that Ceadesign is focusing on now? "At the moment we're working on the issue of water microfiltration, a fundamental issue for reducing plastic and its transport to protect the environment. We will soon be launching a new range of kitchen products as an answer to this need. In autumn we will complete the proposal of the new project Abaco, integrated system for the furnishing of the bathroom tout-court." Abaco looks like a bench and furnishes the whole bathroom, combining a storage unit with bathroom fixtures and lighting system. Including all the technology, from plumbing to lighting; a single mono-material element for the whole environment, with a customizable skin in steel, wood, marble or Corian®. Today the company is present on every continent with a business 70% developed abroad and two offices devoted to project consultancy, CEA Milan and CEA Ghent in Belgium. "We're working to open two new offices abroad by 2023: CEA New York and CEA Moscow."

1—  
Neutra - Wall mounted dual handle mixer made of AISI 316L stainless steel, satin finish (detail).

2—  
Lurella - Wall mounted dual handle mixer with spout made of AISI 316L stainless steel, satin finish.

3—  
Giotto Plus - Wall mounted mixer with spout made of AISI 316L stainless steel, Black Diamond satin finish (detail).

4, 5, 6—  
Ceadesign's headquarters and production, Pove del Grappa.

7—  
Kitchen - Three-hole mixer with swiveling spout and pull-out hand shower made of AISI 316L stainless steel, satin finish.

8, 9—  
Abaco made of AISI 316L stainless steel.



9