



# THE PLACEMAKERS

MAKING SPACES LIVING PLACES



**THE PLACEMAKERS** is the world's biggest street furniture and outdoor fitness equipment manufacturer group that is exclusively committed to anticipating future trends and designing urban space, through its prestigious brands METALCO, BELLITALIA, CITY DESIGN, MYEQUILIBRIA and EITHERLAND.

With 2 facilities in Italy, in Resana - headquarters- and in Belluno, and one facility in Brasil, the group employs over 200 people.

The group has a manufacturing process that includes all relevant materials for outdoor furniture and the most advanced technologies combined with craftsman expertise.

Design competence and technical skills have brought the group to have the widest existing street furniture range and to cover the global market demands, thanks also to the ability to work on customized projects upon request.

Thanks to more than 3 MW of photovoltaic systems, The Placemakers covers its entire energy needs for the production with renewable energies and primary attention is given to absolute! control of the safety, quality, origin and sustainability of its materials.

Companies such as Tesla, Harvard and Expo 2015, and municipalities, including Paris, Singapore, Dubai, Moscow, Rio de Janeiro, Miami, Doha, Baku, Algeri, have chosen THE PLACEMAKERS group to design and execute their outdoor projects.

The group collaborates also with the most established designers and architecture studios, such as Antonio Citterio, Marc Aurel, Davide Anzalone, Pininfarina, etc...

THE PLACEMAKERS is constantly involved with monitoring the needs of the global market thanks to the internal sales team and a world wide net of distributors, clients and agents in over 60 countries, having realized projects in more than 4000 cities.



# VISION

## Becoming an Innovation Hub

With over 50% of the world's population urbanized for the first time in history, we are entering the new era, where urban spaces will turn into the imperative areas of social, cultural and economic value.

They will play a key role in keeping people connected, healthy and happy.

**THE PLACEMAKERS**, with its know-how, the latest manufacturing technologies and years of research, aims to become an innovation hub designing with citizen-first mentality, infusing spaces with a sense of place & purpose.



# MISSION

## Making spaces living places

The main focus when developing the outdoor spaces and cities of the future should be citizens and their wellbeing.

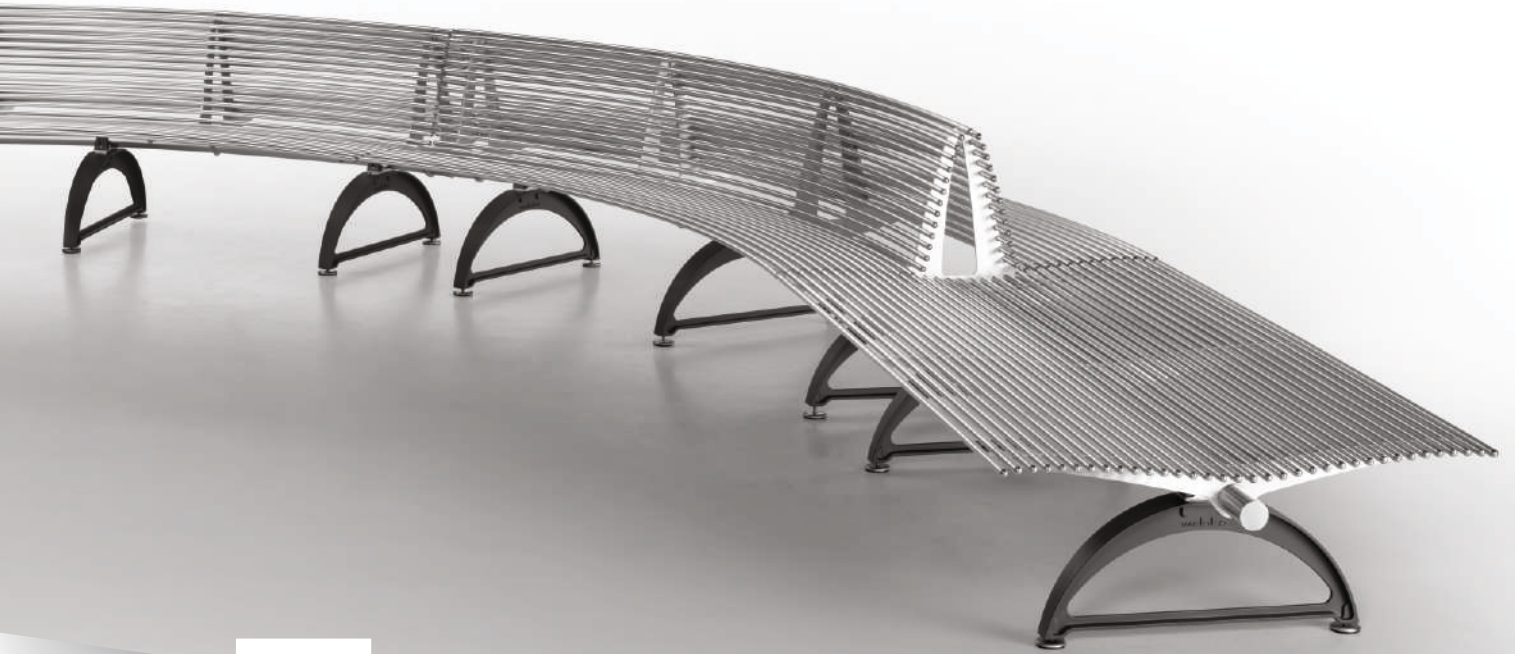
It's not just about implementing new services, promoting better urban design or increasing greater usability of existing technologies. It's about enhancing interactions between people and creating just the right conditions for them to socialize, work and play within a particular space, blurring the line between public and private spaces.

**THE PLACEMAKERS** is committed in creating high-design, functional and innovative urban furniture and outdoor fitness equipments for cities and public environments thanks to an own R&D department, an innovation lab, highly qualified manufacturing personnel and collaborations with urban architects, engineers, smart city municipalities, universities, opinion makers and trend setters, involved in rethinking and redesigning the role of





SOCIAL  
DESIGN  
FOR  
REAL LIFE



# METALCO

## SOCIAL DESIGN FOR REAL LIFE

Thanks to the creative process started since its very first establishment in 1984, **Metalco** has become the world leader in manufacturing solutions and products for the high-impact urban spaces and smart city projects, aimed at bringing immediate benefits to people who use them.

The company develops “systemic products” that can be combined together to offer almost unlimited number of customization solutions and fit different space layouts, following the concept of “social design for real life”.

MY  
CITY  
SMART  
BY METALCO

the city at  
the tip  
of your  
fingers

indiodacosta  
A · U · D · T

# MY CITY SMART

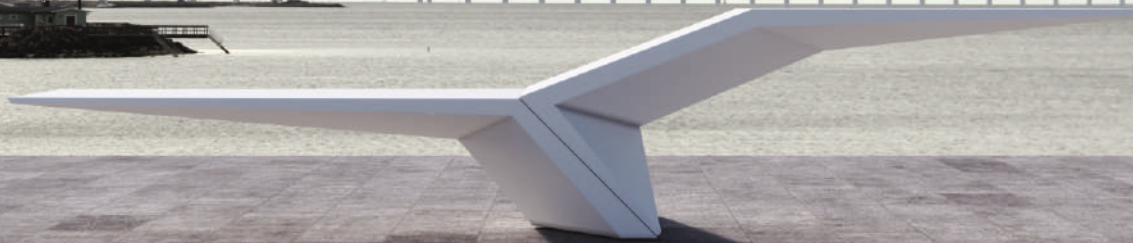
The newest innovative and ambitious project of Metalco is called **MYCITY SMART**: a special collection designed by **Augusto Indio da Costa** with integrated technologies to create the most complete connected city network able to engage and provide people a wide range of public information and services, bringing "the city at the tip of your finger".





# BELLITALIA

INSPIRED BY TIMELESS BEAUTY



# BELLITALIA

## INSPIRED BY TIMELESS BEAUTY

**Bellitalia** is the global manufacturer of concrete urban furniture and landscaping solutions.

Its products are designed around the fundamental principles of timeless elegance, exceptional quality and innovation of materials.

Bellitalia's UTC® - a patented mix of UHPC is 10 times more durable than traditional concrete, yet 5 times thinner.

For these reasons UHPC has been widely used in contemporary architecture to transmit a sense of lightness and translucency, without sacrificing the quality.





# 1984

OFFICINA



## 1984 | OFFICINA

### TAILOR MADE

**Officina 1984 is the business unit of The Placemakers, dedicated entirely to special projects and operating at the service of brands of the group (Metalco, Bellitalia, and City Design).**

A team of engineers, architects, and designers offers the clients complete and professional assistance throughout the realization of a project, starting from the initial concept phase, then to the prototyping and engineering stages.

The design consultancy service is flexible and fits perfectly any need: the team **is able to develop new product concepts** from scratch, starting from the customer's specifications, or, as an alternative, to co-design and industrialize an existing idea.

Thanks to the competences developed realizing hundreds of projects around the World, Officina 1984 is able to support its clients also in the identification of the best materials and well as in styling decisions.

**Officina 1984 can count on an own production department, combining the unique craftsmanship of its highly qualified personnel with the most advanced production technologies.**

The flexibility of its production systems allows to fulfill even the most ambitious and demanding requests and set up if needed, even large-scale production of totally customized products.



# CITYDESIGN DESIGN FOR ALL

**CityDesign** has been on the cutting edge of the street furniture design and manufacturing for over a decade.

The company's extensive product range and innovative manufacturing techniques focus on offering fresh, well-designed and easy to assemble solutions at an affordable price.

Today **CityDesign** is a bespoke one-stop-shop for urban furniture when it comes to smart design, product variety and simplicity.





# MY EQUILIBRIA

## THE WELLNESS PARK

Hailed as the World's first outdoor fitness system based on instinctive body movements, **MyEquilibria** products characterized by high design and exceptional innovation in materials combined with a new concept of well-being.

This unique training system is a link between nature, human innovation and the primary need for a healthy and balanced life style.





EITHERLAND  
MEANINGFUL WORKPLACES



# EITHERLAND

## MEANINGFUL WORKPLACES

The world's first outdoor office system that conjugates the need for flexibility and adaptability of work spaces with the instinctive search for pleasure and life in the open air.