



We did this
CENTRO LA RIVIERA

The “Centro la Riviera” magnum opus

To project and construct new buildings in the Venetian region.....a region renowned for its prestigious palaces, villas & gardens is an adventure!

So, when an impressive structure is to be realized particular attention must be paid not only to the restrictions in force but also to the final aesthetics & general context.

That is why the Centro La Riviera in Camponogara near Venice can be defined as an example of excellence.

The Centro La Riviera was accomplished thanks to a mix of customer management, pinpoint programming, expert workforce & craftsmen, supplier's know-how and Ard's premier products which added the final touch!

A three-storey (1500 m² per floor) building



spread over a surface of thirty thousand square metres. The structure has been devised for residential & commercial purposes as well for the offices of the local health district. There is also an underground car park of about 2500 m². The horse-shoe structure is 11 metres high and embraces a square named “Piazzetta Unità Italia”.

The Centro La Riviera was built in a very short period of time works began in October, 2009 and the premises were accessible in November, 2011.

There are three fundamental aspects that lie at the basis of this successful project: skilled project management, professional teamwork and premier products.

Where did the idea of “Centro La Riviera” come from?

Alfio Zin- “The Centro La Riviera was commissioned in compliance with a particular governmental project according to which a private company agrees to realize a public project in exchange for the permission to use part of the premises for personal purposes. The project covered: the

qualità dei

The Centro La Riviera (Camponogara) an impressive structure which mirrors the expertise of the professionals and Ard's premier quality products



commercial area situated under the porches on the ground floor, premises for the local health district which are on the first floor and residential flats on the second. This type of construction requires scrupulous planning especially when considering the amount of people who visit the facilities daily. Functionality, compliance with the strictest regulations, choice of materials, space planning etc. were of utmost importance”.



We did this
CENTRO LA RIVIERA

**CENTRO LA RIVIERA:
THE PLAYMAKERS**

Commissioned by - F.lli Zin srl
Campagna Lupia (VE) - Alfio Zin
Planning - Studio tecnico Fossato
Campagna Lupia (VE) - Marco Fossato and Bruno Fossato
Bido Secondo Costruzioni spa
Pieve di Sacco (VE) - Lorenzo Borella
Applicators - TintaPiù snc
Campagna Lupia (VE) - Francesco Pecin
and Roberto Pecin
GPA Distributor
Loreggia (PD) - Giovanni Pallaro
Agent ARD
Fabrizio Poliero



*From the left:
Giovanni Pallaro,
Fabrizio Poliero,
Francesco Pecin,
Alfio Zin and Marco
Fossato.*

Whose designed the project?

Marco Fossato – “Our customer - a habitu  - designed the project. The building was the main priority; as the centre is in the middle of Camponogara many aspects had to be evaluated to guarantee an aesthetic appeal and optimum functionality. The centre has “integrated” perfectly with the surroundings, is easy to reach and aesthetically satisfying”.

What about the painting, decorating etc.

Francesco Pecin - “Definitely a massive job about 2,800 m² outdoors and 20,000 m² indoors. The exterior substrate was attentively evaluated to individuate the best products & aesthetics. The structure is composed of concrete pillars, brick walls & plaster. Elastomeric products offered the best overall performance. It was extremely important to use “elastic” products which would follow the adjustment of the materials employed. An anti-carbonation covering & waterproofing cycle was chosen for the concrete structures &

a quality transpiring emulsion paint with a good covering power & easy application.”

So, the next step was to choose the best paint manufacturer

Francesco Pecin - “Absolutely, and we were convinced that Ard F.lli Raccanello SpA was the one!” Ard’s state-of-the-art technology and quality excellence are a milestone in the building industry and exactly what was required for an impressive project like the Centro La Riviera.

Scheduling supplies and deliveries was another fundamental aspect

Giovanni Pallaro (distributor). “Indeed ... storage and logistics had an extremely important role. Projects like this require an effective & collaborative teamwork. Our professional applicators “TintaPiù” relied on us for fast & effective solutions. Fabrizio Poliero (Ard’s sales agent) was also an





We did this
CENTRO LA RIVIERA

important key to success!"

Did you encounter any particular problems?

Fabrizio Poliero: - "Only the most common problems such as hair-cracks in plaster which are easy to eliminate with the right fixative and elastomeric finish. Giancarlo De Rossi (Head of Technical Assistance) and I were often at the building site to prevent any setbacks".

Who chose the colours?

We needed a colour that would blend with the surroundings. We tested the



samples on extensive areas & observed the "effects" in different atmospheric conditions and times of the daythis obviously made things a lot easier and we chose "ivory" for the interiors.

Work in progress ...



Another important aspect is the insurance policy

Alfio Zin - "Absolutely, especially with impressive constructions like thisnot only does Ard guarantee the quality of its products it also offers the possibility to insure "applications".

How important is the teamwork?



Ard's products were chosen according to the required performance & decorative techniques.



Alfio Zin – “Obviously extremely importantskills come together on a common platform and targets can be met at a faster & more efficient pace”.

Use one word to describe the project (materials, workforce, results)

Alfio Zin – “Excellencepure & simple excellence!”



ISOLEX - CONSOLIDATING SOLVENT BASED IMPREGNATING SEALER

ISOLEX is an impregnating primer for interior/exterior walls which, thanks to an attentive choice of solvents, offers a deep penetration through the superficial pores. As the solvents evaporate a strong & lasting film is formed. This film inhibits chalking and the decaying process of unsound plaster favouring the adherence of the finishing products on the consolidated surfaces. ISOLEX reduces & uniform surface absorption resulting in an aesthetically pleasing finish. Free of water, it can be applied even at an ambient temperature of below 0°C & stored without particular precautions. ISOLEX is the perfect primer for finishes with emulsion paints or hydro plastic coatings & can be applied on all sorts of surfaces.

BETON DECOR - ANTI-CARBONATION HIDING WATERPROOFER FOR EXTERIOR CONCRETE

BETON DECOR COPRENTE proves suitable for protecting and decorating interior & exterior cement structures, such as concrete and asbestos cement. It impedes peeling, lends a low degree of water absorption together with a notable water-repellent effect. Consequently, it inhibits ingress on the surfaces exposed to water, thus avoiding the formation of efflorescence. BETON DECOR COPRENTE features a powerful barrier against the passage of carbon dioxide & sulphur dioxide preventing the acidification of concrete, which causes reinforcement corrosion. Its specific broad-spectrum biocides lend an effective protection against the spreading of algae, fungi & mould. When using “white” BETON DECOR COPRENTE, we recommend applying three coats in order to guarantee an optimum coverage.

ARDELAST GRANA FINE - ALGAE RESISTANT ELASTOMERIC FINISH

Thanks to a remarkable elasticity - even in low temperatures - ARDELAST GRANA FINE is specific for the restoration of cracked walls. It features optimum filling/covering power, alkaline inertia, adhesion (on clean & dry surfaces) & low dirt pick-up due to a self-reticulating substance which reacts under sunlight increasing surface hardness without reducing the film's elasticity. ARDELAST GRANA FINE offers an excellent resistance to atmospheric agents, low water absorption, good water vapour permeability & carbon dioxide impermeability.

The presence of specific broad-spectrum biocides restore contaminated surfaces inhibiting the proliferation of algae, fungi & moulds.

