



GROUPS OF COMPANIES

OFFICIAL EXCLUSIVE REPRESENTATIVES

*Executive*

PROJECT INNOVATIONS

**For Projects Designed to Become References**

**A curated collection of innovations for Executive Projects and visionary developments**

## introduction

Exceptional projects require exceptional solutions.

Executive Project Innovations brings together a carefully selected collection of innovations capable of transforming developments into destinations, landmarks and long-term points of reference.

Rather than treating sustainability systems as isolated technical equipment, this approach integrates them as visible and meaningful elements of architectural identity, public experience and project value.

The objective is simple:

**To transform infrastructure into a lasting contribution to place, identity, experience and long-term value.**

**Each system has been selected not only for its unique technical capability, but for its contribution to architectural presence, public perception and long-term project identity.**

# philosophy

The most successful projects of the future will offer more than performance.

They will create recognition.

They will become part of the memory of a place.

They will contribute to the identity of waterfronts, stadium districts, hospitality destinations, public environments and iconic developments.

**Sustainability is no longer measured only by performance.**

# architectural systems for landmark projects

**The proposal selectively integrates internationally recognized systems distinguished by exceptional design quality, technical excellence, environmental performance and architectural compatibility.**

Our proposal includes:

- **Enessere (Italy)**

**The wind turbine reimaged as an architectural statement.**

Handcrafted engineering that transforms energy production into a defining element of the project. For developments seeking distinction through both aesthetics and technological excellence.

**View dedicated presentation: [www.master-wind.com](http://www.master-wind.com)**

- **Ertex Solar (Austria)**

**Architectural freedom beyond the limitations of conventional photovoltaics.**

Handcrafted photovoltaic systems for projects where aesthetics, durability and longevity allow no compromise. Unlimited possibilities in form, dimensions, transparency, texture and appearance.

**View dedicated presentation: [www.master-energy.eu](http://www.master-energy.eu)**

- **Tempio - Ceramica Mayor (Spain)**

**Architectural surfaces designed to remain unchanged for decades.**

Exceptional durability, timeless aesthetics and minimal maintenance requirements. A solution for projects designed to impress long after handover day.

**View dedicated presentation: [www.artfacades.eu](http://www.artfacades.eu)**

# application environments

Suitable for projects where architecture, visibility, sustainability and long-term identity play a strategic role.

Including:

- Corporate Headquarters & Innovation Campuses
- Mixed-Use Developments
- Urban Regeneration Projects
- Resorts & Hospitality Developments
- Marinas & Waterfronts
- Sports & Entertainment Venues
- Airports, Ports & Transportation Hubs

# sustainability, esg & certification value

Supports:

LEED, BREEAM and ESG objectives while enhancing long-term asset value and project positioning.

# long-term visibility

Unlike conventional campaigns measured in weeks or months, Executive installations can remain visible and active for decades.

Continuously contributing to:

- project identity
- environmental performance
- public recognition
- architectural character
- long-term visibility

A lasting presence rather than a temporary message.

# sponsor visibility & brand integration

Selected sponsors are not associated with advertising space.

They are associated with the creation of visible, functional and lasting infrastructure.

**Rather than funding communication, they contribute to assets that generate renewable energy, improve public environments and remain part of the project for decades.**

# a different approach to executive infrastructure

Exceptional Executive installations do not necessarily require conventional procurement and funding models.

Under suitable conditions, selected projects may gain access to iconic renewable and architectural systems without direct capital expenditure by the owner.

**In certain cases, the same installations may not only enhance the project, but also contribute long-term economic value through their operation, visibility and associated partnerships.**

# selected flagship collaborations

The initiative focuses on a limited number of flagship collaborations with projects capable of creating lasting architectural, environmental and public impact.

Each opportunity is evaluated individually based on:

- **project quality**
- **architectural significance**
- **visibility potential**
- **compatibility with the initiative's philosophy**
- **long-term public value**

# advanced superstructure

**A1 Certified Non-Combustible**

**BIPV Panels & TEMPIO Porcelain**

One appearance. Zero compromises.

Any shape. Any colour. Any texture. Identical design for BIPV Panels & Porcelain.

# complete building envelope protection

The system protects against:

- **Moisture & condensation**
- **Wind-driven rain & air pressure**
- **Solar heat gain**
- **Heat loss & thermal bridges**
- **Frost & extreme temperature fluctuations**
- **Mold & microbial growth**
- **UV radiation & environmental pollutants**
- **Premature façade deterioration**

Ensuring long-term durability, energy efficiency, superior building performance and timeless architectural aesthetics.

# conclusion

**The future of sustainability is no longer hidden.**

**It is visible.**

**It is architectural.**

**It is experiential.**

**And ultimately, it becomes part of the identity of the places we create.**

**\*\*FRAMEWORK NOTICE\*\***

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**international declaration**

**English**

Creating the Next Generation of Publicly Visible Sustainability Landmarks

**Ελληνικά**

Δημιουργώντας τη Νέα Γενιά Δημόσια Ορατών Sustainability Landmarks

**Français**

Créer la nouvelle génération de repères durables visibles dans l'espace public.

**Deutsch**

Die nächste Generation öffentlich sichtbarer Nachhaltigkeits - Landmarks gestalten.

**Italiano**

Creare la nuova generazione di landmark sostenibili visibili nello spazio pubblico.

**Español**

Creando la nueva generación de hitos sostenibles visibles en el espacio público.



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