



We made this
PESEGGIA DI SCORZÈ

ARD is behind the most prestigious restoration works and projects

ARD products are recognised and appreciated by all operators in the sector thanks to their technical contents and the rigour at the base of their development and realisation. They are the expression of a company that pays attention to the evolution of the market and its needs, and can boast the highest level of sensitivity when dealing with the recovery and decoration of buildings and artefacts embedded with historical and artistic significance and ones that are important for

the Italian heritage. The two work-sites presented in these pages are among the best examples of this corporate vocation: completely different from one another, yet united by the fact they were chosen by the ARD management for their merit and for highlighting the quality of ARD work cycles.

Pesezzano di Scorzè The recovery of a small spiritual and architectonic "jewel".

Pesezzano di Scorzè, in the

province of Venice, can boast a gorgeous little church dedicated to Saint Anthony from Padua.

Built in 1931 by the Treviso-born architect Luigi Candiani and owned by Giovanna and Marino Tregon, it was erected to meet a request by Antonio Busato and since then became a permanent spiritual reference point for the family and for the Pesezzano community; the structure houses some small artistic and religious treasures, which earned it both the owners' and attendants' affection and care. Unfortunately, the Second World War, weather events and a few disgraceful acts of vandalism had caused major damage to the exterior and interior surfaces and architecture, as well as to the roof and bell-chamber, the decorations and magnificent fresco-

In the photo, from left
Ilario Michieletto,
Giovanna Tregon,
Manuel Bonso e
Michele Tonello.



ARD products are behind
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Here are two examples
in Pesezzano di Scorzè
and in Venice





SILIARD LINE

The Siliard line is the result of a long evolution which, for a few years now, has benefited from the innovative properties of nanoparticles and effectively represents the third generation of siloxane products technology. The use of specific nanometric blends allows us to obtain a particular capillary structure capable of retaining a high level of porosity while simultaneously reducing the average diameter of the capillaries. This means the Siliard Line can boast high water repellence and a permeability to water vapour that ensures its fitness for renovation plaster finishing works. Furthermore, the particular structure of the product allows for long-lasting incorporation of complex pigments, thus allowing for the extension of the chromatic range available in current colour trends offered by our Extra Colours collection.

es on the ceiling and walls of the nave, the paintings made for the altar by the Venetian artist Facciolli, the window facing the entrance, the votive lamps, the holy water stoup and the main door.

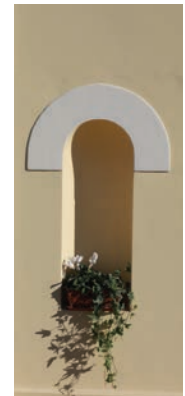
Today, the little church of Peseggia has been splendidly renovated on the exterior and restoration works are in progress for its interior; it is well inserted in the surrounding context and convincingly expresses the love and devotion of those who worked on it. It was the passion and faith of the siblings Giovanna and Marino that gave birth to the restoration project, involving friends and fellow citizens in a renovation process that was both pleasant to watch and filled with significance.

“When we started the restoration works we counted on the collaboration of the surveyor Ilario Micheletto and the architect Manuel Bonso, who curated the project in every delicate preparation and execution detail. We then received help from many people who selflessly gave the church their time and manual skills, for example by renovating the entrance door, by donating glass for the windows, by refurbishing the pews or even by preparing the altar tablecloths and centres”, Giovanna told us.

Of course ARD was glad to lend its contribution in such a special recovery process. The company provided siloxane emulsion paints from the Siliard line, one of the most prestigious ones produ-



In this page, a few details from the façade of the church of Saint Anthony in Peseggia di Scorzè, renovated by using products from the Siliard Line.





We made this
VENEZIA

In this page,
a few details from the church interior,
currently under renovation.

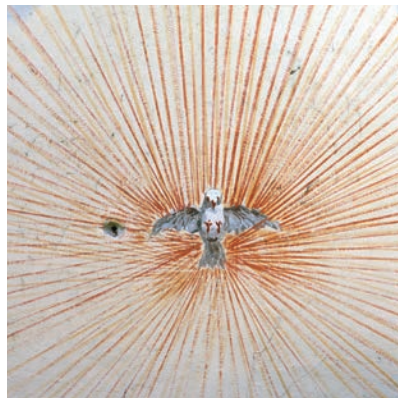
ced by the Padua-based paint factory.

“We have known the ARD products for a long time – Giovanna explains – as we sell them in the Ferramenta Bianchi store in Volpago del Montello, which is owned by our family. When we decided to renovate the church, we asked for advice from the ARD agent in our area, Michele Tonello, who recommended the use of siloxane products after performing a thorough inspection”. “Given the situation of the church and the typical humidity issues involving the area, I and the ARD technicians established that the correct products for these works were those from the Siliard Line. We proceeded by demolishing the plasters so that we could then rebuild them up to a height of two metres by using macroporous dehumidifying material.

We then applied a lime plaster which we consolidated with Siliard Primer W, a water repellent siloxane primer designed

specifically for works of this type. The finishing work was performed with Siliard Fill, a siloxane filling anti-algae paint for exteriors, in colours chosen from our Historical Centres range - Michele Tonello states –.

The formula of Siliard Fill is based on innovative technologies with nanoparticles and siloxane binders in aqueous dispersion. Thanks to these properties, we were able to achieve high permeability to water vapour, a good level of water repellence and low



water absorption levels. Furthermore, Siliard Fill prevents the formation of micro-organisms such as algae or mould and can boast excellent filling properties”. The church of Saint Anthony stands out among the surrounding houses and, thanks to the will of its enthusiastic owners, has returned to being a marvelous secluded space dedicated to ceremonies and events that are made even more special by this unique and impressive location.





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In these pages, a few installations in Palazzo Bembo and Palazzo Mora: Aedilia is the ARD emulsion paint that acts as a background, thanks to its excellent whiteness degree and its characteristics, which allow for easy maintenance.



Venice Culture deserves a worthy stage

The sensitivity of ARD with regards to art, design and cultural and social projects is a well known trait and remains a true merit of a company capable of looking beyond business.

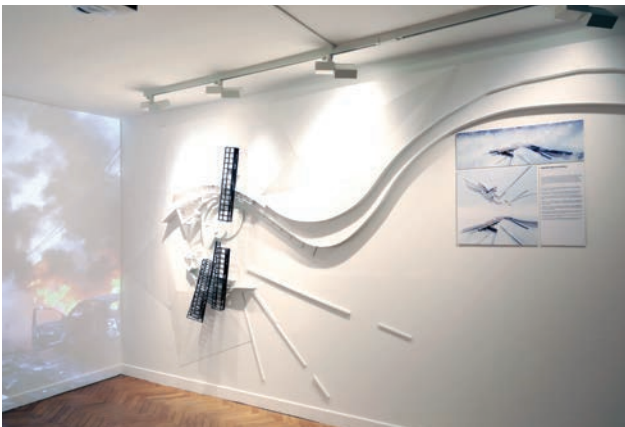
In this project, the ARD products can be found on the walls of two prestigious palazzi, Palazzo Bembo and Palazzo Mora, which every year host cultural events curated by the GAA Foundation and sponsored by the European Cultural Centre.

GAA Foundation is a non-profit Dutch organisation whose goal is to diffuse and increase knowledge concerning the more philosophical themes of contemporary art, architecture and culture in general. For this purpose, it organises exhibitions, conferences and artistic and social projects hosted in some of the most prestigious structures in Venice, such as the aforementio-



ned Palazzo Bembo and Palazzo Mora, as well as Palazzo Michiel, Palazzo Rossini and the Marinaressa Gardens.

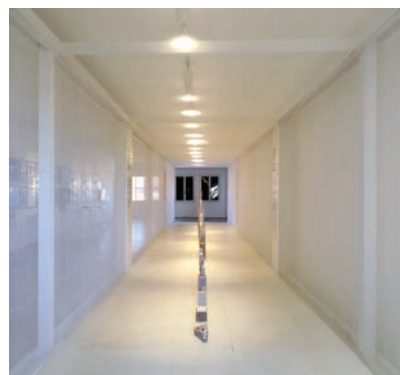
The work by the GAA Foundation is performed independently yet in synergy with the Venice Biennale and perfectly marries the cultural vivacity of the city, attracting foreign and Italian visitors seeking the most innovative and interesting intellectual, architectonic and artistic forms of expression.



Below, from the left
Elena Volpato,
Giovanna D'Albertis
e Emma Soletti.



“The exhibition theme for 2018 relates to the “Time Space Existence” concept - Elena Volpato, event organiser for the GAA Foundation, explains -: in order to represent this topic we have selected works by architects, photographers, sculptors and universities from all around the world, who collaborated with institutions and museums to complete their pieces. As is deductible, our activity also has



an important practical side which consists of activating and managing relations with artists and architects, in raising funds and in managing feasibility and operations-related elements concerning the collection of artworks, the set-up of the exhibition areas and their maintenance. The exhibition is hosted in Palazzo Bembo and in Palazzo Mora, which have very different structures and histories and where the



Aedilia by ARD is a latex paint for walls formulated with innovative criteria and easy to apply, which was selected to paint the interior walls of the Palazzo Bembo and Palazzo Mora exhibitions.



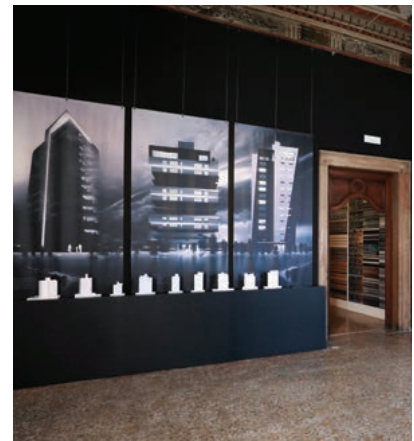
installations were adapted to the spaces and the structural conditions”.

“Palazzo Bembo and Palazzo Mora are truly different – the respective Directors Giovanna D’Albertis and Emma Soletti explain – and this makes the coordination of different exhibitiv-e and organizational needs a key element for obtaining the best results.

A very important role is played by the set-up and maintenance of the exhibitions, which are always entrusted to professionals of these respective sectors”.

The installations, models and photographs need optimal ‘stages’ and this is why the choice is to always opt for neutral backdrops, which must be easy to set up and clean and must enjoy excellent visual quality, for the purpose of highlighting the artworks without prevaricating them.

“When we set up the backdrops - Giovanna D’Albertis explains – we chose to use a neutral and homogeneous colour, white,



capable of interacting with the various lighting solutions and featuring a seamless texture. This is when we asked our collaborators if they knew of a product with the characteristics we were looking for”. “They recommended Aedilia by ARD - Emma Soletti continues – and we therefore contacted the firm to explain our needs. We found a high level of helpfulness with regards to the project and a particularly develo-

ped level of sensitivity towards the cultural and exhibitiv-e world, and we also found confirmation that Aedilia was the right product for our needs”. Aedilia is an easy-to-apply emulsion wall-paint with innovative criteria. It can boast an excellent whiteness degree and good covering properties, as well as noteworthy cleanability.

It is produced as an emulsion with specific synthetic polymers, which make it highly rub resistant, easy to apply and give it good expansion qualities. “Aedilia was exactly the product we were looking for: its technical characteristics and satin-finished aesthetic appearance highlight the installation and enhance it without interacting with it – Elena Volpato concludes -. Touch-ups and the cleaning of surfaces are easy to carry out and this is also a key factor!”.

