Brazil and São Paulo design week

OUTDOOR TIME

CARRERA BY PRATIC: THE CABRIO-STYLE PERGOLA
IL NUOVO FUTURO DEL CONTRACT NEL REAL ESTATE

Grazie ad un forte consolidamento organizzativo, al know-how acquisito negli anni e ad una dimostrata affidabilità e solidità del modello di business, Contract District Group ha recentemente aggiunto al perimetro delle proprie collaborazioni industriali nuovi eccellenti marchi che hanno riconosciuto nel gruppo fondato da Lorenzo Pascucci un riferimento per poter approcciare in modo innovativo e vincente la complessità legata al canale distributivo del Contract residenziale. All’evozione di Contract District Group si aggiunge l’incontro con TECMA Solutions - Tech Company specializzata nella Digital Transformation per il settore del real estate - che ha altrettanto riconosciuto l’unicità del modello Contract District e ha trovato nella persona di Lorenzo Pascucci l’advisor di riferimento con il quale risolvere e definire le criticità legate alle operazioni presenti nella definizione di un progetto di interior, configurabile digitalmente da un utente con la promessa di rendergli poi “installato e pronto all’uso” una volta terminati i lavori di costruzione dell’immobile. Una joint venture industriale per un nuovo sfidante progetto, il lancio di un nuovo sistema di valorizzazione delle specifiche di un’unità abitativa con materiali, finiture e arredamento attraverso configuratori digitali sviluppati per il mercato immobiliare residenziale, in vendita e in affitto. Questa nuova tecnologia si chiama Home Configurator ed è stata recentemente presentata da TECMA Solutions presso l’ADI Design Museum a Milano in un evento esclusivo “Digital Contract”, dove 30 TOP brand dell’Home Design italiano e opinion leader hanno anticipato nuovi scenari per il futuro del contract nel real estate.

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THE FUTURE OF THE CONTRACT AND REAL ESTATE

After further establishing the management, and thanks to the know-how acquired over the years and to a reliable and strong business model, Contract District Group has recently joined by top Interior Design companies, that have recognized in the group founded by Lorenzo Pascucci, a cornerstone helping them to approach in an innovative and winning way the complex distribution channel of the Residential Contract. Beyond the evolution of Contract District Group, to be mentioned the meeting with TECMA Solutions - Tech Company specialized in Digital Transformation for the Real Estate sector. As the others, this company has identified the uniqueness of the Contract District’s model and has found in Lorenzo Pascucci a reference advisor, able to solve and challenge the main issues of any interior design project. This can be digitally configurable to then become “installed and ready for use” in the customer’s home, once the construction works are finished. This is an industrial joint venture which shapes a new, challenging idea. A new system to enhance a real estate project with materials, finishes and furniture through digital configurators developed for the residential real estate market, in both sale and rental fields. This new technology is called Home Configurator and was recently presented by TECMA Solutions at the ADI Design Museum in Milan in an exclusive “Digital Contract” event where 30 TOP Italian Home Design companies and opinion leaders anticipated new scenarios for the future of Contract in Real Estate. contract-district.com

ALBERTO NACCI. FRAMES

Organized and curated by ajpstudios with the collaboration of the world famous Artist and curator of the Museo Italo Americano di San Francisco, “Frames” is an exhibition drawn from a series of twenty black and white musical short films entitled “Body&Sound”, made between 2014 and 2022 by director and producer Alberto Nacci. From 3 May to 5 June 2023, the ADI Design Museum in Milan will host an amazing combination of music, visual and performative arts - in an immersive path with twenty black and white still-images on large format (160x90 cm), numbered and signed by the author and emotionally striking – one for each docufilm –, the deep mental and bodily relationship between the musician and his/her instrument. These pictures exhibited at the new ADI Design Museum not only highlight the strong relationship between people and sound, between music and image, but also highlight the bond between music and photography, two forms of art which are closer than expected. Each work is associated with a QRcode that allows the visitor to watch with their smartphone the video work each specific frame is taken from, or watch the 20 musical films of the Body&Sound. albertonacci.it