

*Contract & Furniture*

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# SPACES BECOME NEW IDEAS






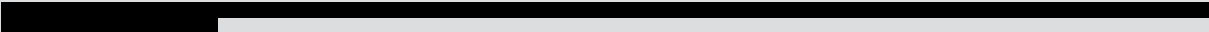
CONTRACT

*In this monograph, Martex Contract presents  
its own history, own experiences and work.*

*It's a journey that will lead you to discover  
a business model dedicated to customer  
satisfaction.*

*For ease of reference we divided areas of interest into chapters, and created a series of icons that suggest its sub-content, so you will have the option to use interactively, both the index and icons.*

-  *Key Content*
-  *Inspiration Content*
-  *Visual Content*



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		luxury
		hotel
		lobby & lounge
		residential & collective
		home design
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		WORLDWIDE REFERENCES

*Our roots are grounded into a story in which we had a leading role in the change from craftsmanship businesses to the modern industries we know today; the carpentry laboratories were known for the extraordinary manual skill and care concerning works, whereas the industry allows us to apply the most sophisticated innovations in order to manufacture articles holding an excellent quality/price/design ratio with excellent qualitative constancy.*

**50** YEARS  
*OF EXPERIENCE*



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# HISTORY & COMPETENCES



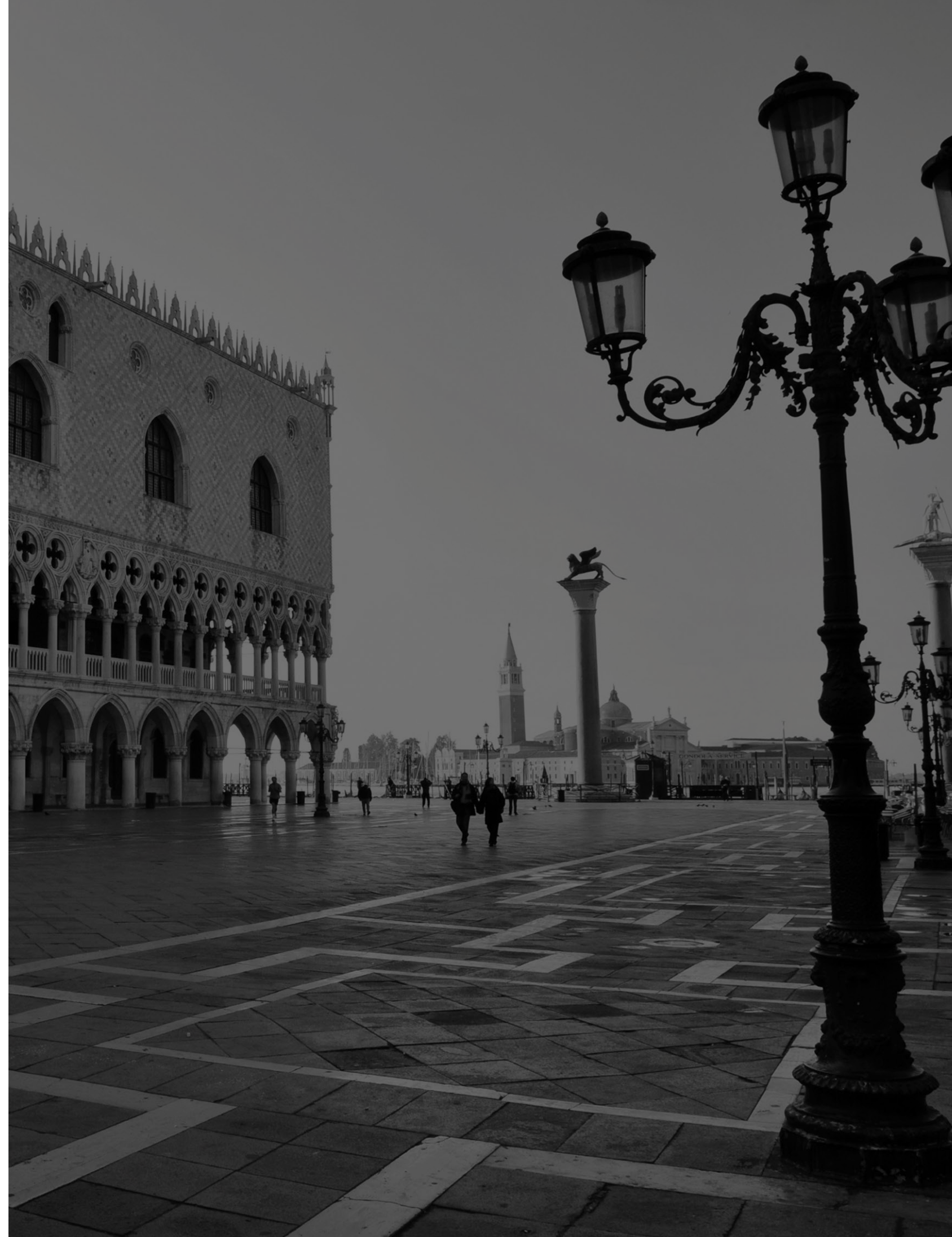


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# DESIGN & PRODUCTS MADE IN ITALY

6

*We create and manufacture in Italy to protect an originality recognised the world over. We are present in 53 countries on the 5 continents.*



7



WE ARE  
IN CONTACT  
WITH

5

CONTINENTS

WE  
SERVE

53

COUNTRIES

WE  
HANDLE  
OVER

1.200

CLIENTS  
WORLDWIDE

# HEAD OFFICE

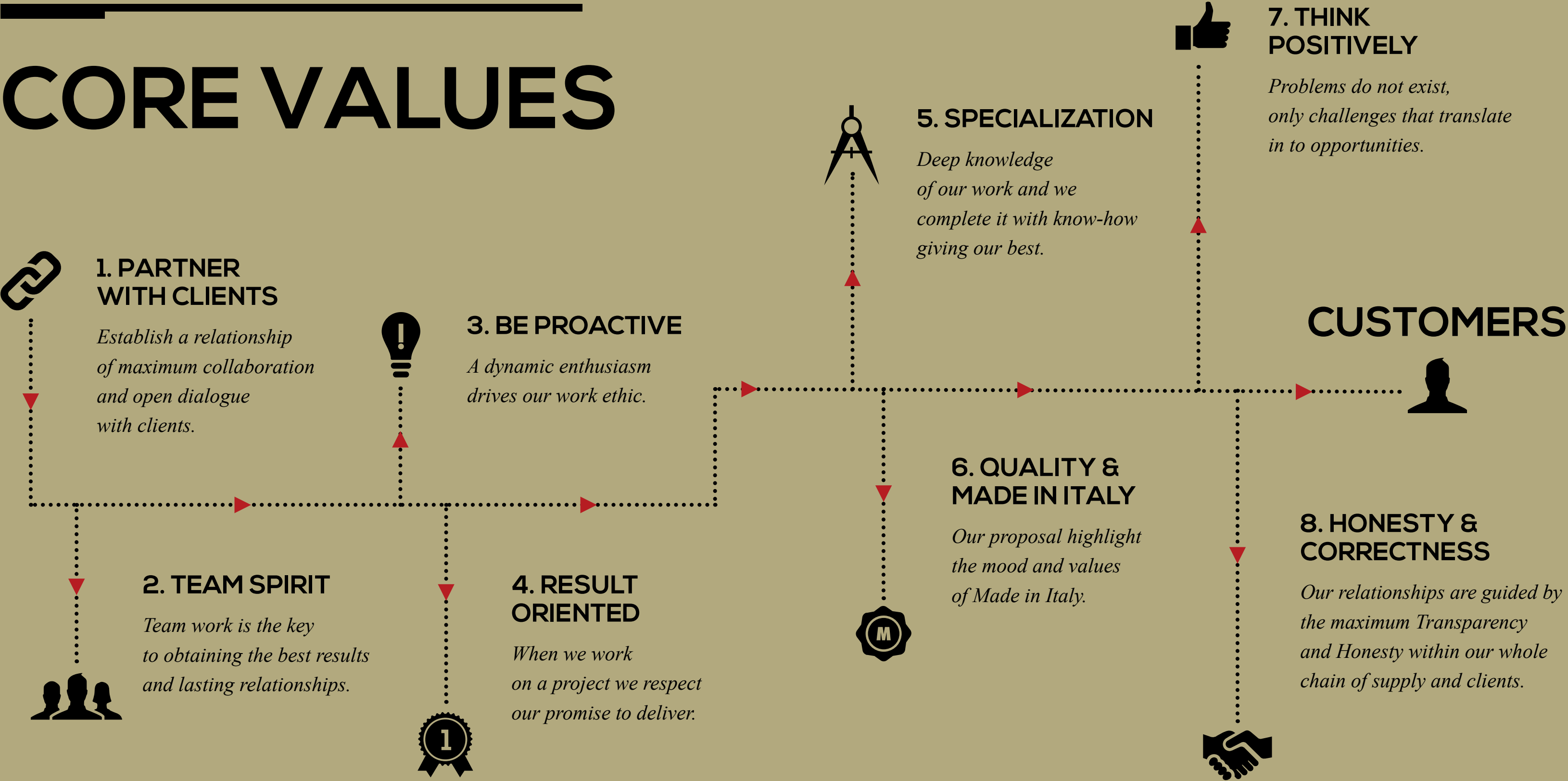
Venice 

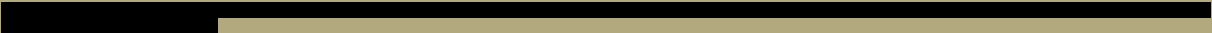
*Our production units covers an operational surface area of about 46.000 m<sup>2</sup>. In the retail segment alone we constantly serve more than 4.000 customers worldwide, to whom we guarantee quality products and services, even in large volume.*

[martexcontract.it](http://martexcontract.it)



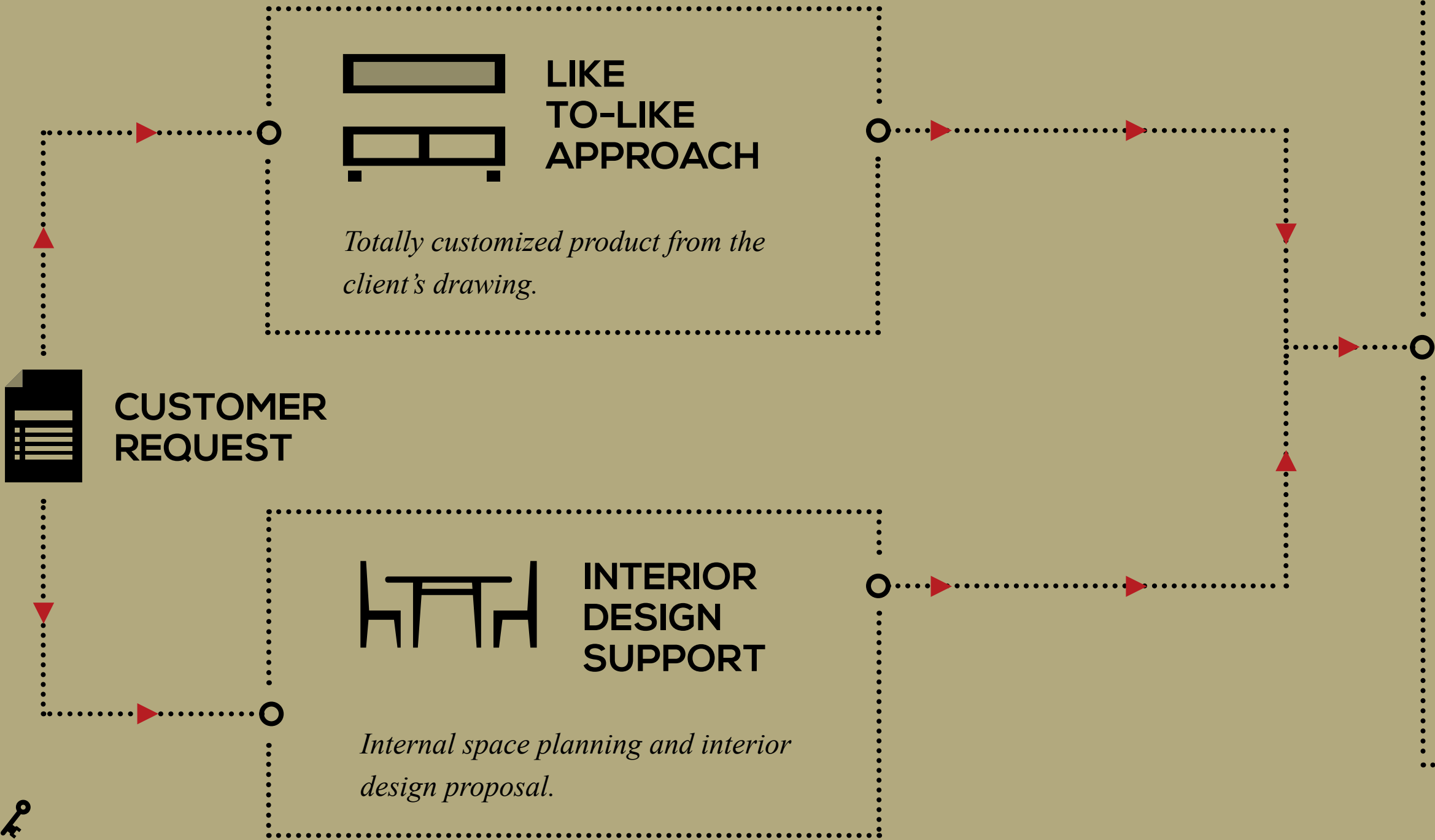
# CORE VALUES





# OUR METHOD

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- BUDGET EVALUATION
- RESEARCH & DEVELOPMENT
- PROBLEM SOLVING
- MOCK UP
- PRODUCTION & QUALITY CONTROL
- LOGISTIC & INSTALLATION ON SITE
- ASSISTENCE & AFTER SALES
- SERVICE



# THE MARTEX WAY

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*Our design orientation has characterized us from the beginning and it is on creativeness that we search the distinctive sign that contributes to strenghten our brand identity. We ask design to interpret a product idea that is not only original, but able to inspire positive feelings because the office space is lived by individuals that find in relations the best expression of sociality.*



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# OUR STRENGTH

*For Martex, the quality concept represents a broad concept which includes the entire company network; ensuring quality signifies being able to transmit the credibility of a product to the market, whilst maintaining its value and original performance for the long-term. Martex carries out its work paying particular attention to sustainable development and manages its activity according to an environmental management system in compliance with Standards UNI EN ISO 14001:2004 and Emas regulation, CE1221/2009.*

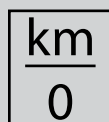


# CHARITY & GREEN SOUL



Martex supports the association A.Mi.B.  
that helps children in Brazil  
[www.amibonlus.org](http://www.amibonlus.org)

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## PRE-PRODUCTION

*Our policy is to have suppliers within 0 km radius*  
80% of our suppliers are within a 30 km radius  
80% of our suppliers are certified ISO 9001 and 14001



## PRODUCTION

### *Water-based lacquering - Hydroline*

Martex uses the Hydroline lacquering system. This next generation technology uses water-based solvents in the lacquering process, thus considerably reducing environmental impact: this ensures enormous benefits for the entire process, from production to delivery to the end customer. Hydroline technology guarantees top-level quality matt and gloss lacquers.



## TOPS

*Desktops in melamine finish and wood veneer completely recyclable.*



## FSC AND PEFC

### *Certification under way*

Martex has initiated the procedure to obtain certification as per the FSC and PEFC schemes, which promote the use of products containing wood originating by forests managed correctly and responsibly according to strict environmental, social and economic standards.



## LEB PANELS

### *On request*

On request, Martex uses LEB panels which have the lowest formaldehyde emission in the world. These chipboard panels are made of 100% postconsumer recycled wood = E0.



## ALUMINIUM

We use aluminium because the virtuous circle of reuse and recycling, in addition to the lack of bauxite extract, enables 95% energy saving of that needed to produce the aforementioned based upon the raw materials: to obtain 1 kg of aluminium from bauxite, 14 kWh is needed, whilst to obtain 1 kg of new aluminium from the used kind, only 0.7 kWh of energy is needed.



## DISTRIBUTION

### *Packaging*

*100% divisible and recyclable materials.*



**99**ROOMS

*PAX HOTEL & SPA MEDJUGORIE BH*

**240**APARTMENTS

*CENTRAL PARK INTERLOMAS MEXICO MEX*

**300**CABINETS

*ORCHARD VIEW SINGAPORE SGP*

**423**APARTMENTS

*HIVE STUDENT ACCOMODATION LONDON UK*

**1418**HOMES

*C.A.S.E. & M.A.P. PROJECT L'AQUILA IT*

**3500**CABINETS

*MASHATTAN COMPLEX ISTAMBUL TR*

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**WE FACE  
LARGE & SMALL  
PROJECTS  
WITH THE SAME  
PASSION**



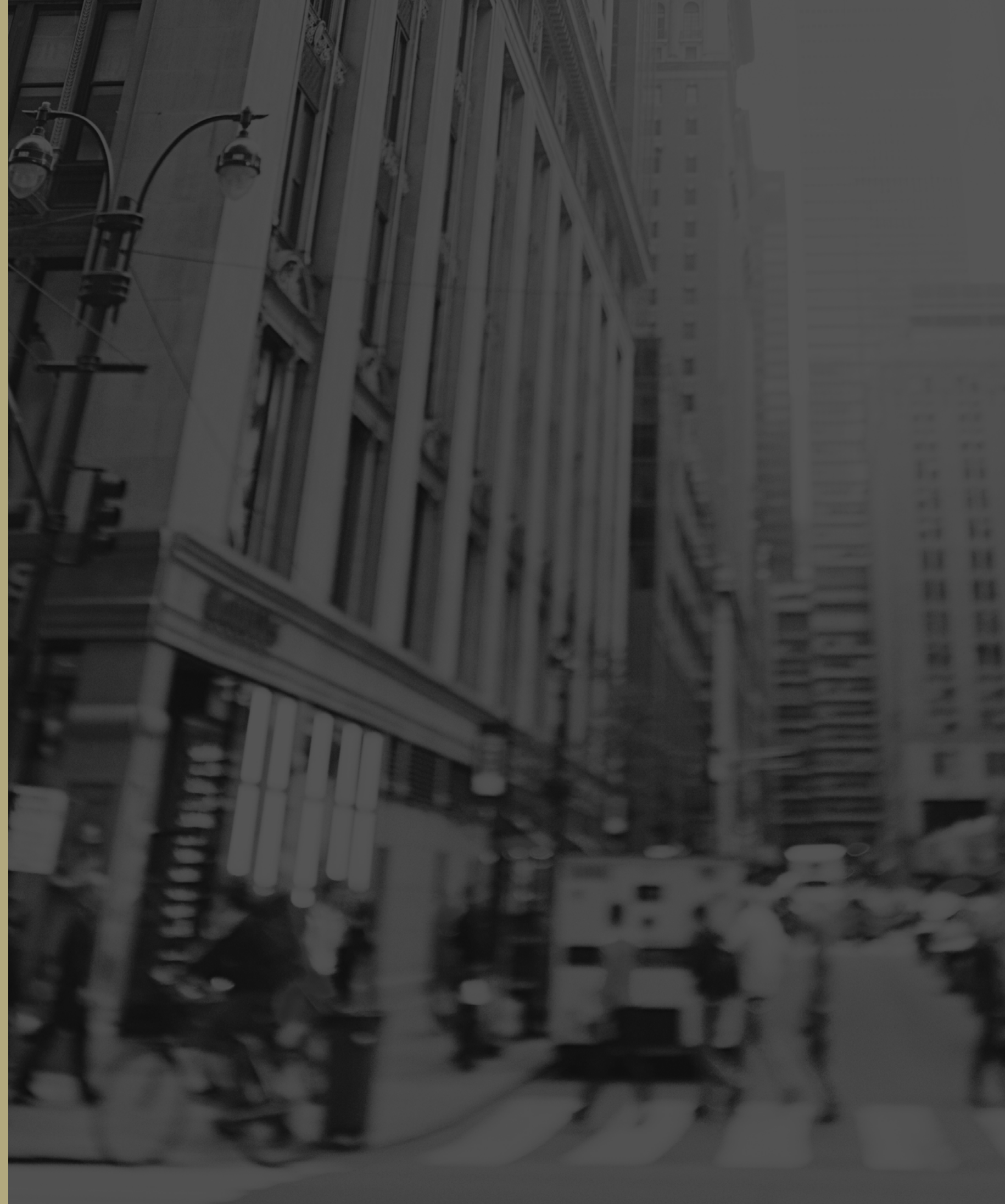


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# BUSINESS SEGMENTS

22

*The Contract world is many different worlds put together, all unique on their own. We have individualized and focus on a few categories, to simplify our narrative.*



# INDEX

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# LUXURY

*An exclusive, unique and refined look distinguishes our realizations in this segment. Precious materials, audacious combinations characterize this unique and international style.*













*Luxury is defined by details that showcase the preciousness  
and the exclusivity of the workman ship.*













# HOTEL

*Hotellerie is a universe of opportunity as well as ways to represent hospitality. We represent these qualities in our proposals, relying on our knowledge of this reality.*

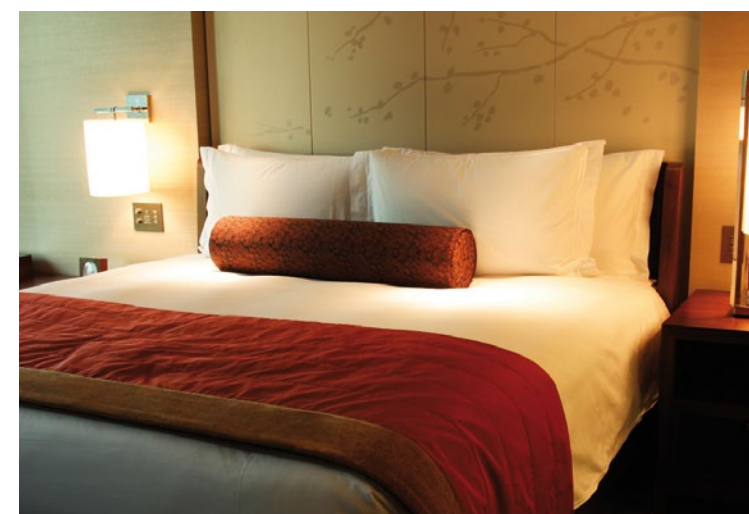




*For the ever growing and demanding “Business Hotel” we have developed a know-how and proposal for a demanding and evolving client who travels and works in this space.*



## *Business Hotel*







Hotel Amadil Beach, Maroc.



Cityhotel Shanghai, RPC.



Hotel Amadil Beach, Maroc.





*Design Hotels attract a clientele that not only looks for a break, but wants to discover the details in the surroundings. Style, Design and hospitality all wrapped in one unique experience.*



*Park Hotel Mumbai, IND.*

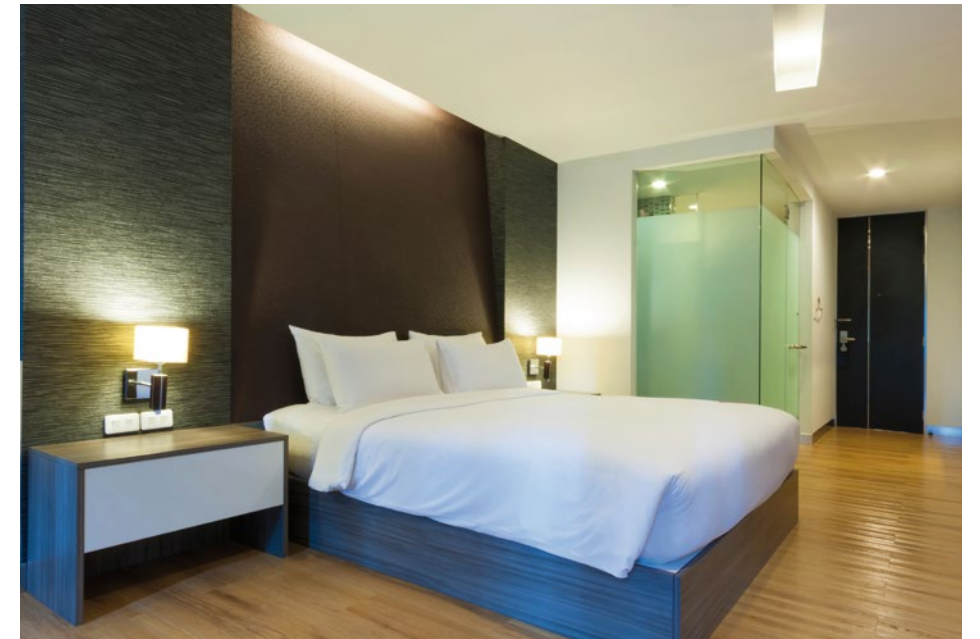


*Park Hotel Mumbai, IND.*





Skansen Hotel Stockholm, S.



Scotland Hotel Edinburgh, GB.

*A minimalist look detracts volume and redundancy in a space to evoke pureness. Strong, formally neutral, ready to be interpreted by individuals in the style that it portrays.*





# LOBBY & LOUNGE

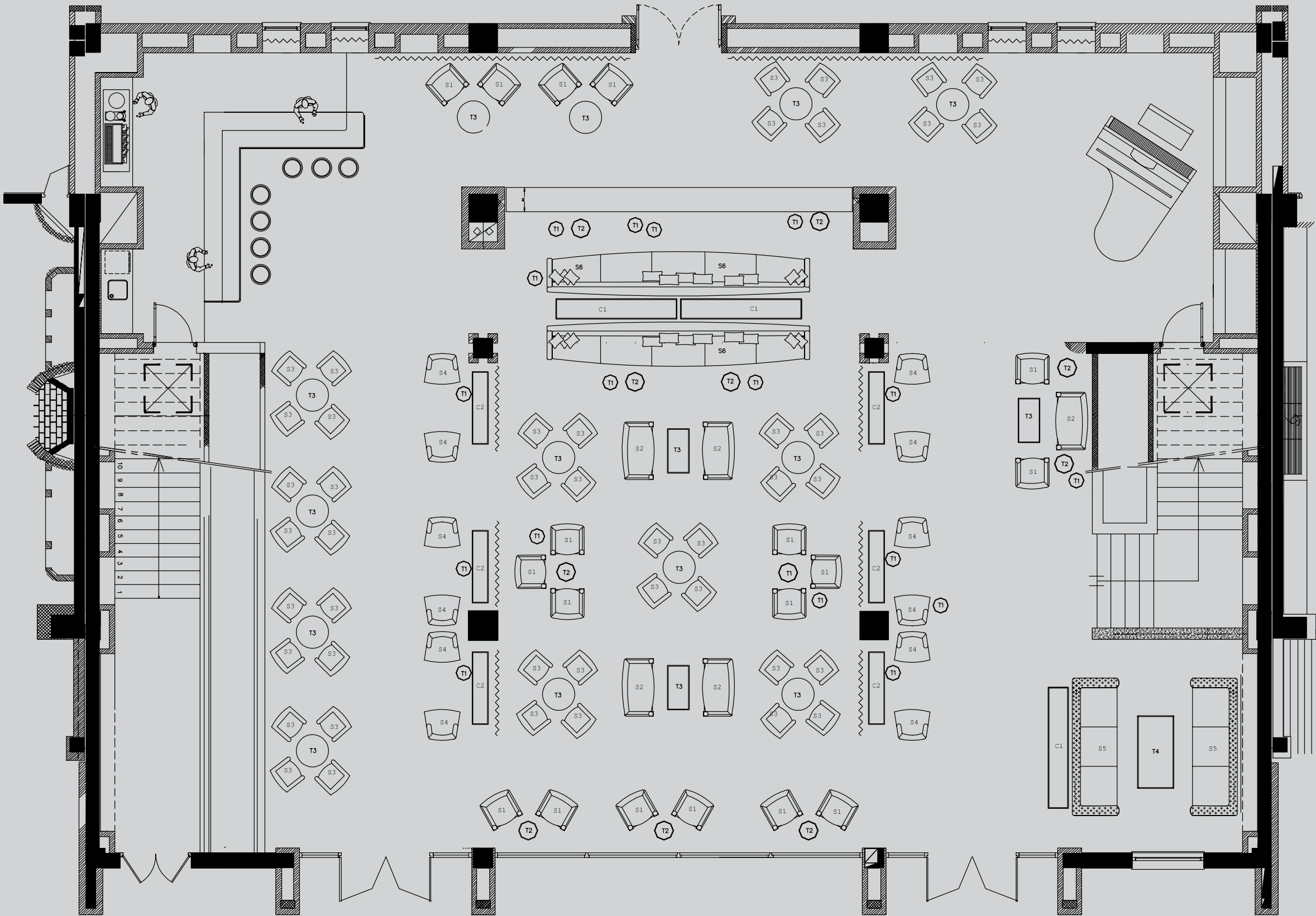
*Many great hotels have built fame around their capacity to greet and ease their clients in public areas, where the style and hospitality put at ease the most discerning client.*





*We have an excellent experience in creating spaces where style and functionality meet hospitality. Layouts, walking flows, materials and comfort are themes we share with our clients.*

*Lounge Bar*











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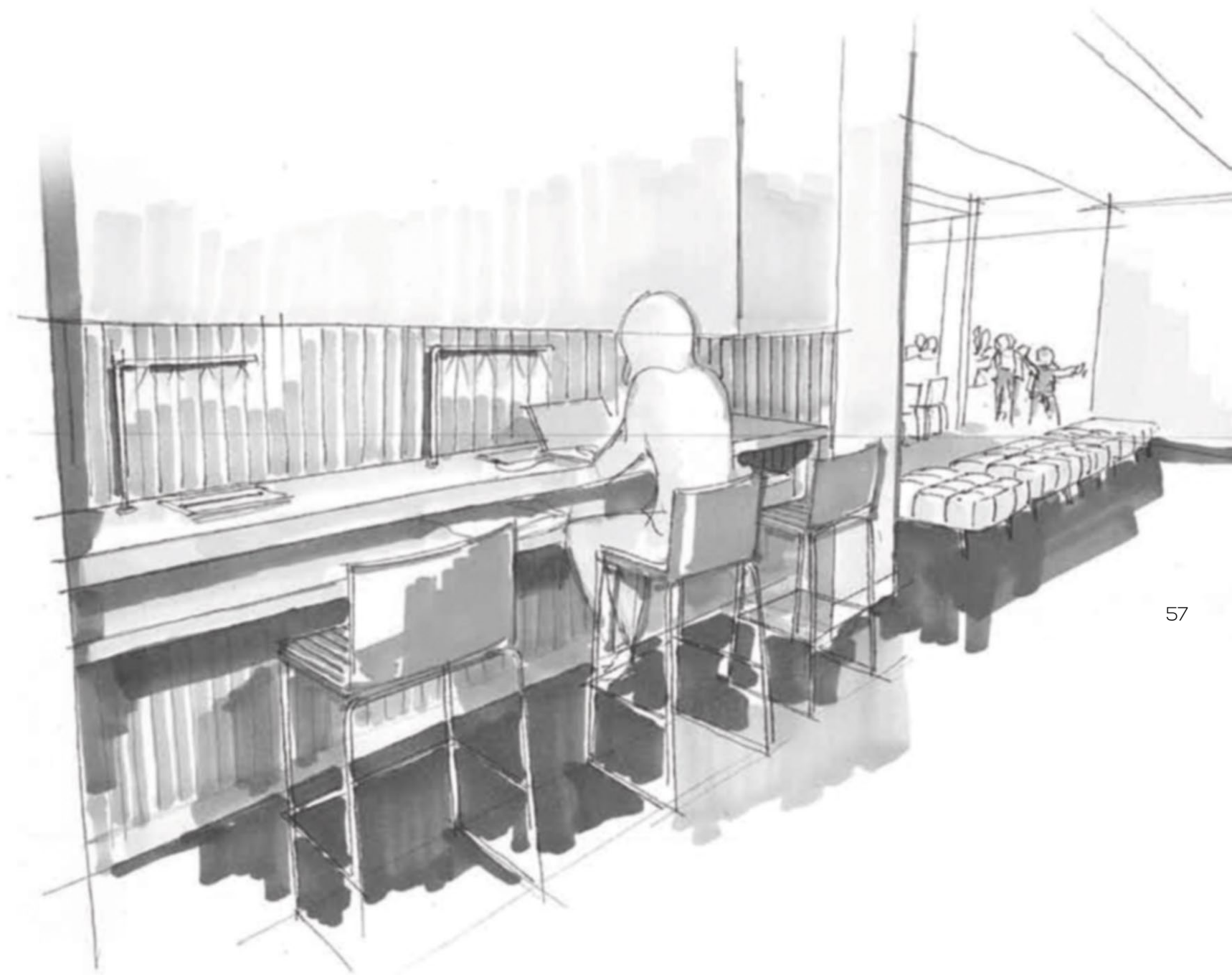
*Whatever the style, the winning result is the ability to materialize spaces that communicate emotions and project their intended mood.*



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*Thoughts and ideas that are transferred to paper and then realized, is the true testimony of creativity becoming tangible. Our drawings, sketches and renderings serve to visualize what the final result will be.*





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# RESIDENTIAL & COLLECTIVE

*Universities, student housing, aparthotel, business apartment, are a few of the places that we can create functional and dynamic spaces.*





*The new “mobile-worker” has the necessity to find hospitality in its travels, as well as for those who prolong their work in their home space. There’s a need to support this need of technology and home-like elements all in one.*



# *Business Apartment*













*Dedicated spaces, prolonged stays or at high turnover spaces, each of these formulas have their own irrefutable values. Quality and durability of materials, simple maintenance, immediate reconfiguration.*



## *Student Apartment*









# HOME DESIGN

*This chapter highlights another one of our specific competences. We deeply understand residential furnishings, and are able to support our clients in outfitting one single home or many units. Kitchens, living, bedroom, closets and bath are all part of our core business.*





*We understand the need for residences around the world to pre-outfitted with bathroom, kitchens and closets.  
We have ample experience in supplying and working with tight deadlines and high quality standards.*



## *Kitchen*













*In the following pages you will find a few ideas for living. This is just a taste of what can be interpreted or finalized for the space.*



*Living*

















*For the bedroom, there is an infinite amount of proposals and solutions. Taste, materials and finishes are at the clients discretion.*



*Night*













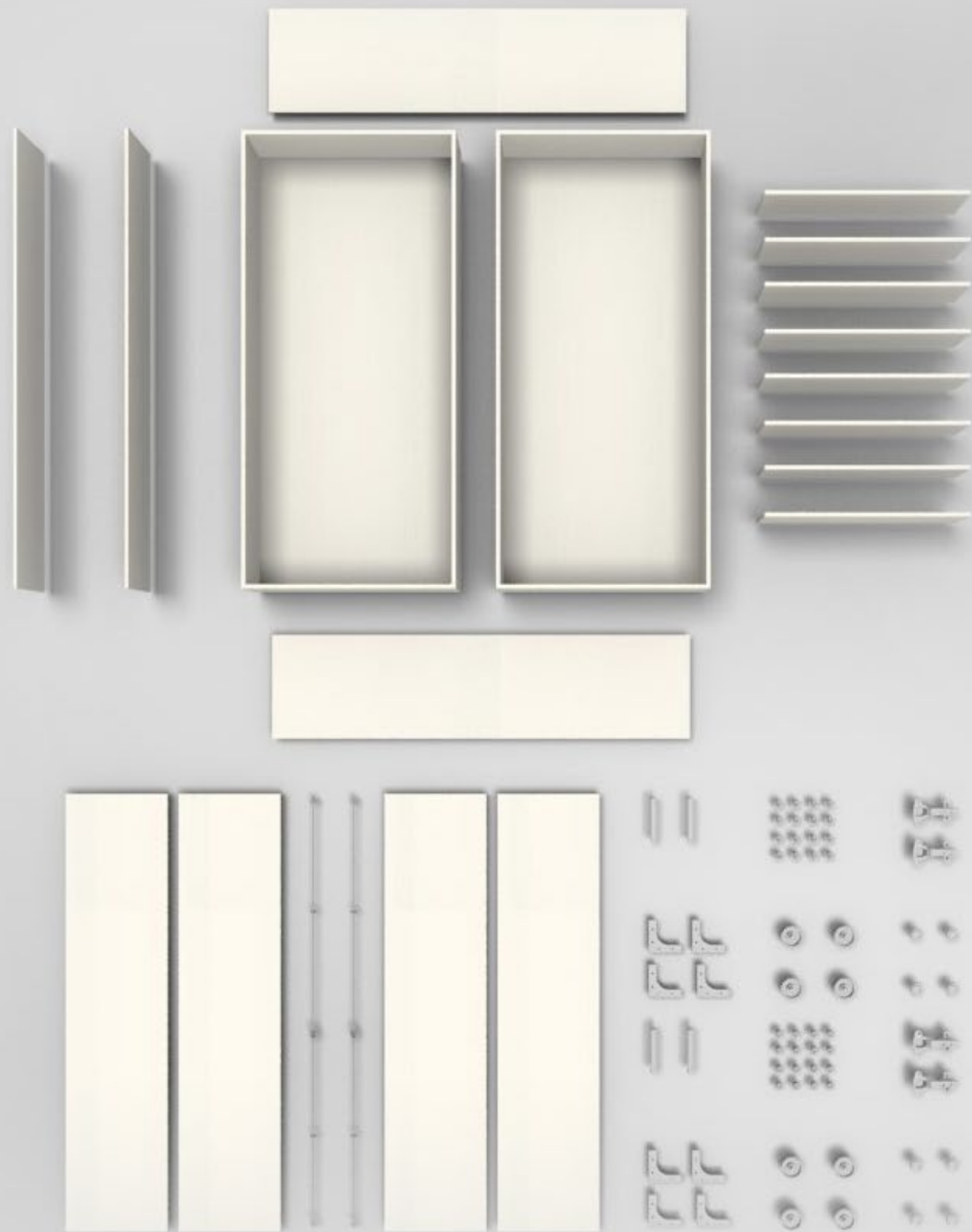








*Tell us how You want it*  
*and we will give you*  
**THE BEST CABINET**















*Creating and industrializing closets, while maintaining a level of artisanal quality is our strong point. We have amassed a vast know-how and model catalog, customization is what we do.*











*Technological advances and new materials have amplified the possibilities of personalization. There are choice of shape, form, dimension and functionality. The one constant variable is always quality.*







*In this example, we show the logical and functional use of the interior of a closet for use in the domestic market; spaces and internal*

*subdivisions meet the criteria of order and proper positioning of clothes and accessories*



*This diagram illustrates some of the possible variations that we contemplate in the creation of a cabinet: cut to size, depth and height variations, angles, shelves, storage units,*

*bridges and terminals in custom sizes are some of the possible opportunities for customization.*



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# OFFICE

*Martex has in its DNA the world of Office, which is in common with the universe of contract, a series of positive affinity. Directional relationships with major investors, stable dialogue with designers, architects and interiors, as well as the ability to customize the product.*





*Design, strong and distinctive personality,  
formal research and status. These are just  
some of the values an Executive Martex  
office transmits.*



## *Executive*

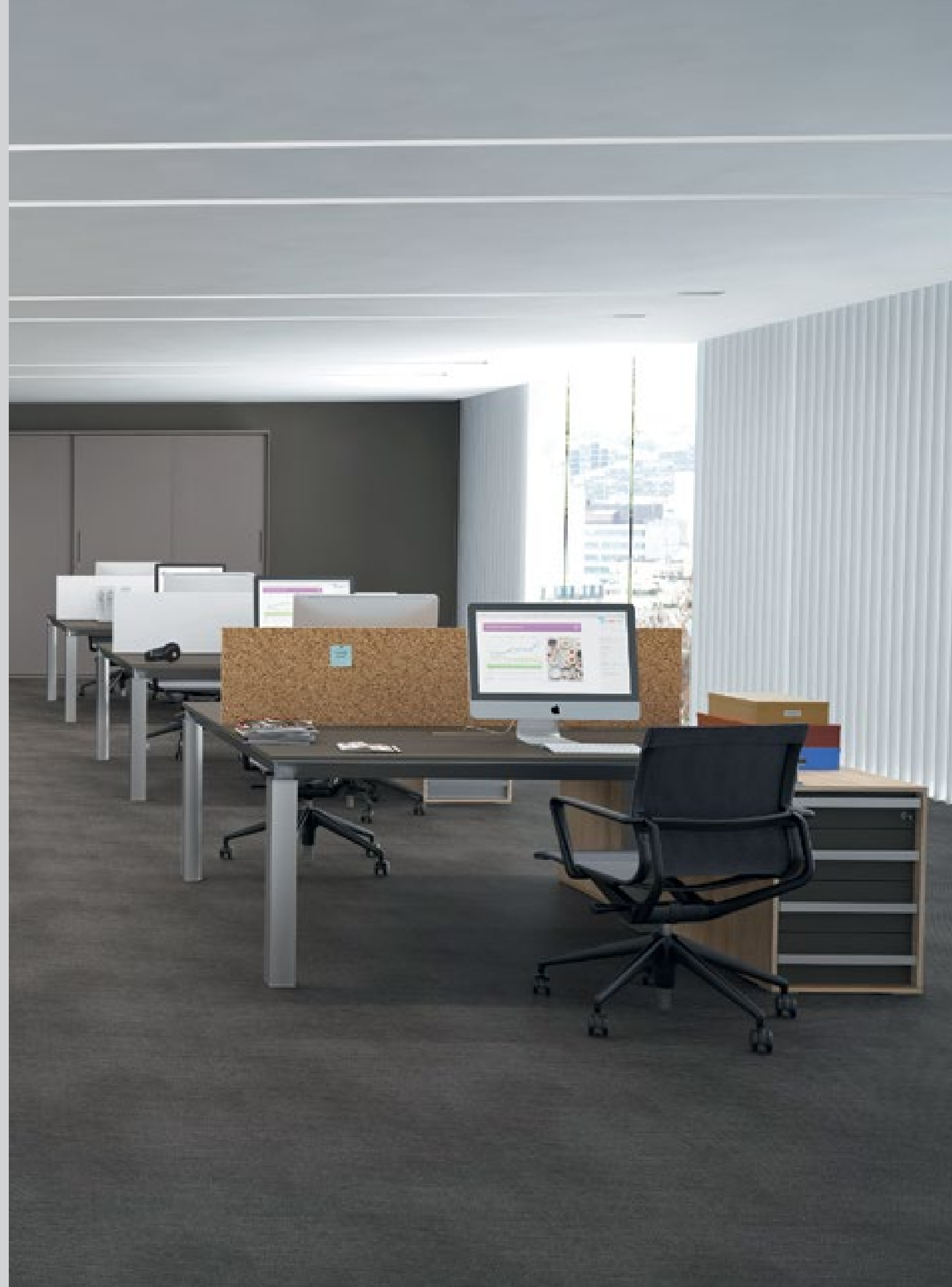








*The Martex operational systems meet specific criteria and functional ergonomics, which are designed to cater to the new ways of meeting and sharing of work.*













*Facilitate communication with the use of systems that can accommodate and facilitate the use of new technologies. These are the basic needs of meeting & conference areas for which dedicated furnishing systems are needed.*



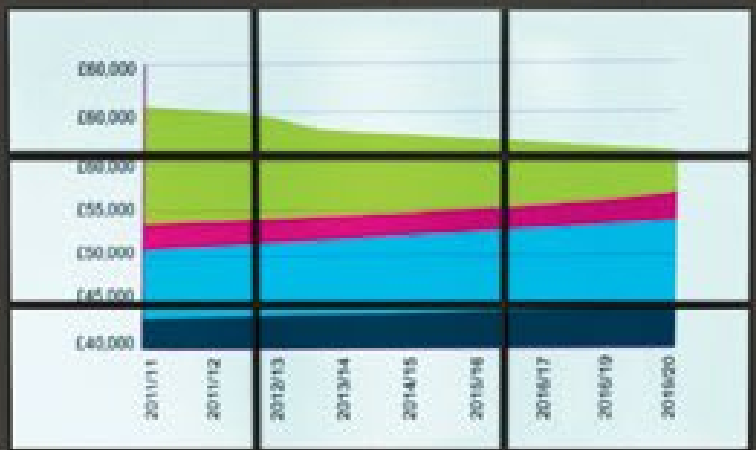
## *Meeting Room*













*Universities, libraries, meeting places  
and cultural socialization need to use  
furniture that is functional, specific and  
designed to enhance human capital.*



## *Library*





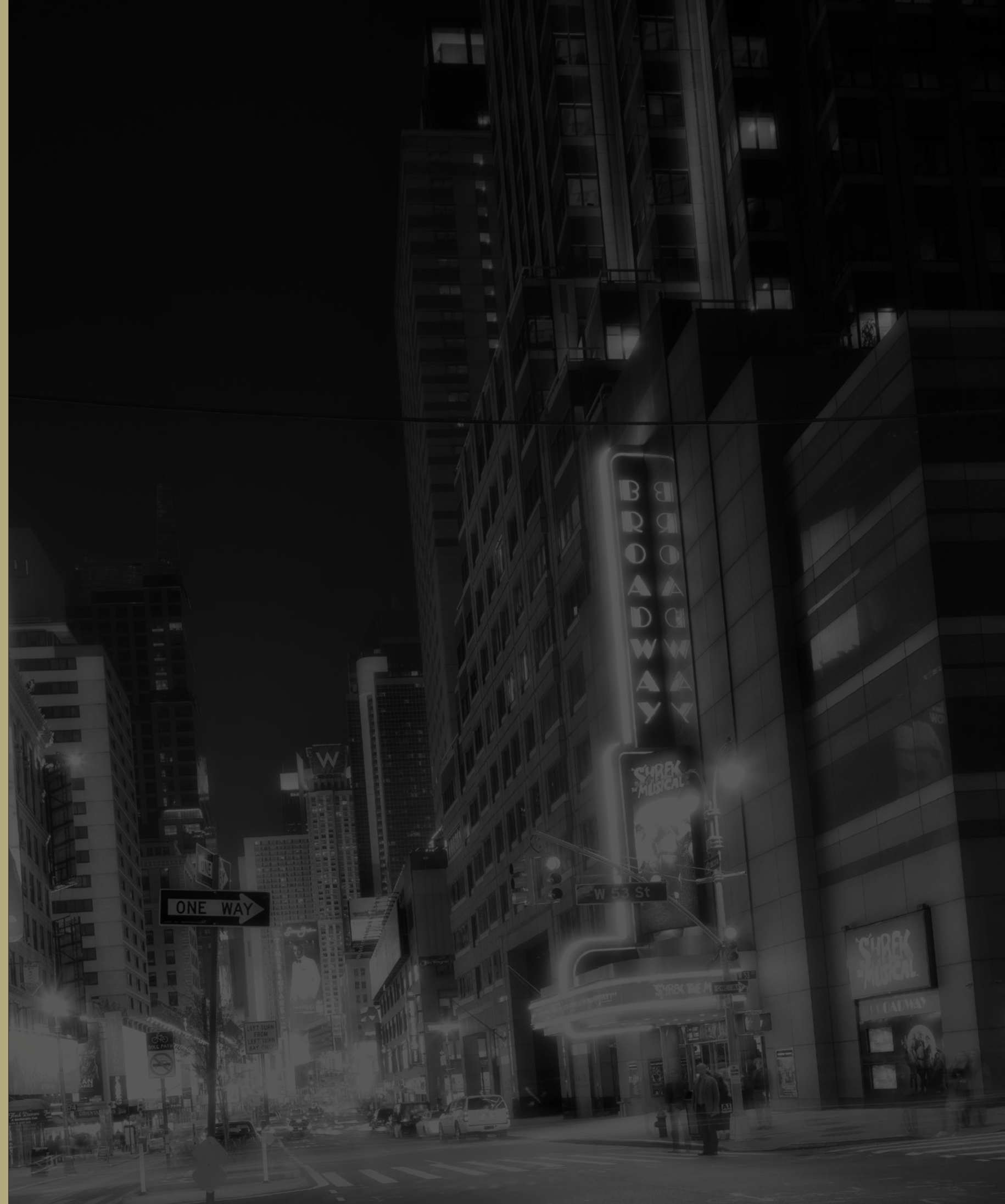




# PORTFOLIO

134

*In this chapter we present some case histories collected among the many that have characterized our recent activities; stories are different from each other and telling of how we deal with the same commitment, both of large and small projects around the world.*





5 ★

# PURE HOTEL

Target Use	Hotel
Year	2014
Location	Maroc
R&D	Martex Contract
Project Details	80 rooms, common areas, restaurant, SPA & meeting rooms



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4★

# AMADIL BEACH

*Target Use*  
*Year*  
*Location*  
*R&D*  
*Project Details*

*Hotel*  
*2013*  
*Maroc*  
*Martex Contract*  
*324 rooms*









4★

# PARK HOTEL BADZURZACH

144

Target Use	Hotel
Year	2012
Location	Switzerland
R&D	Martex Contract
Project Details	112 rooms



145





4★

# PAX HOTEL & SPA

146

Target Use	Hotel
Year	2012
Location	Bosnia Erzegovina
R&D	Martex Contract
Project Details	99 rooms



147





4★

# HOTEL ELAN

148

Target Use	Hotel
Year	2012
Location	Canada
R&D	Martex Contract
Project Details	76 rooms



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# GARGANO RESORT

150

Target Use	Hotel
Year	2009
Location	Italy
R&D	Martex Contract
Project Details	127 rooms



151





# CENTRAL PARK INTERLOMAS

152

*Target Us*

*Year*

*Location*

*R&D*

*Project Details*

*Residential*

*2013*

*Mexico*

*Martex Contract*

*240 Apartments*



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# KING SAUD UNIVERSITY

Target Use      *Residential*  
Year              *2013*  
Location        *Saudi Arabia*  
R&D              *Martex Contract*  
Project Details   *800 Student Apartment*





*This project has allowed us to materialize 800 apartments intended for students of the University of Riyadh.*



*The types are different and different layout take into account specific needs, such as useful spaces for individual study areas for socialization and large spaces for aggregation.*



*The Student population that resides in this college comes from many distant locals, thus having the need for more storage for personal effects.*



# MASHATTAN RESIDENTIAL COMPLEX

*Target Use*      *Residential*  
*Year*            *2012*  
*Location*      *Turkey*  
*R&D*            *Martex Contract*  
*Project Details*    *3500 wardrobes*





# TRILIGHT

162

*Target Use*      **Residential**  
*Year*              **2012**  
*Location*        **Singapore**  
*R&D*              **Martex Contract**  
*Project Details*    **240 apartments**



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# MALHA COMPLEX

164

Target Use	Residential
Year	2012
Location	Portugal
R&D	Martex Contract
Project Details	630 units



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# ORCHARD VIEW

166

<i>Year</i>	<i>Residential</i>
<i>Year</i>	<i>2010</i>
<i>Location</i>	<i>Singapore</i>
<i>R&amp;D</i>	<i>Martex Contract</i>
<i>Project Details</i>	<i>300 wardrobes</i>



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# BATTERSEA REACH

*Target USe*  
*Year*  
*Location*  
*R&D*  
*Project Details*

*Residential*  
*2009*  
*United Kingdom*  
*Martex Contract*  
*138 units*





# HIVE STUDENT ACCOMODATION

Target Use	Residential
Year	2009
Location	United Kingdom
R&D	Martex Contract
Project Details	423 complete furnishing apartment









# C.A.S.E. & M.A.P. PROJECT

*Our intervention in the areas affected by the earthquake in Abruzzo had a nature of emergency and urgency and has been affected by extraordinary events.*

*The time factor, the need to provide immediate, complete and furnished, housing solutions meant to produce in a very short time large volumes of furniture and accessories. In the following pages you can read the numbers that sum up our commitment to what turned out to be a race of solidarity and commitment of international recognition.*

Target Use	Residential
Year	2009
Location	Italy
R&D	Martex Contract
Project Details	1416 complete houses

HEART  
FOR  
ABRUZZO





*Abruzzo has successfully tested a model of great efficiency, which has coordinated production, logistics and assembly into a single large chain.*



# 1070

*Complete apartments with day and night furnitures, kitchen and upholstered*

# 346

*MAP housing units*

# 192

*Different types of apartments produced only in 10 days*

# 145

*Direct collaborators dedicated to the production*

# 155

*Collaborators at site for installation and general services*

# 20750

*Cbm of furnishing produced, shipped and installed*

# 450

*Containers for the transport logistic*



# EMS

ems  
the smartphone partner

178

*Target Use*      *Office*  
*Year*            *2014*  
*Location*      *Dubai*  
*R&D*            *Martex Contract*  
*Project Details*    *Complete office furniture*



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# HOS

182

Target Use	Office
Year	2012
Location	Italy
R&D	Mario Mazzer
Project Details	Complete office furniture



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# HOMES

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<i>Target Use</i>	<i>Office</i>
<i>Year</i>	<i>2011</i>
<i>Location</i>	<i>Italy</i>
<i>R&amp;D</i>	<i>Mario Mazzer</i>
<i>Project Details</i>	<i>Ola &amp; Han office furniture</i>



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# DORINVEST

*Target Use*      *Office*  
*Year*            *2008*  
*Location*      *Russia*  
*R&D*            *Martex Contract*  
*Project Details*    *Kyo office furniture*





# 20 MINUTOS

*Target Use*

*Year*

*Location*

*R&D*

*Project Details*

*Office*

*2007*

*Spain*

*Martex Contract*

*complete office furniture*









# WORLDWIDE REFERENCES



HOTEL

198

PAX HOTEL MEDJUGORJE	Bosnia and Erzegovina
HOTEL CORSICA	France
HOTEL PARIS	France
BIKINI HOTEL	Italy
GARGANO RESORT	Italy
HOTEL GARDENIA	Italy
VILLA MERCEDE	Italy
HOTEL LIELUPE	Latvia
SKOPJE HOTEL	Macedonia
PLAZA HOTEL	Malta
APARTHOTEL BUCAREST	Romania
BADZURZACH HOTEL	Switzerland
SANDERSON HOTEL	UK
ORANO RESORT	Algeria
PALM BEACH HOTEL	Benin
TRIPOLI HOTEL	Libia
AMADIL BEACH HOTEL	Marocco
HOTEL ODESPA	Marocco
CALGARY CONDO HOTEL	Canada

RESIDENTIAL

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PROGETTO C.A.S.E.	Italy	SARUE	Japan
PROGETTO M.A.P	Italy	SEIWA PALACE	Japan
ST. JAMES COLLEGE	Italy	SENNRICYUO	Japan
MALHA COMPLEX	Portugal	VELASIS URAGA	Japan
PROJECTO ESTORIL	Portugal	KFSHRC	SaudiArabia
TURY PROJECTO	Portugal	KSU	SaudiArabia
MASHATTAN PROJECT	Turkey	ARDMORE	Singapore
BATTERSEA	UK	ORCHARD VIEW	Singapore
PORTMAN	UK	TRILIGHT PROJECT	Singapore
SILKWORKS	UK	VERMONT	Singapore
THE HIVE	UK		
WHARF ROAD	UK	MIAMI VILLAGE	Benin
WOOLWICH	UK	VILLAGE DEFEZI	Benin
		PC PROJECT	Libia
DYEING BOMBAY	India		
EDAGAWA	Japan	CENTRAL PARK	
INCHI E KAWA	Japan	INTERLOMAS	Mexico
MITSUI YAMATA	Japan	CASA VALLARTA	Mexico
MOTOYAMA MINAMI	Japan	CASA SHAMOSH	Mexico
NISHIKAGAYA	Japan	CASA LA TOSCANA	Mexico
S.H.	Japan		





OFFICE

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EUROCOMPANY	Italy
HOS	Italy
SACA INDUSTRIE	Italy
AMBASCIATA FRANCESE	Italy
MONT BLANC	Italy
ITAP	Italy
PROMOS	Italy
MICROTEK	Italy
HOMES	Italy
BCC MARCON	Italy
CA’ANNELISE	Italy
BANCA DI CREDITO	
COOPERATIVO	Italy
FASSA BORTOLO	Italy
UNINDUSTRIA	Italy
GAS NATURAL - HQ	Italy
IVECO - HQ	Italy
MELIA HOTEL	Italy
UNICREDIT	Italy
ERG - HQ	Italy
AKKA BENELUX	Belgium
EUROPEAN	
BANK FEDERATION	Belgium

SHERMAN & STERLING	Belgium
FIAT	Belgium
TESSEENDERLO	Belgium
SOFINA	Belgium
CUSHMAN & WAKEFIELD	Belgium
SANOMA MAGAZINES	Belgium
JTI	Belgium
LEXMARK	Belgium
LP CONSULT	Bulgaria
GUY CARPENTE	France
HOREMIS, M. TEDESCHI	France
ALBIN MICHEL	France
ANTHOGYR	France
FOUQUET SACOP	France
BARCLAYS BANK	France
ALPHEN RHEIN	Holland
UNIVERSITY COLLEG DUBLIN	Ireland
JONES LANGE LA SALLE	Ireland
TNT EXPRESS	Ireland
BEI (BANQUE EUROP. INVEST)	Luxemburg
ENERGIAPRO	Poland
IP STUDIO STRUGAR D.O.O.	Serbia
EURODIAGNOSI	Slovakia

20 MINUTOS	Spain
EURO HOUSE	Spain
POLARIS WORLD	Spain
BMW	Spain
FERRARI	Spain
CHRISTIAN BERNARD	Switzerland
WEB FOUNTAIN	Switzerland
MN TRUST	Switzerland
ALTIS GROUP	Ukraine
NEW CASTLE COLLEGE	UK
MCLAREN RACING	UK
ST. GEORGES	UK
INTO NEWCASTLE	UK
EVOLVE TELECOM	UK
INTO MILE END	UK
EXETER	UK
MIDREX	UK
THYSSENKRUPP	UK
DORINVEST	Russia
EASTWARD CAPITAL	Russia
JAPAN TOBACCO INT.AL	Russia
GAZKOMPLEKTINVEST	Russia
MC DONALD’S	Russia
SBERBANK	Russia
TERRAS OFFICE	
GAZPROM	Russia
TECHNOPARK	Russia
UNITED EUROPE	
HOLDING	Russia
VIZA-WEST	Russia
YANDEX	Russia
HYUNDAI - REGIONAL HQ	Russia
ATRIUM INNOVATION	Canada
BINDI	USA
TELECOM ITALIA	USA

NESA	Abu Dhabi
KPGM	Bahrain
NCB CAPITAL - HQ	Bahrain
KUWAIT FINANCE HOUSE	Bahrain
CREDIMAX - HQ	Bahrain
ABBOTT LABORATORIES	Dubai
NISSAN	Dubai
KSA EMBASSY	Egypt
SAUDI EMBASSY	Egypt
BOEING	Israel
SAUDI EMBASSY	Jordan
NATIONAL SECURITY	Qatar
BARWA REAL ESTATE - HQ	Qatar
CULTURAL VILLAGE COLLEGE	Qatar
ADMINISTRATION BUILDING	Qatar
AL JAZEERA - HQ	Qatar
BARWA BANK - HQ	Qatar
KPGM	Saudi Arabia
AL RAJHI INVESTMENT	Saudi Arabia
NCB CAPITAL - HQ	Saudi Arabia
KSU	Saudi Arabia
TOYOTA	Saudi Arabia
MA’ADEN GOLD	Saudi Arabia
KAPSARC	Saudi Arabia
ISLAMIC DEVELOPMENT BANK	Saudi Arabia
NESTLÈ	Thailand
ALLIANZ	Singapore
NOVARTIS - REGIONAL HQ	Singapore
NOKIA - REGIONAL HQ	Singapore
RNA	India
SUN TV	India
ACUA MARINE	India
AKZONOBLE	India
ATLAS	India

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Credits

Concept	<i>consilia.it</i>
Art	<i>Mattia Peroni</i>
Photo	<i>Giorgio Baroni</i> <i>Paolo Cusenza</i> <i>GabriottiFotografi</i> <i>Andrea Pitari</i> <i>Indoor</i> <i>Gardin&amp;Mazzoli</i>
Illustration	<i>Luciano Fantuz</i>
Rendering	<i>Studio Mazzer</i>
Luxury Section	<i>Fabrizio Cocchi</i>





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