

# B2B ASSOCIATES

*Architectural and urban projects*

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***Our joint work consists in the identification and execution of activities to conceive,*** *organize and manage the whole construction process of a work of architecture or a civil work, through the logical and temporal succession relations, making sure the customer is assured about the overall quality of the work, in line with the estimated time and expediting the activities for optimized efficiency.*

***All efforts are made so that resources are used based on market forecast and in full compliance with the law.***





\_ HOUSE ON BASSETT ROAD ON ARCHITIZER

\_ UNUSUAL WINDOWS. NETHERLANDS

\_ BERNARDES ARCHITECTURE BRINGS  
BUTTONED-DOWN



## ARCHITECTURAL AND URBAN PROJECTS

Functionality, beauty, sustainability and harmony with respect to the environment are the main criteria by which our spatial renovations are imagined, designed, implemented and evaluated. These are the criteria for which the Customers decide to entrust the tasks and with whom we evaluate the works to be executed.

Without considering the merits of the aesthetic judgment, which continues to be an expression of personal taste, our study focuses, from time to time, the attention on the relationship between design, functionality and the context in which it occurs.

The context is this physical, social, cultural (and therefore also relative to the practices and habits that characterize the use), is an element not be separated, to which we must necessarily relate, in fact if you want to understand the spatial dimension in its complexity, especially if you want to interact with it by changing it.

We aim to capture the plurality of context of its dimensions (social, cultural, economic), by using a multidisciplinary, transverse and organic approaches, adopting a project method based on the principles of sustainable development, of innovation of the conventional building process and the synergy with the potential of technological innovation, the reduction of energy consumption and environmental performance, in compliance with international actions on the climate/energy package, on the management of water resources, land use and reducing land consumption.

Daily life quality is closely connected to the quality of the environment in one only model project.

*"City spaces and real architectures reach their goal when they are inhabited (...) they do not exist except when they are exhausted and entered the imaginary collection, memory, speech of the people."* (Giancarlo De Carlo-2005)



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— Partners —



**Veronica Bettini**

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*"Vollì, vollì sempre, fortissimamente vollì" (Alfieri)*

Curriculum Vitae

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**Massimo Guazzotti**

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*"Imagination is more important than acknowledgement" (Einstein)*

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*"Niente è impossibile"*

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*"Quidvis Recte Factum Quamvis Humile Praeclarum"*

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**Ugo Utica**

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*"Sturm und drang" (M. Klinger)*

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