



Set di utensili per orto e giardino ispirato alla civiltà contadina, Opere (design Alessandro Musturo, 2012) presenta manici in legno di koto e finitura in Cor-Ten o lamiera nera. Sotto, Albino Celato (secondo da sinistra) con Cino Zucchi e lo staff aziendale a Cornuda. Opere gardening tools inspired by rural culture (designed by Alessandro Musturo, 2012). The set has koto wood handles and Cor-Ten or black metal finish. Below, Albino Celato (second from left) with Cino Zucchi and corporate staff in Cornuda.

by a number of signed artworks with small metallic details – on show in the elegant Cornuda showroom – that bear witness to the admiration the designers nurture for Celato and his team. There may be only 30 people but it gives an interesting insight into today's multiethnic society. "Given the uniqueness of the processes which are all hand finished," explains Celato, "the only thing I ask of anyone who wants to work with me is that they know how to weld. For the rest, we train in house, where all the machines – including laser devices – and the sheet metal itself are produced in Italy. The machines, some specially designed, come from Veneto and Emilia." He goes on to explain that "70% of my market is currently abroad. At international level, 'Made in Italy' is increasingly taken to mean custom-made, contract, artisanal know-how, product quality leaning more and more towards niche items: if not unique, certainly exclusive.

This is another reason why I'm not interested in expanding the company at the moment. Indeed, the market recession is leveling down towards large-scale distribution and the Italian product struggles to be competitive there. The new reference markets are Canada, USA and Turkey." De Castelli's business strategy takes into account the close media-production-culture bond so the company participates in major international events. In September 2012, 'Coppa: Empathy and Envy as Form Makers' – a work by Cino Zucchi made by De Castelli and also underpinning the new 'Castelli in Aria' series of publications – won a special jury mention at the 13th Venice Biennale of Architecture, while the Cottage n° 1 storage shed (also designed by R&D De Castelli) – won the Wallpaper Design Award and was selected by the ADI Design Index 2012, placing the Treviso company in the running for the Complesso d'Oro.



Qui e nella pagina a fianco in basso, tavolo e libreria Mastro (design Gundegn, 2012) sono realizzati in legno di abete, ferro acciata e tutte le finiture di metallo utilizzate da De Castelli. L'ispirazione nasce dai semplici tavoli da lavoro tipici dei laboratori artigianali. Here and facing page, bottom: Mastro table and bookcase (Gundeign, 2012) in fir wood, acid-treated iron and all the metal finishes available from De Castelli. The inspiration came from plain work benches used in artisanal workshops.