



**MODOM**

LIFESTYLE SPACE REVOLUTION

company **profile.**

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2019



# IDEAS MATTER

a forward-looking  
planning

# From intuition to action

## toward the venture

New cultural trends are emerging, as a consequence of social, environmental and technological changes. The widespread process of globalisation is having repercussions even on our habits, like housing or the way we live public spaces.

MODOM has been established to fulfill these trends in a real and innovative way. Given this context, the society is becoming more and more "glocal", that means global and local at the same time. New needs have risen up, such as the need to be always connected, to share with others our personality or ideas; otherwise, the need to evolve quickly, in order to adapt to a fickle cultural context. For these reasons, the technology, the speed and the customization have become main topics in architecture, during the definition of shapes and functions.

To design future cities, it is necessary to change the way we perceive the space and build the structure. It is also necessary to promote a simple design, so that buildings be quick to construct and be capable to adapt to people's needs. Furthermore, it is necessary to employ certified, natural material, to assure high performance and the air healthiness, and design electric buildings, with a low energy consumption, to stop the CO2 emissions.

MODOM is committed to preserve the environment and to develop smart solutions, that are consistent with the future lifestyles and needs of the new age inhabitants.

Arch. **Andrea Marinucci**  
Legal Representative

A handwritten signature in black ink, reading "Andrea Marinucci". The signature is written in a cursive, flowing style with a large initial 'A'.



# THE FEASIBLE FUTURE

new needs  
new solutions

# The vision

## the future cities

People are moving more and more for job or leisure while communication technologies let us be always connected, everywhere. The concept of living steadily at the same place does not fit any longer. Modern cities are pretty chaotic and energy intensive, so MODOM promotes a new housing model, in order to satisfy the need for a high quality of life. It implies the speed of construction, the performance of materials, cutting-edge technologies and respect for the environment.

So that future cities be:

### HARMONIOUS

Designed to respect the Earth, that hosts and feeds us, by containing the land take, implementing a zero footprint strategy and employing natural resources in a sustainable way.

### FUTURISTIC

Designed to take into account the needs of the future society and any outcome that may arise from an urban settlement, by putting the people's wellness as the main topic of the project.

### EVOLUTIONARY

Designed to change over time: buildings are erected, they may grow, even multiply, and, at the end of their life-cycle, are dismantled. No more fixed assets, but only personal property, that adapts to any personal or environmental need.

### CONNECTED

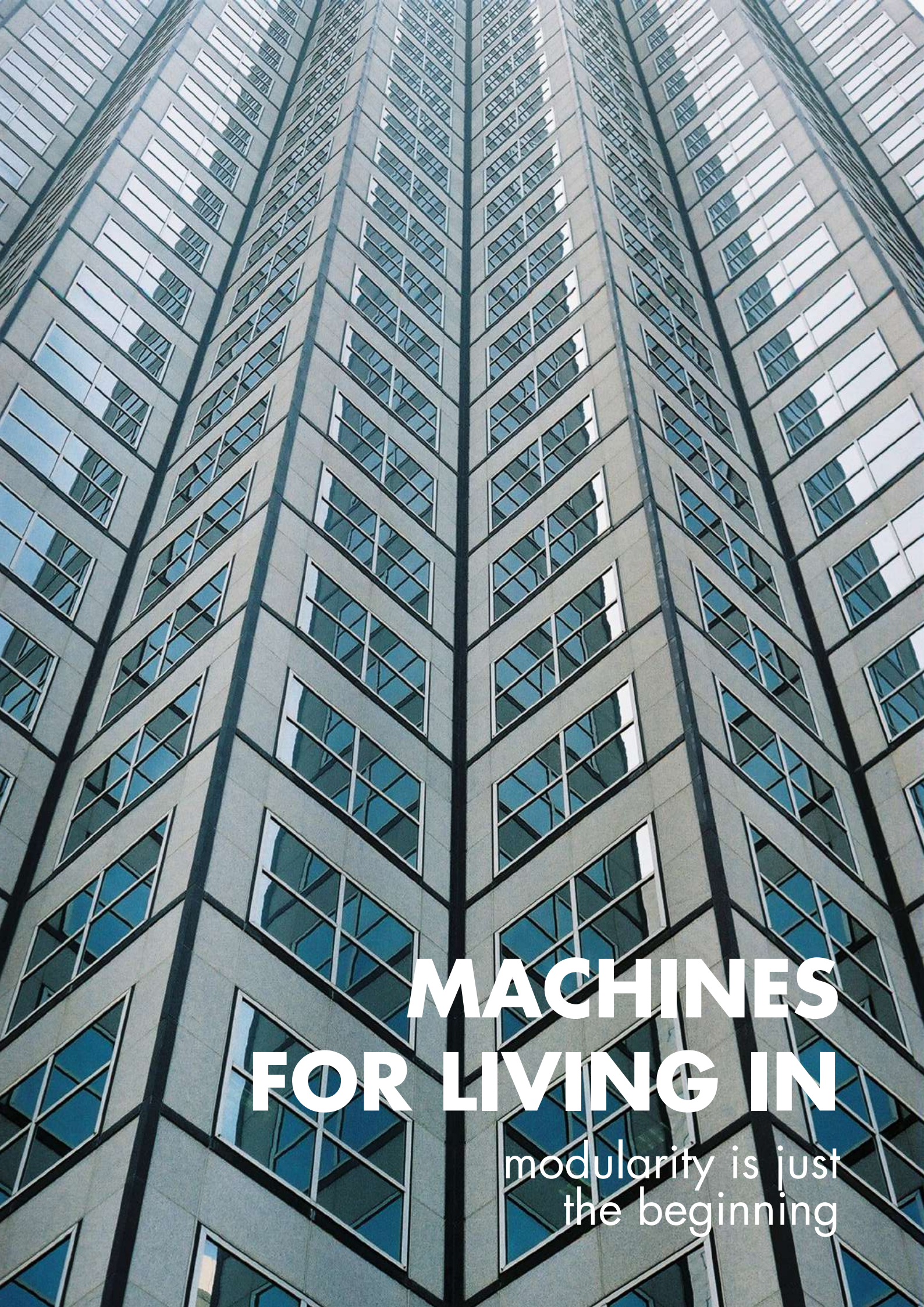
Designed to let people share spaces, ideas, experiences and emotions. With a holistic approach, it is important to foster social integration, so that the final result is bigger than the sum of every component.

“

*Live the World, live always at home...*  
*...live MODOM*

”





# MACHINES FOR LIVING IN

modularity is just  
the beginning



# The mission

## the industrialization of construction

To satisfy the housing demand, MODOM has redesigned the whole construction process, in order to take advantage of industrialization. Only this way allows to reduce construction times, to improve the quality of the building and to avoid unexpected events.

Thus, MODOM employs dry technology and assembles entirely the products at the factory. A dry technology refers to a fastening system with mechanical joints, such as screws or bolts, and do not have drying times, like glues or mortars. The off-site production assures a micrometrical precision and the complete control over the quality of raw materials.

The building production becomes similar to the production of a car: once the buyer has customized the external cladding and the internal finishes, the order is placed and the building is prefabricated at the factory and delivered directly on-site. The on-site installation is quick and precise, thanks to an intuitive assembly method with a slot-in joint system, that is error-proof.

Furthermore, every product comes with the use and maintenance manual, that illustrates any component of the building, the company's warranty and the best practice for a correct maintenance of the building.

MODOM offers the best quality to any customers: perfectly insulated surfaces, both thermal and acoustic insulation, along with healthy and comfortable spaces. The extremely high quality/price ratio makes MODOM stand out.

“

*Smart cities needs smart homes...  
...needs MODOM*

”



# A CHOICE OF HEART

trust in  
your emotions



# The brand

## an affordable luxury

The MODOM's mark is very explanatory: the pictogram reminds the typical shape of a double-pitched roof house and identifies immediately the activity of the company. The tab on the right-down corner represents the need for change and innovation in the building sector, just like a sheet of paper to turn.

The name MODOM comes from the crasis of two words: modularity and domotics. The former stands for the possibility to standardize, then industrialize, the building-product, without limitations on the customization. The latter reveals the inclination for a technological contamination with new materials and systems for the domestic automation and management.

Finally, the payoff is formed by three keywords:

### LIFESTYLE

Sustainability, free movement of people and cultural exchange are the starting points. The dissemination of knowledge allows the stakeholders to understand the long-term effect of their choices: quality of materials, air healthiness and energy self-production have positive externality for the customer and the whole ecosystem.

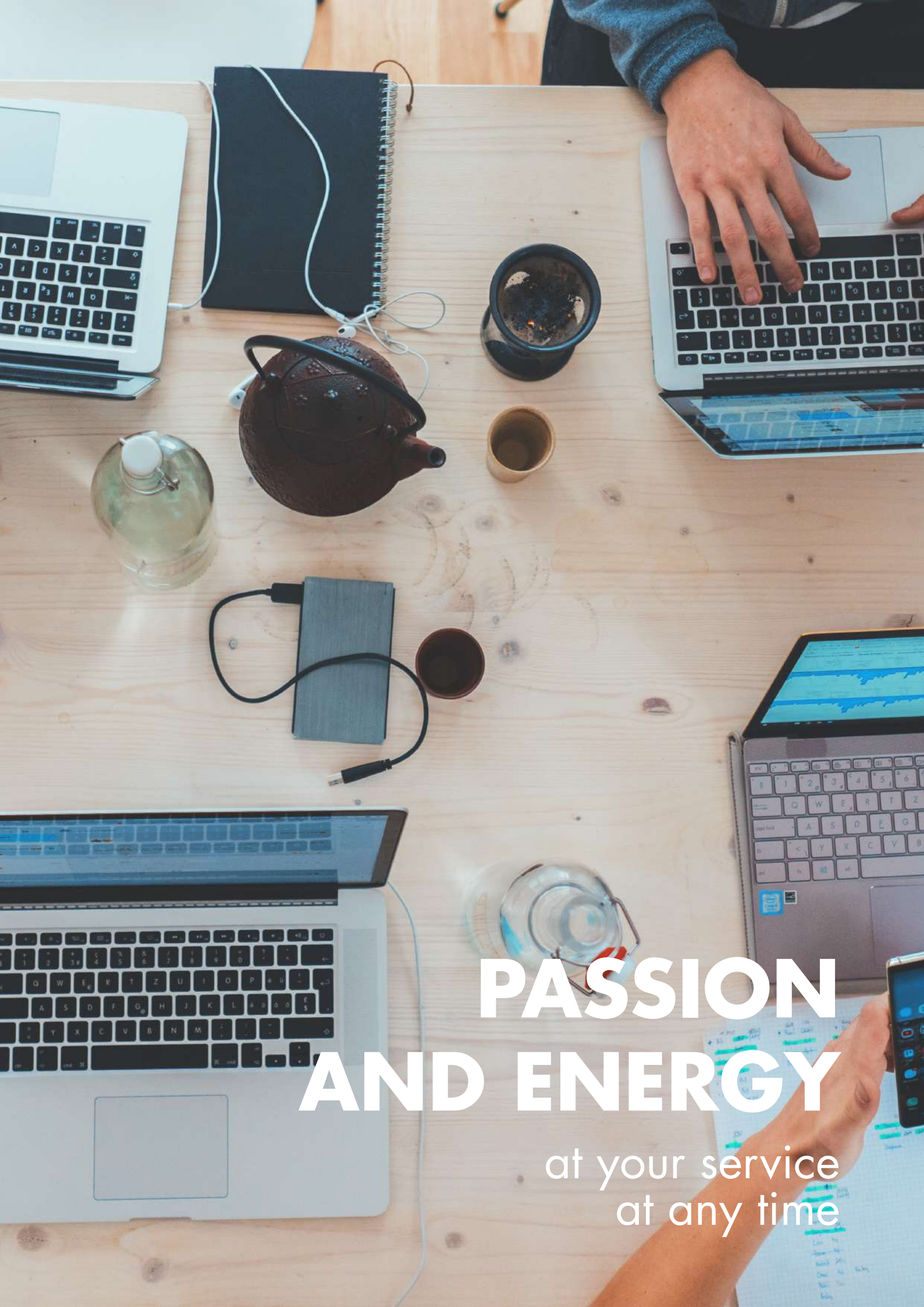
### SPACE

Architecture shall be simple and essential, just like a child, and shall focus on buildings with creativity, attention to every detail and a little bit of Italian taste.

Space is perceived differently, when the structure is designed to be expanded, raised or even transported elsewhere: the buyer may customize the product, as there is always a technical solution.

### REVOLUTION

Using dry technologies, the off-site production of every building element assures speed, flexibility and reversibility. Furthermore, it is necessary to apply a life-cycle approach even to buildings, so that future generations will not pay the monetary and environmental price due to remove countless buildings, that are behind the times.



# PASSION AND ENERGY

at your service  
at any time



# **The know-how** the range of products and services

MODOM makes the know-how available to the stakeholders within the following range of activities:

## ARCHITECTURE AND CONSTRUCTION

MODOM develops building systems for any kind of construction and for any intended use. In particular, the patented MHW system takes advantage of industrialization, in terms of efficiency and quality, without limitations to the product customization and environmental sustainability.

## INNOVATIVE MATERIALS

MODOM seeks constantly new materials and is able to provide advice on innovative materials for the construction market. The sustainability of business models relies on the selection of raw materials and takes into account the performance and life-cycle of the materials, therefore their duration and disposal.

## DRY TECHNOLOGIES

It is important to know how to combine materials, in order to optimize the building performance, construction costs, installation times and to reduce unexpected events. MODOM offers advice on dry technologies and building systems for the installation of facade systems, flooring and energy efficiency interventions.

## DESIGN PRODUCTS

MODOM selects, includes in the offer and distribute the design products of the brand partners. The purpose is to create an integrated, virtuous, recognizable product, that is able to enhance the value of the whole offer.



# THE VALUE PROPOSITION

for very livable  
spaces



# The product range

## the market niches and segments

MODOM develops and provides architectural products through a network of accredited partners for the following market segments:

### SMARTHOME AND RESIDENTIAL

The great performance of the external cladding and the excellent thermal and acoustic comfort of the internal rooms distinguish this product mix, that is designed to satisfy the housing demand. The mix includes single-family houses, multi-family houses and group of multiple units.

### TOURIST AND RECEPTIVE

Accommodation of any surface are included in this product mix, that distinguish itself for the maximum speed and attention to the costs of construction. High quality and aesthetic standards are guaranteed for an eco-tourist, that would not give up to luxury.

### RELAX AND WELLNESS

These outdoor modules are addressed to the wellness economy, with a large of variety of functions, such as saunas, hammam baths, massage rooms, hot tubs or fitness centers. It possible to combine the modules to create a real beauty spa.

### BUSINESS AND TEMPORARY

This product mix is designed to promote and sell product, in a temporary and itinerant way. Modules can be pop-up shops, mobile offices, coffee shops, info-points and so on.

living**plus+**  
smarthome and residential

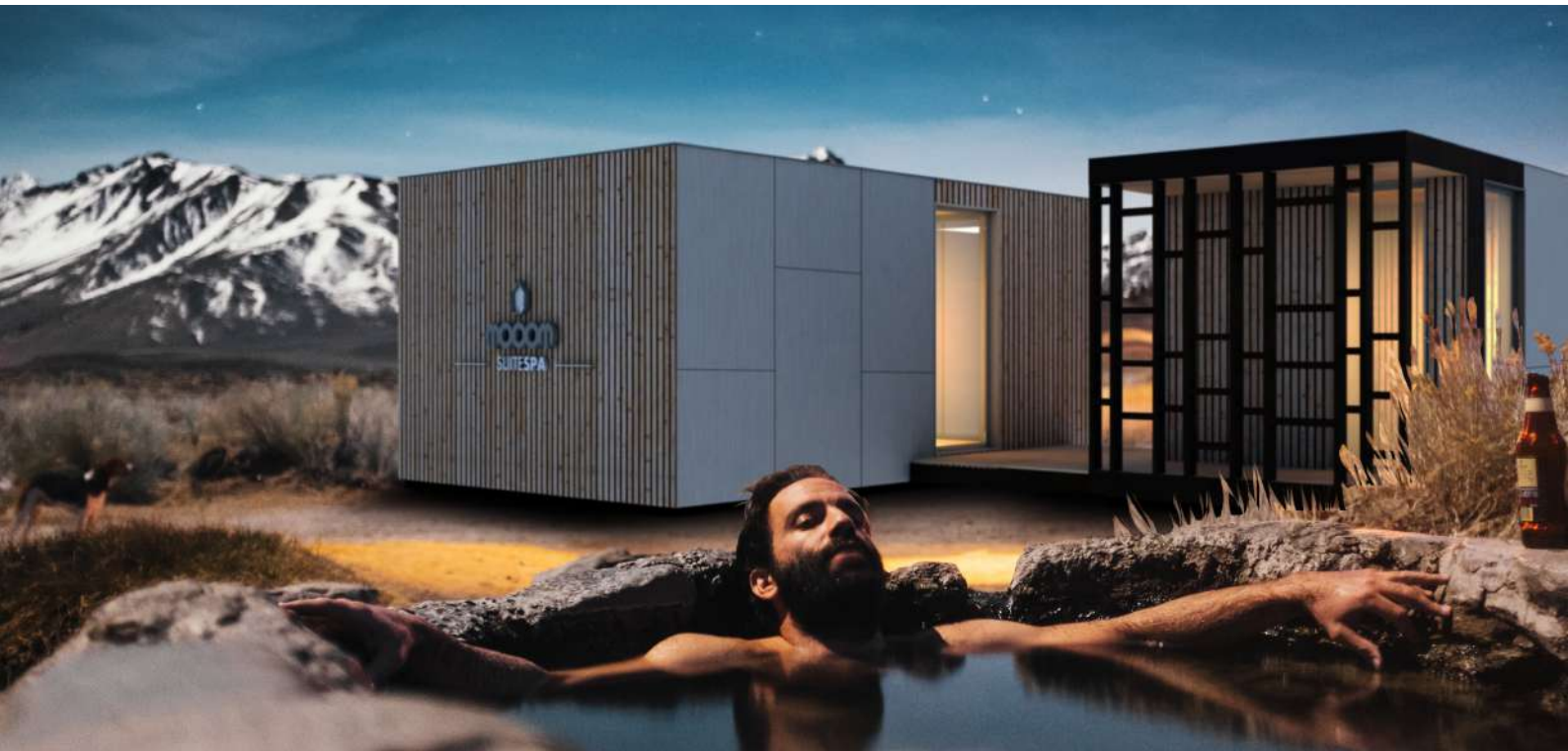


micro**arch**   
tourist and receptive



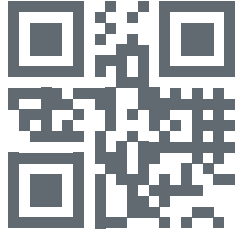


relive▲  
relax and wellness



yoursign\*  
business and temporary





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