



We did this

RUVIANO

Ard's lime products highlight the picturesque village of Ruviano - Caserta

Ruviano is a charming little village situated on a tuff hill covered in vineyards and olive trees, near the serpentine Volturno river (Caserta).

Like many other beautiful villages, the historical vicissitudes & social context have forced part of the inhabitants to migrate and the old unoccupied buildings were "neglected".

Roberto Cusano ... Ruviano's young and talented Mayor decided to turn the tide. Together with a pool of technicians captained by Gabriella Sauchella (Architect) he elaborated a project for the total restoration of Ruviano. Now ... the village has a new sheen & vitality!

Angelo's company carried out the renovation and painting of the facades (roughly 9000m²). He chose Ard's magical lime borne products which guarantee outstanding

aesthetics. The application and seasoning of this product offer a lush soft charm that changes according to the light.

Mayor having fulfilled such an ambitious project must be highly rewarding

Roberto Cusano- Absolutely... it is now lovely to walk around my village all the buildings/facades blend harmoniously ... it is truly a beautiful picture!

The state of disrepair and neglect was devastating. We all had a strong desire

to revamp our village which has an ancient history as well as a wonderful geographical position.

It was blatantly clear that we had to tackle various issues to achieve our goalsthe logistics and infrastructures we had to close the centre and plan new car parks all the facades had to be treated to create a homogeneous effect (including the door/window frames, iron gratings, balconies and road signs).

We had to restore all the damaged

Ruviano è uno splendido borgo in provincia di Caserta rinato grazie ad un bellissimo progetto e alle calce di ARD!



*From the left:
Angelo Rovelli
Roberto Cusano
Gabriella Sauchella.*



THE PROTAGONIST

- Roberto CUSANO- The Mayor of Ruviano
- Architect Gabriella SAUCHELLA- Technical Office Head
- Ingegnere Franco BARILE- Planning Supervisor
- Tinteggiatura Rovelli snc di Angelo ROVELLI a Telese Terme (BN) e Mastio Restauri srl di Luigi SGUEGLIA a Telese Terme (BN)- Restoration companies
- Giuseppe Marona- Agent
- Giuseppe Maglione- Owner of Kromos srl a Telese Terme (BN)



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structures in tuff a material typical of this areawhich must be constantly consolidated to conserve its original aesthetics & resistance.

The bureaucratic rules & procedures .. thanks to EU funds - Misura 332 (renovation of rural areas) - we were able to intervene on various fronts without burdening the inhabitants with expenses and the spectacular results are clearly visible!

Architect Sauchelle.... Was the orchestration complicated?

Gabriella Sauchella- It was knotty but the results are simply perfect.

As already mentioned, our goal was to restore & conserve the village in order to exploit the rural/cultural heritage, to create better living conditions & economic development.

Our project was “awarded” a European funding which was distributed between



Photo: Ruviano



public & private interventions. Moreover, we had to diligently coordinate the logistics & timing so all the Teams could operate at their best. Another extremely important aspect, was conserving the “architecture” (archways, sub-surfaces, front doors/gates and cornices) which is the intrinsic expression of Ruviano.

The main entrances of the Castle, the San Leone Magno Church and the Torre dell’Orologio are probably the most admirable examples.

So ... we are not just discussing “colours”?

Roberto Cusano- In view of the



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door/window frames, dark grey gratings in wrought iron ... every minor detail was evaluated!



Photo above: from left Giuseppe Maglione and Giuseppe Marona.

overall complexity and high professional competence we are discussing a project not a colour scheme..... and absolutely nothing was left to chance! The designers/technicians chose a different colour for each single house according to colour harmony... again, the result is clearly visible! The restoration of the areas in tuff, sewage systems, street lighting, paving of the roads, warm brown wood

Photo:
9000 m² (facades) were involved in the restoration.



KROMOS... THIS SHOP MIRRORS IT'S EXTRAORDINARY OWNER!

Kromos (Telese) supplied the products employed for the restoration. We met Giuseppe Maglione "the expert" who runs this shop and he kindly explained his philosophy... The shop covers around 850 m² and is situated above a huge warehouse (1000m²). Giuseppe has divided the space into two long wings one is for products and accessories .. the other for hardware. The "colour" wing leads to a vast area where one can admire the decorative finishes, resins, fine arts and hobby & craft. The tinting machines (operating at full capacity), plasterboard & materials required for the ETICS are in the spacious warehouse. "My father founded this company and I share the same enthusiasm and passion. I believe quality is the king! I am extremely satisfied when I offer my customers the best and ARD is definitely at the high end!"





Was the funding process difficult?

Gabriella Sauchella – It was certainly a very delicate issue and all the inhabitants had an important role to play! The funds were granted three years ago and the restoration was completed within 18 months.

How did you choose the lime for the finishes?

Angelo Rovelli - Lime is the most suitable product to create rich, soft antique like finishes. Ard's lime is produced with very fine slaked lime; it offers an optimal yield, easy application and best expresses the hues chosen for Ruviano. A stratigraphic analysis was carried out to define the most suitable hues ... the full/delicate tints mirror the original shades which enhance geographical areas exposed to strong light.

Was the preparation/painting process knotty?

Angelo Rovelli- We had to refurbish the existing surfaces - which took quite some time - before proceeding with the finishes. We collaborated with the Technical Office in order to evaluate the best process. In some areas we decided to remove the plaster and leave the exposed tuff bricks (cleaned & consolidated) ... in others we preferred to restore & strengthen the plaster we intended to treat. In the meantime, another Team was working on the door/window frames, gratings and balconies which were realized according to the desired finishes.

Ard's products (including Ard lime) were employed for the finishes

Angelo Rovelli-



*Photo:
The surfaces treated with Ard's lime offered a special light and soft effect.*



ISOREST ... FUNDAMENTAL FOR THE PREPARATION PROCESS ...
 When painting interior & exterior walls, an accurate preparation of the substrate is essential if good aesthetics, durability & inexpensive applications are to be assured. These properties are even more important when dealing with mineral paints. This product's fixative, consolidating and sealing properties guarantee an optimum preparation of both old & new plaster (without altering the mineral characteristics).

ARD LIME - FOR A MARVELOUS RESTORATION
 Ruviano is a splendid example of the lush light & soft effect Ard's lime finishes offer. Ard lime is a mineral paint based on extremely fine seasoned lime putty, synthetic binders & natural inert fillers. It can be considered a "lime whiter" formulated with the most advanced technologies. It never chinks, it is permeable to water vapour & offers an optimal resistance to mould & bacteria. Ard lime offers a matt finish, simple application, optimal breathability & reasonable resistance to scouring. Ard lime is ideal for the interior/exterior decoration of listed buildings & buildings of architectural interest.



I am very familiar with Ard's products Ard lime and all the others I was sure it was the most suitable paint for this project.
 Lime recalls the past and blends with the craftsmen's skills: this is mirrored in the details and when observing a surface in backlight.
 We employ a lot of lime in this region this is mainly because there are a lot of listed buildings which have lost their sheen and need to be restored to their former glory!

nals, workforce etc. certainly wasn't child's play! However, the whole process is a lot more simple if the intentions are crystal clear, relationships are solid andthe products are of the best quality. This project was an enormous success because everybody worked in the same direction and Ard's products made the difference ... the outstanding results speak for themselves!

How did you manage to reach a consensus on this important project?

Giuseppe Marona- Orchestrating the authorities, designers, professio-