

SUPPORT

**PROBLEM
SOLVING**

SOLUTIONS





FROM DESIGNERS TO MANUFACTURERS: THIS IS THE SPIRIT IN WHICH **REAL** WAS FOUNDED IN NOVEMBER 2004, SPECIALIZING IMMEDIATELY IN THE **RETAIL** SECTOR, COMBINING THE PROJECT SERVICES WITH THE REALIZATION PHASE. FROM OCTOBER 2012 **REAL** TURNS INTO A SINGLE MEMBER SOCIETY. ENG. ALESSANDRO FERRI, CEO, WITH THE COLLABORATION OF A TEAM OF ENGINEERS, ARCHITECTS AND SURVEYORS, PROFESSIONALS WHO HAVE DECIDED TO PUT THEIR MUTUAL EXPERIENCES, GAINED FROM A SERIES OF WORKS CARRIED OUT AUTONOMOUSLY, AT THE SERVICE OF CUSTOMERS IN A UNIFIED FORM. FROM 2013 **REAL** BECOMES A GROUP, COMPOSED OF **REAL CONTRACT** AND **REAL PROJECTS** PROVIDING REALIZATIONS AND/OR CONSULTING ACCORDING TO THE CUSTOMER'S NEEDS. THE GROUP **REAL** IS PROPOSED AS A SOLUTION TO MANY GLOBAL PROBLEMS ENCOUNTERED BY WHO HAS TO WORK IN THE FIELD OF CONSTRUCTION AND RECONSTRUCTION OF MAINLY TERTIARY SURFACES IN ITALY AND IN OTHER COUNTRIES, COMBINING PROJECT AND ADMINISTRATIVE CONSULTING IN THE FORM OF GENERAL CONTRACTOR. THE GOAL OF THE GROUP **REAL** IS TO PROVIDE A TURNKEY PRODUCT, AND TO THIS END IT RELIES ON THE COLLABORATION OF SUPPLIERS OF PRIMARY RELIABILITY AND COMPETENCE, TESTED DURING YEARS OF WORK. ATTENTION TO DETAILS AND BEING ON TIME: THESE ARE TWO KEY FEATURES OF OUR WORK. AND EVEN THOUGH THE **RETAIL** REMAINS THE CORE BUSINESS, THANKS TO THESE TWO FACTORS AND TO THE KNOW-HOW OF THE TEAM, THE GROUP **REAL** CAN ALSO WORK IN DIFFERENT FIELDS, RESIDENTIALS OR NOT, AND ALSO HAS IN ITS PORTFOLIO DESIGNS AND REALIZATIONS OF OTHER KINDS. ANOTHER STRENGTH OF THE GROUP **REAL** IS THE DEEP KNOWLEDGE OF THE REGULATIONS IN FORCE IN THE BUILDING FIELD AND IN PARTICULAR IN THE FIELD OF FIRE PREVENTION, AN AREA FOR WHICH **REAL** IS THE OFFICIAL CONSULTANT OF IMPORTANT BRANDS IN THE SHOPPING AND SERVICE WORLD.

WHO WE ARE

PRESENTATION OF BILL OF QUANTITIES - DIAGRAM SCHEDULING OF THE WORK - CONSTRUCTION WORKS - TECHNICAL SYSTEMS - HVAC - PLUMBING - SPRINKLER DECLARATION OF CONFORMITY - SERVICE TESTING - FINAL CLEANING OF THE YARD- GENERAL CLEANING - ASSISTANCE IN OPENING

CONTRACT PROGETTI

FEASIBILITY STUDIES - OBTAINING BUILDING PERMITS - DRAFTING PROJECT FOR BUILDING PERMIT - DRAFTING PROJECT FOR CLEARANCE FIREFIGHTERS - DRAFTING PROJECT FOR CLEARANCE A.S.L. - REQUESTS FOR OCCUPATION OF PUBLIC PROPERTY - PRELIMINARY PREPARATION PLANT ENGINEERING PROJECTS - DRAFTING LAW 10 - PERMISSIONS ENVIRONMENTAL AND ARCHITECTURAL HERITAGE - FINAL DESIGN - PROJECT SECURITY - BUSINESS LICENSES - CONNECTIONS - PREPARATION OF THE DOCUMENTATION FOR USABILITY

TO CURE THE REALIZATION AND FITTING OF A STORE, IT IS NOT ENOUGH TO DO THE WORKS: A STORE IS MUCH MORE! FOR OUR BRAND CLIENTS, THIS IS THE BUSINESS CARD TO PRESENT THEMSELVES TO THE PUBLIC, THIS IS THE BUSINESS PHILOSOPHY THAT THEY WANT TO CARRY ON, THIS IS THE SOUL THEY WANT TO REVEAL. THE STORE REALIZATION CAN'T BE LEFT TO CHANCE. AND REAL, GENERAL CONTRACTOR SPECIALIZED IN RETAIL SECTOR, LEAVES NOTHING TO CHANCE. FACTORS LIKE TIME AND QUALITY ARE FUNDAMENTAL FOR OUR CUSTOMERS, AND SO THEY ARE ESSENTIAL FOR US TOO. MANAGING AND COORDINATING THE DIFFERENT TEAMS, WE GUARANTEE TIME AND QUALITY OBSERVANCE. IN "CONSTRUCTION" SECTION OF OURS WEBSITE YOU CAN FIND, FOR ALL OUR STORE REALIZATIONS, TIMES AND ANNUAL TURNOVER

TIME COMPLIANCE

DOMESTIC COVERAGE

TOP QUALITY

REAL'S VISION

TEAM

OWNER AND CEO

ENG. ALESSANDRO FERRI

I WAS BORN IN 1972 AND I GRADUATE IN ENGINEERING STRUCTURES ADDRESS AT THE POLYTECHNIC OF MILAN IN 1997. I START MY PROFESSIONAL CAREER AT THE STUDIO PRO.GEN LTD. GROUP PERCASSI OF BERGAMO. DURING THIS PERIOD I HAD THE OPPORTUNITY TO DIRECTLY FOLLOW IMPORTANT BUILDING RENOVATION PROJECTS OF RESIDENTIAL IN BERGAMO, MILAN AND OTHER MAJOR CITIES OF NORTHERN ITALY AND COMMERCIAL ESPECIALLY WITH THE BRAND BENETTON; I ALSO STARTED TO TAKE ON PROJECTS OF FIRE PREVENTION IN THE YEARS AFTER BECOMING THE CONSULTANT'S CENTER SHOPPING MALL. IN 2001 I OPENED MY FIRST ASSOCIATE AND DESIGN FIRM BASED IN MILAN, WHICH BECAME THE LEGAL REPRESENTATIVE, WITHIN WHICH I DEAL MAINLY WITH STRUCTURAL DESIGN AND FIRE PREVENTION SUPPORTED BY A TEAM OF ENGINEERS AND ARCHITECTS WHO SUPPORT ME TODAY IN THE NEW REAL GROUP. FROM 2003 TO 2011 AS PART OF THE FIRM I FOLLOWED INTERESTING AND IMPORTANT CONSTRUCTION PROJECTS RESIDENTIAL / TERTIARY AND SOCIAL / WELFARE (AUDITORIUMS AND THEATERS, RSA, CONVERSION OF BUILDINGS IN HISTORIC CENTERS IN COMMERCIAL SPACES) AND PROJECTS OF FIRE PREVENTION (SPA AND CASINO OF SAN PELLEGRINO TERME, GARAGES OF THE NEW HOSPITAL IN BERGAMO, WIDENING OF THE MALL ORIO CENTER). ALSO IN THESE YEARS I HAVE FOLLOWED THROUGHOUT ITALY AND DIRECT CONSULTATIONS WITH THE INDITEX GROUP AND ALL ITS BRANDS OF RETAIL AND I STARTED COLLABORATIONS, TODAY STILL IN PROGRESS, WITH H&M, NIKE, YVES ROCHER, BATA AND MAISONS DU MONDE IN 2004 IN PARALLEL I OPEN A NEW SERVICE COMPANY, REAL LTD. THAT FROM 2012 I LEAD AND ADMINISTER INDEPENDENTLY.



MARKETING AND COMMUNICATION

PH.D. ELISA ENRICA MARINONI

QUALITY CONTROL

ENG. EMILIANO VIAFORA

PROJECT AND SITE MANAGEMENT

ARCHT. FRANCO GENCO
SURVEYOR LUCA FACCHETTI
ARCHT. EMILIO BRAIAN GIOBBI
SURVEYOR DANIELE BULGARI

FIRE PREVENTION AND SAFETY

ENG. DARIO MANZO

ARCHITECTURE AREA

ARCHT. MARA CANZI
ARCHT. EMILIO BRAIAN GIOBBI
ARCHT. FRANCO GENCO
ENG. CLAUDIO PAULATO
ENG. DARIO MANZO

ADMINISTRATION AND ACCOUNTING

PH.D. GIOVANNI MALFASSI
C.A. MONICA TREVISAN
C.A. FABIOLA ORLANDO

REAL



APPAREL



LIVING



BEAUTY



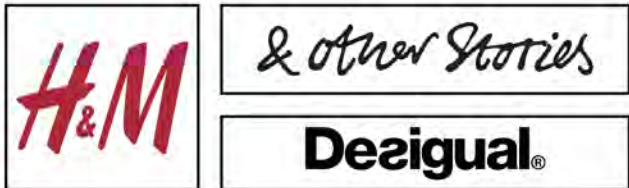


SPORTWEAR



FLAVORS





ETHICAL CODE FOCUS ON

COMPLEX REQUEST WE ASK THE HELP OF MORE EXPERIENCED COLLEAGUES, IN TOPICS OUT OF OUR SPECIFIC COMPETENCIES. SHARING INFORMATIONS ACTIVES A MULTIPLIER EFFECT

URGENT REQUEST THE URGENCY OF A REQUEST MUST BE COMMUNICATED TO INVOLVED COLLEAGUES. WE WANT GENERATE LESS STRESS WE CAN!

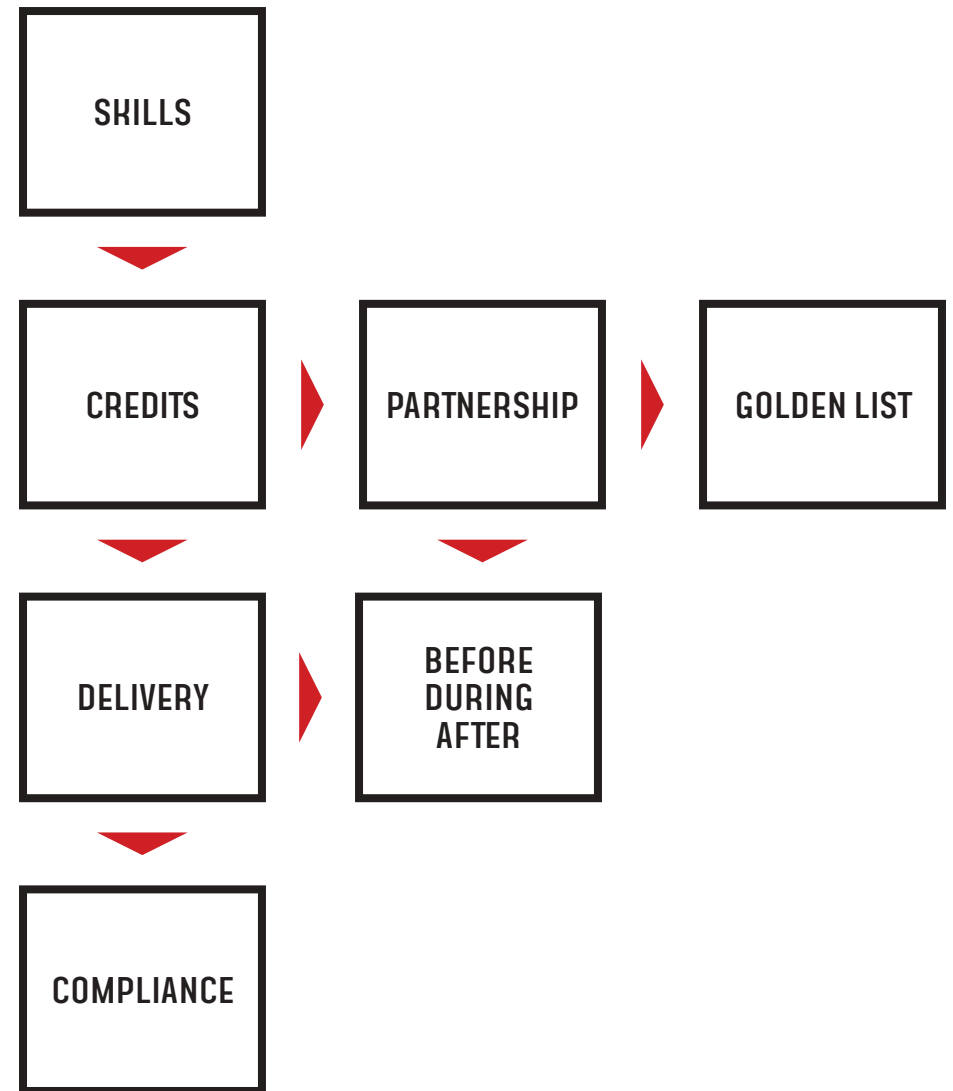
REQUEST PERCEIVED AS URGENT "URGENCY KILLS THE IMPORTANCE" IT IS NECESSARY DISTINGUISH WHAT IS IMPORTANT FROM WHAT IS URGENT BUT NOT IMPORTANT

UNPOLITICALLY CORRECT PRACTISES WE ARE CONCIOS ABOUT HOW THE WORLD WORKS, BUT WE STILL HAVE OUR BACH STRAIGHT. WE KNOW WE CAN MAKE THE DIFFERENCE IN A NORMAL WORLD

REQUEST OF DOCUMENTATION WE KNOW HOW IMPORTANT IS BE ON TIME ABOUT DOCUMENTATION. WE HONOR THE PROFESSIONALISM!

HEADQUARTER WE SPEND MORE HOURS IN OUR OFFICE THAN IN OUR HOME. WE WANT TAKE PART OF GREAT PLACE TO WORK 2020 EDITION

TRAINING REAL MAKES AVAILABLE TO THE WHOLE TEAM ADEQUATE TOOLS EACH MEMBER IS ENCOURAGED TO TRAIN AND UPDATE HIMSELF AND TO BECOME AN ACTOR AND PROMOTER OF SUGGESTIONS TO BE PROVIDED TO THE TEAM



C H A I N
V A L U E

CONTACT



- ENG. ALESSANDRO FERRI - alessandro.ferri@realsrl.it
- ARCHT. FRANCO GENCO - franco.genco@realsrl.it
- ARCHT. EMILIO BRAIAN GIOBBI - emilio.giobbi@realsrl.it
- ARCHT. MARA CANZI - mara.canzi@realsrl.it
- SURVEYOR LUCA FACCHETTI - luca.facchetti@realsrl.it
- SURVEYOR DANIELE BULGARI - daniele.bulgari@realsrl.it
- ENG. EMILIANO VIAFORA - emiliano.viafora@realsrl.it
- ENG. DARIO MANZO - dario.manzo@realsrl.it
- ENG. CLAUDIO PAULATO - claudio.paulato@realsrl.it
- PH.D. ELISA ENRICA MARINONI - elisa.marinoni@realsrl.it
- PH.D. GIOVANNI MALFASSI - giovanni.malfassi@realsrl.it
- C.A. MONICA TREVISAN - tmonica.trevisan@realsrl.it
- C.A. FABIOLA ORLANDO - fabiola.orlando@realsrl.it





REAL Contract srl UNIPERSONALE
REAL Progetti srl UNIPERSONALE

P.zza Aldo Moro n.18,20 - Grassobbio (BG) - ITALIA
Tel.+39 035 526 936|Fax.+39 035 335 695
E-MAIL:real@realsrl.it|WEB:www.realsrl.it