



ARTISAN PAINTING

Painting solutions for the most difficult materials, such as polyethylene and carbon. The tradition and flair of Gianluca Pagotto and Gianni Marton

Metalvenice, an Italian company specialised in all kinds of industrial painting and treatment for third parties was one of the first European companies to develop a method for painting rotational polyethylene, carbon fibre and to identify new solutions for painting brass. "Our high productive quality," says Gianluca Pagotto, manager of Metalvenice together with business partner Gianni Marton, "owes everything to our inventiveness, design and tradition: the only tools that allow us to conceive the most sought-after ideas and demands. Furthermore, we offer the market high quality products at industrial prices, despite the fact that our work is nearer to that



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of an artisan tailor than to an industrial process. This has allowed us to work in high level sectors, such as supercars and superbikes (we process components that end up in the production of cars and motorbikes, in Italy and abroad), the design sector, light engineering and furnishings." All the painting procedures of Metalvenice depend on the experience of their internal painters and technicians. "We process everything manually," Gianni Marton adds, "creating each piece by hand and without using automated processes."




EACH PIECE IS **PROCESSED** **AND PAINTED BY HAND,** WITH THE TIMES AND COSTS OF AN INDUSTRIAL PRODUCT

Nevertheless, giving importance to the added value represented by man's work, his passion, professionalism and commitment, allows us to create artisan-produced pieces so precise they appear to be mass-produced."

Among the materials that Metalvenice paints are iron materials – with special effects on request –, plastic materials, carbon and polyethylene. "Over the last few years," Gianluca Pagotto says, "we have specialised particularly in the preparation and painting of carbon

and polyethylene, with shiny, opaque and two-tone finishes. In fact – even though we are a small business with a reduced investment capacity, which exports through some Italian partners – we are always pushing ourselves to be innovative and evolve our processes. For each client's requests, we study and experiment different methods until we find the right solution, often introducing new procedures that, after the experimentation, also become work processes for large productions. This was the case in painting rotational printed polyethylene, a product that cannot, in fact, be painted. Similarly, we have introduced a new method for colouring brass. This project was also used to answer the demands of an important fashion house, which uses brass furnishing elements in their sales points."

The strength of this know-how is leading Metalvenice not only to serve Italy's most important export companies, but also to establish relationships with foreign companies.  **VITTORIA DIVARO**

Opening, Gianluca Pagotto. In the Photos, phases of the artisan work processes of Metalvenice di Caselle in Santa Maria di Sala (Venice)