

# BONTEMPI SPACE

## Bontempi Casa

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## RETAIL TARGET

Spread **products, experience, quality of BONTEMPI** by implementing a global network of dedicated spaces that enhance **the identity of our brand**, increasing its recognition towards the final consumer.

# CONSUMER EXPERIENCE

Regardless of the type of shop,  
the consumer will always enter  
the "**BONTEMPI WORLD**",  
and live the same kind of  
experience.

## BONTEMPI SPACE Mood

The mood of Bontempi Casa refers to the reference images with applied materials and finishes designed to characterize and make immediately identifiable the areas dedicated to Bontempi.

These elements with their possible variants have been used in the realization of the Milan flagship store, which is located in Turati street and which represents the first example of this Bontempi mood.

The products should be displayed according to a criterion of preset «groups» as a metaphor for the Bontempi home. It is necessary to set the products into preset groups including also a selection of accessories with matching materials. Furthermore the overlapping of products of the same kind should be avoided as well as the introduction of products without any reference to the rest of the group. Thus, the purpose is emphasizing Bontempi home rather than the single product.

Besides products taking up central parts of the floor for a limited height (table or sofa height), occupying also vertical spaces using bookcases and high volumes with lamp installations is very important. For the same reason it is vital to install partial special wall coverings as a backdrop to the products avoiding usual painted walls.



# BONTEMPI SPACE Mood



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# MILANO FLAGSHIP STORE





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# BONTEMPI SPACE signed by Arch. MASSIMO CASTAGNA

## ARCH. MASSIMO CASTAGNA - BIOGRAPHY



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Massimo Castagna concluded his studies at Politecnico of Milano in 1984, in 1986 he founded the studio AD architettura.

Massimo Castagna has received numerous **awards and nominations**, 2 Wallpaper Awards, Elle Dekor japan, 3 Index selections for the Compasso D'oro.

He was a lecturer at POLIdesign - Politecnico of Milano for 10 years teaching the design and development of furniture shop.

From 2000 he is **creative director and designer** for many important brands of Italian design, including Minotti, Henge, Giorgetti, Exteta, Gallotti&Radice, Flou, Ceccotti Collezioni, Rossana cucine, KN industrie, Roda, Tonelli design, Acerbis International and many more.

Among his main works, there is the **"Pyramid Laboratory"** realized for the project EV-K2-CNR of the National Research Council, installed at an altitude of 5050 mt (16.560 feet), in the Khumbu Valley, Sagarmatha National Park, located at the base of the Nepalese side of Everest, designated for multidisciplinary international scientific research at high altitudes for over twenty years.

# BONTEMPI SPACE

Bontempi Spaces are spaces designed to present Bontempi Casa products showing the Bontempi mood. The layout of the presentation area shall abide by this manual instructions regarding floors, ribbed walls, colors and possible glass walls.

The product presence and distribution depend on each space traits, that may change the layout and that shall be verified every time to be immediately recognizable and to differentiate from the rest of the shop or shop window. Thus, the layouts for the various surfaces are just examples for possible products displays within separated areas inside the shop.

Small spaces (30/60 mq) can be personalized just using ribbed walls without laying specific floors or adding other elements. These may be small areas or shop window displays, where the product arrangement in depth is not necessary.

For big spaces (over 120/160 mq) a planimetric design will be created. For these spaces also floor installation is provided as well as the installation of separation elements isolating Bontempi Space from the other shop areas.

The products may change according to commercial choices discussed with the dealer and may be replaced over time in accordance with the development of the Bontempi product.

It is critical that all the spaces remain complete in time, that some of the elements won't be removed or that other brands' products won't be exposed inside them.

The sales network is in charge of supervising the arrangement of Bontempi Spaces.

# BONTEMPI SPACE 30MQ Version 1





# BONTEMPI SPACE 60MQ Version 1



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# BONTEMPI SPACE 100MQ Version 1





# BONTEMPI SPACE 100MQ Version 1





# BONTEMPI SPACE 160MQ Version 1



# BONTEMPI SPACE 160MQ Version 1





# BONTEMPI SPACE 60MQ Version 2



# BONTEMPI SPACE 60MQ Version 3



# BONTEMPI SPACE 60MQ Version 4



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# MARKETING TOOLS



# MARKETING TOOLS AGG

## Bontempi Space internal sign

Square-shaped bright box 60x60, to be applied directly to the wall. Coloured NCS S 1005 Y20R.



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# MARKETING TOOLS

## Inside suspended logo with light

Ceiling suspended panel 60x60, NCS S 1005 Y20R color lacquered with black logo for internal Bontempi Space installations.



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# MARKETING TOOLS

## Totem for internal use

Free-standing totem for internal use.  
with matt black structure and logo,  
panels in NCS S 1005 Y20R.



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# MARKETING TOOLS

## Totem for internal use with samples

Free-standing totem for internal use with samples with matt black structure and logo, panels in NCS S 1005 Y20R.



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# MARKETING TOOLS

## Bontempi Space Outdoor Sign

Square-shaped box (non-luminous) for specific use on the facade illuminated with external spotlights.

NCS S 1005 Y20R

Dimensions 120x120.



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# MARKETING TOOLS

## Bontempi Space showcase

Square-shaped bright box 60x60, to be applied internally to the glass of the showcase detached by about 10 cm in an asymmetrical position. Coloured with NCS S 1005 Y20R.



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# MARKETING TOOLS

## Wall forex logo

200x58 da 20mm gold or black  
150x44 da 20mm gold or black  
100x29 da 10mm gold or black  
50x15 da 10mm gold or black

## Window adhesive logo

Pre-spaced black or gold adhesive logo,  
the sizes are 200x58 cm or 100x29 cm.

## Logo forex on window

Logo usable on windows in 6 mm thick forex  
(external) coupled with a pre-spaced reverse  
of the same color ( black) inside the glass. In  
2cm thickness when used on large signs.

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50 cm  
←→  
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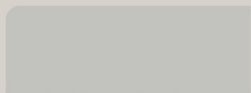


# MATERIALS & COLORS

# BONTEMPI SPACE versions

Decorative elements for Bontempi Space Version 1:

- Wall color reference

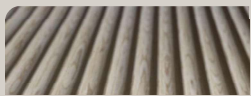


NCS S 2000-N



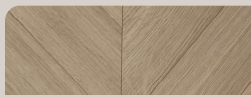
NCS S 2005-Y20R

- Wall material reference



LACQUERED MILLED WOOD

- Floor reference



HUNGARIAN THORN PVC, LIGHT OAK ESSENCE

- Carpets



PANTONE WARM  
GRAY 2U



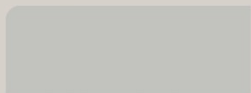
PANTONE 431 U

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# BONTEMPI SPACE versions

Decorative elements for Bontempi Space Version 2:

- Wall color reference

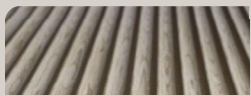


NCS S 2000-N



NCS S 2005-Y20R

- Wall material reference



LACQUERED MILLED WOOD

- Floor reference



PVC NATURAL OAK

- Carpets



PANTONE WARM  
GRAY 2U



PANTONE 431 U

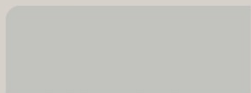
**BONTEMPI**  
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# BONTEMPI SPACE versions

Decorative elements for Bontempi Space Version 3:

- Wall color reference



NCS S 2000-N



NCS S 2005-Y20R

- Wall material reference



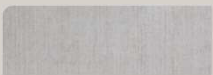
LACQUERED MILLED WOOD

- Floor reference



CONCRETE EFFECT PVC

- Carpets



PANTONE WARM  
GRAY 2U



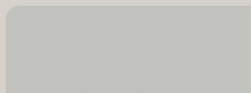
PANTONE 431 U

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# BONTEMPI SPACE versions

Decorative elements for Bontempi Space Version 4:

- Wall color reference

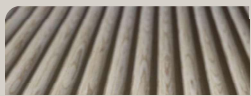


NCS S 2000-N



NCS S 2005-Y20R

- Wall material reference



CANNETTATO

- Existing floor

- Carpets



PANTONE WARM  
GRAY 2U



PANTONE 431 U

# FLOORS

## Materials and Finishes

A PVC floor with NATURAL OAK (not yellow) finish on an aluminum support for a 6 mm floating laying is provided.

«French» herringbone laying with preformed slats on large panels.

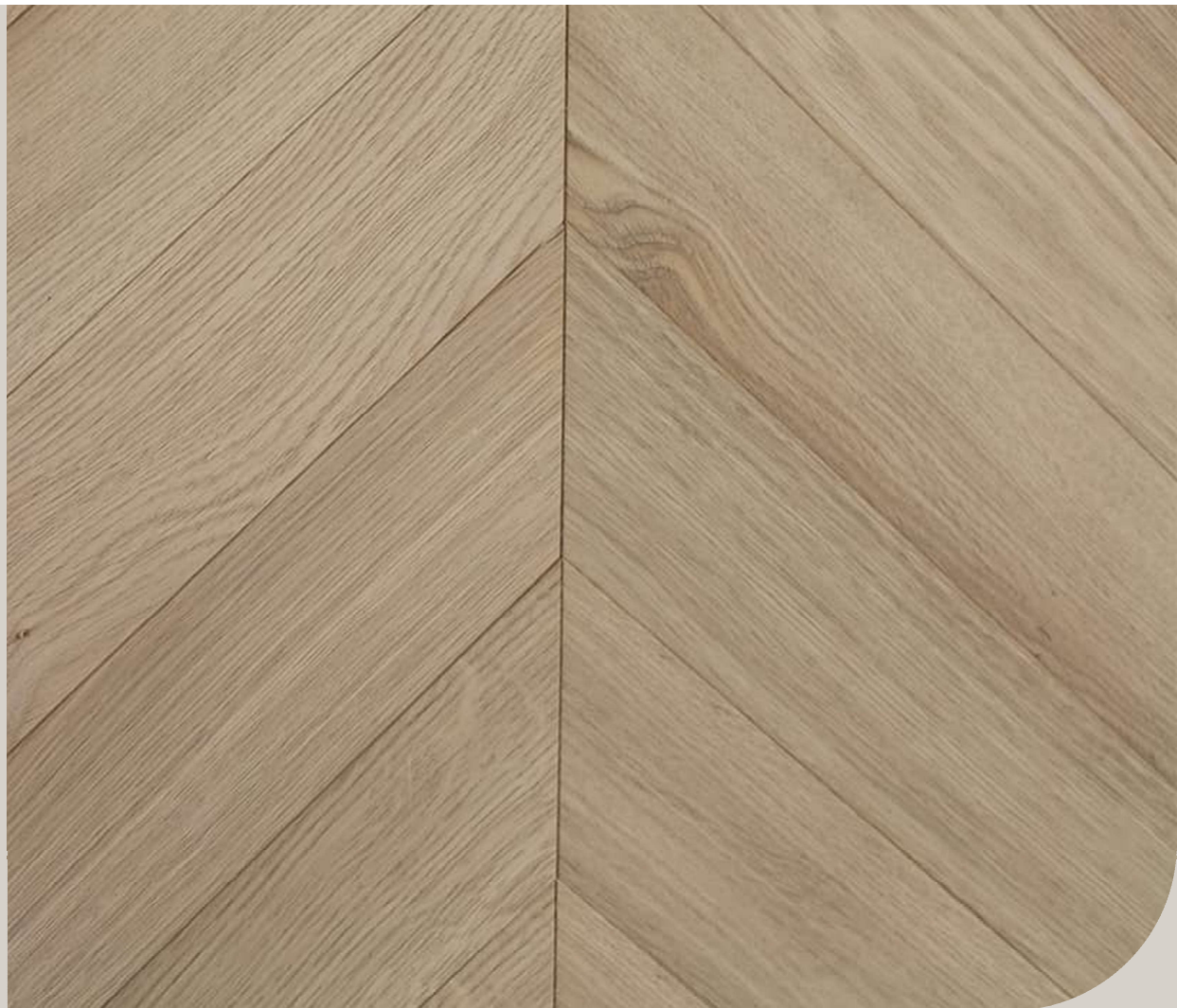
Laying in large size planks.

Material with fire-resistance certificate. PVC IS 100% ECO-CERTIFIED.

Scanning the QR CODE you will be able to download the technical sheet of the product.



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# FLOORS

## Materials and finishes

A PVC floor with NATURAL OAK finish on an aluminum support for a 6 mm floating laying is provided.

Laying in large size planks.

Material with fire-resistance certificate. PVC IS 100% ECO-CERTIFIED.

Scanning the QR CODE you will be able to download the technical sheet of the product.



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# FLOORS

## Materials and finishes

A PVC floor with concrete effect is provided.  
This material can be easily and quickly  
installed through a click system.  
PVC IS 100% ECO-CERTIFIED.

Scanning the QR CODE you will be able to  
download the technical sheet of the product.



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PANTONE COOL GREY 6U



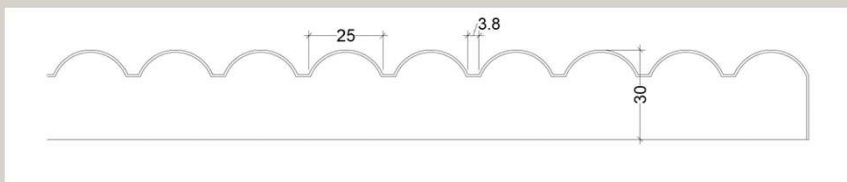
# WALL DECORATIONS

## Materials and finishes

Bontempi Casa wall covering in painted medium density ribbed wood, in lacquered matt finish NCS code S.2000-N, made in fixed modules panels to be installed.

The wall covering is to be used partially in the Bontempi space as a backdrop to Bontempi products (that will mostly occupy the central part of the area).

80x130 cm modules in a pack of two pieces.



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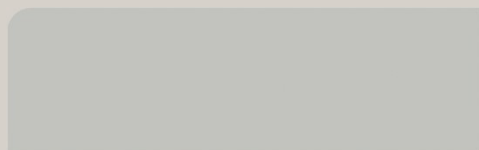


# COLOR PALETTE

Both in the ribbed parts in lacquered finish and in the smooth finish parts a water-based paint finish in warm grey **NCS S 2000-N** is provided.

As an alternative, if necessary, a finish in sand color **NCS S 2005-Y20R** can be used.

Colors must be light and bright. They have to be sufficiently neuter to freely dialogue with the Bontempi Casa selection of materials.



NCS S 2000-N



NCS S 2005-Y20R

# LIGHTING

Bontempi spaces should be lightened with track-mounted spotlights, mixing free, spot and flood optic, with a 3000K color temperature.

A basic lighting with flood spotlights or embedded spotlights and spot spotlights to create accent lighting on the products shall be provided.

Lighting should be verified for each installation, depending on the already existing lighting in the shop.





# CARPETS

**Composition:** Bamboo silk, pure virgin wool

**Technique:** handmade

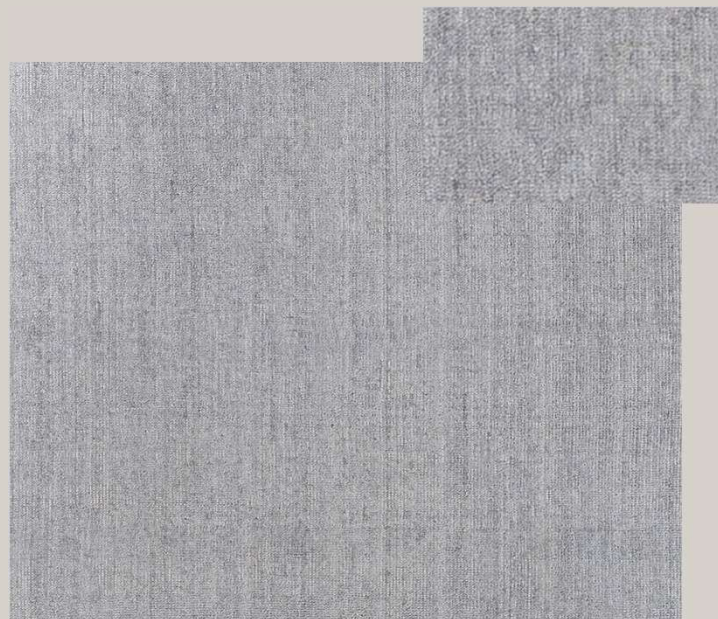
**Dimensions:** 200x300 cm



**Composition:** viscose

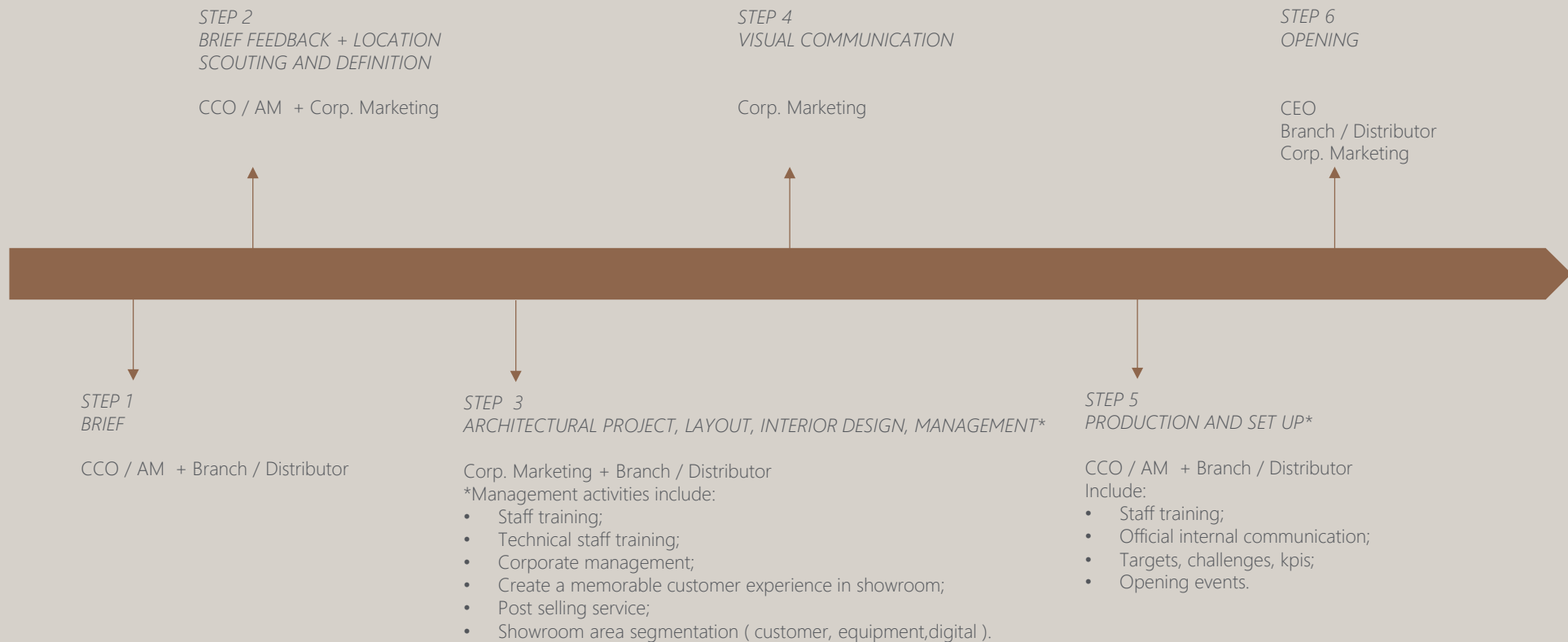
**Technique:** handmade

**Dimensions:** 200x300 cm



# SHOWROOM GUIDELINES

## Bontempi Casa Showrooms Brande Image / NEW OPENING



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