



MEDAAARCH

WE KNOWLEDGE

Services Presentation

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HEADQUARTER

Viale Crispi 14 - 84013 Cava de' Tirreni (SA)

CONTACTS

website:

www.medaarch.com

mail: info@medaarch.com

telefono: 089345796 – 3925149075

Intro and characteristic activities

Medaarch is a design company active in architecture and design, specialising in innovative processes and technologies, from parametric and computational design to digital fabrication, which employs in service of a new urban dimension, ethical and sustainable.

Founded in 2007, in Cava de' Tirreni (Salerno), where it is headquartered, Medaarch is an example of a **multidisciplinary reality capable of injecting innovation into the various contexts in which it operates. Medaarch offers method, content, and experimental materials for unique, tailor-made, and ecological solutions.** From urban architectural projects to trade fair installations to furniture design, through development and engineering consultations conducted for institutions, companies, and international players, Medaarch shapes the future aiming for a positive impact on the present. Medaarch brings the tradition of the Renaissance workshop into the future, the heritage that has made the "Made in Italy" great in the world. Through the **Centre for Digital Craftsmanship (CAD)**, which it founded and oversees, it is active in the **transfer of knowledge and technologies**, in the training of artisans and professionals, equipping them with the necessary skills to manage and make their own the innovation processes required by the market. Medaarch aims to create a positive impact on the economy, manufacturing, education, employment, and the future of cities.

Key strengths and main services

Medaarch has been working for over 15 years on projects exploring architecture in the digital age, inspired by a vision of the future where new technologies and a humanistic approach proceed hand in hand, with sustainability as the main and indispensable goal. In particular, the following internal strengths are highlighted:

- **A research and development laboratory focused on digital manufacturing processes on-site**, which translates into the opportunity to conduct R&D internally through **access to a machine park functional to design objectives and to test new project prototypes, reducing time and costs and speeding up processes.**
- **High internal competencies** within the Medaarch team in computational design and digital fabrication.
- **An artisanal approach to design**, which combines attention to the human dimension and new technologies in creating new places between future and tradition.

- **A national and international network of artisans, architects, and experts in new digital technologies** to draw upon to experiment with innovative products resulting from an artisanal approach to design and production, combining traditional craftsmanship processes and Industry 4.0 manufacturing, to realise innovative projects rooted in local cultures and characterised by a strong "Made in Italy" identity.
- Competence in competing for international design and R&D tenders.
- Innovative solutions for high-profile clients.
- Contract project development.
- Prototype realisation.
- **Recognition of founder Amleto Picerno as an expert in computational design using artificial intelligence systems for data analysis and architectural prefiguration.**
- Internal designers and architects within the team.
- Access to a community of industry professionals to engage and collaborate with.
- Medaarch's training courses also serve as tools for training potential designers and specialised resources in design.
- Medaarch's **ability to combine design and digital technologies** becomes a significant strength as it allows Medaarch to distinguish itself from competitors for the skills of its designers also in digital manufacturing, which leads to a much richer and comprehensive project vision, and on the other hand, to propose to the client also the possibility to test the project through virtual and physical prototypes.

Areas of interest include new digital manufacturing processes, ecological urban strategies, complex systems, data management, and the future of cities in terms of energy and social sustainability.

Furthermore, Medaarch is an **authorised training centre** by the Campania Region and provides courses for professionals and companies on digital manufacturing technologies.

In 2021, after two years of research, **it launched its own line of furniture made with 3D printing**, overseeing its design and prototyping and production phases. The objects in question are made with **low-impact materials** such as PLA (polylactic acid from corn starch) or PETG (100% recycled and recyclable plastic). To date, the furniture line, conceived in this initial phase as a market test, consists of 15 pieces covering different types of chairs, armchairs, chaise lounges, stools, tables, wall bookshelves, wall coverings, lamps, and ceramic vases.

The line called Mediterranea (<https://www.medaarch.design/mediterranea/>) was presented at the Milan Furniture Fair and received strong interest from international platforms promoting Made in Italy, such as www.designitaly.com and www.artemest.com, which makes industrial development of the production line feasible.

Additionally, the company has been **collaborating for over 15 years with public entities and private companies to implement innovation pathways in**

manufacturing and since 2018 has managed the first Italian centre dedicated to digital craftsmanship in the city of Cava de' Tirreni. On a national scale, **Medaarch was the first in Italy to produce a dossier on Industry 4.0**. Among its works, it has undertaken consultancy, research, design, planning, programming, execution, and communication services for the opening of a Fab Lab in Central Sardinia dedicated to new entrepreneurship and promoted by the Chamber of Commerce of Nuoro. It has provided training, communication, tutoring services, and set up a temporary lab in response to the negotiated procedure for the award of services for the implementation of the Business Acceleration CRADLE path, promoted by the municipality of Cava de' Tirreni under the call named Campania HUB of the Campania region.

Medaarch is also:

- **Mediterranean Academy of Architecture:** Research, development, and training centre focusing on architectural design in the digital age, digital manufacturing, urban strategies, complex systems, and sustainability, offering training for professionals and students internationally.
- **Mediterranean Sustainable Lab:** Dedicated space in Cava de' Tirreni for investigating the impact of digital tools on sustainable living, particularly in agriculture, food, and energy sectors.
- **FabLab Salerno:** Recognised as digital fabrication laboratory in Salerno, collaborating with the Fab Foundation to develop solutions for architectural and urban redevelopment, promoting new technologies in the province.
- **Mediterranean FabLab:** Equipped with digital manufacturing technologies for prototyping objects, tools, and electronics, serving as a hub for research and innovation, supporting manufacturing and craftsmanship while providing digital education programs for students and teachers.

Advantages of Engaging with Medaarch

1. **Innovative Expertise:** With over 15 years of experience, we bring unparalleled expertise in exploring architecture in the digital age. Our proficiency spans from parametric and computational design to digital fabrication, ensuring cutting-edge solutions that push the boundaries of innovation.
2. **Multidisciplinary Approach:** We operate as a multidisciplinary entity, seamlessly integrating various disciplines to deliver holistic solutions. Whether it is urban architectural projects, trade fair installations, or furniture design, our comprehensive approach ensures every aspect of your project is meticulously crafted.
3. **Artisanal Tradition:** Despite our focus on technology, we maintain a strong connection to artisanal traditions. Our designs combine technological advancements with a humanistic touch, resulting in sustainable and unique solutions that resonate with users.

4. **International Network:** We boast an extensive national and international network of artisans, architects, and experts in digital technologies. This diverse network enables us to draw upon a wide range of talents and perspectives, fostering innovation and creativity in every project.
5. **Competitive Edge:** Our track record of competing for and winning international design and R&D tenders speaks volumes about our competitive edge. Our ability to deliver innovative solutions tailored to high-profile clients sets us apart in the industry.
6. **Training and Education:** As an authorised training centre, we are committed to knowledge sharing and education. Through our courses on digital manufacturing technologies, we empower professionals and students alike to embrace the latest advancements in design and technology.
7. **Industrial Innovation:** We are at the forefront of industrial innovation, constantly pushing the boundaries of what is possible. From launching a furniture line using 3D printing technology to prioritising sustainability with eco-friendly materials, we are pioneers in our field.
8. **State-of-the-Art Facilities:** Equipped with state-of-the-art digital manufacturing and 3D printing technologies, our facilities provide the perfect environment for research, innovation, and collaboration. Our Mediterranean FabLab serves as a hub for experimentation and creativity, inspiring groundbreaking ideas and projects.

Knowledge and Expertise related to Advanced Technologies and Digital Solutions

- **Additive Manufacturing:** 3D Printing using a wide range of technologies and large-scale sizes.
- **Augmented and Virtual Reality:** Design of x-reality environment
- **Robotics: Robotic** Fabrication
- **Artificial Intelligence:** Architectural and design configuration
- **Digitalisation of marketing and online trading:** AI tools applied to digital marketing
- **Computational Design:** Computational design software (Rhino, Grasshopper, etc.)

Medaarch srl

Legal Entity: Medaarch srl stp

Legal Representative: Gianpiero Picerno Ceraso

Address: Viale F. Crispi 14 – Cava de' Tirreni (SA)

Tax Code: 05443180657

Telephone: +39 089345796

Mobile: +39 3925149075

Email Address: info@medaarch.com

Website: www.medaarch.com