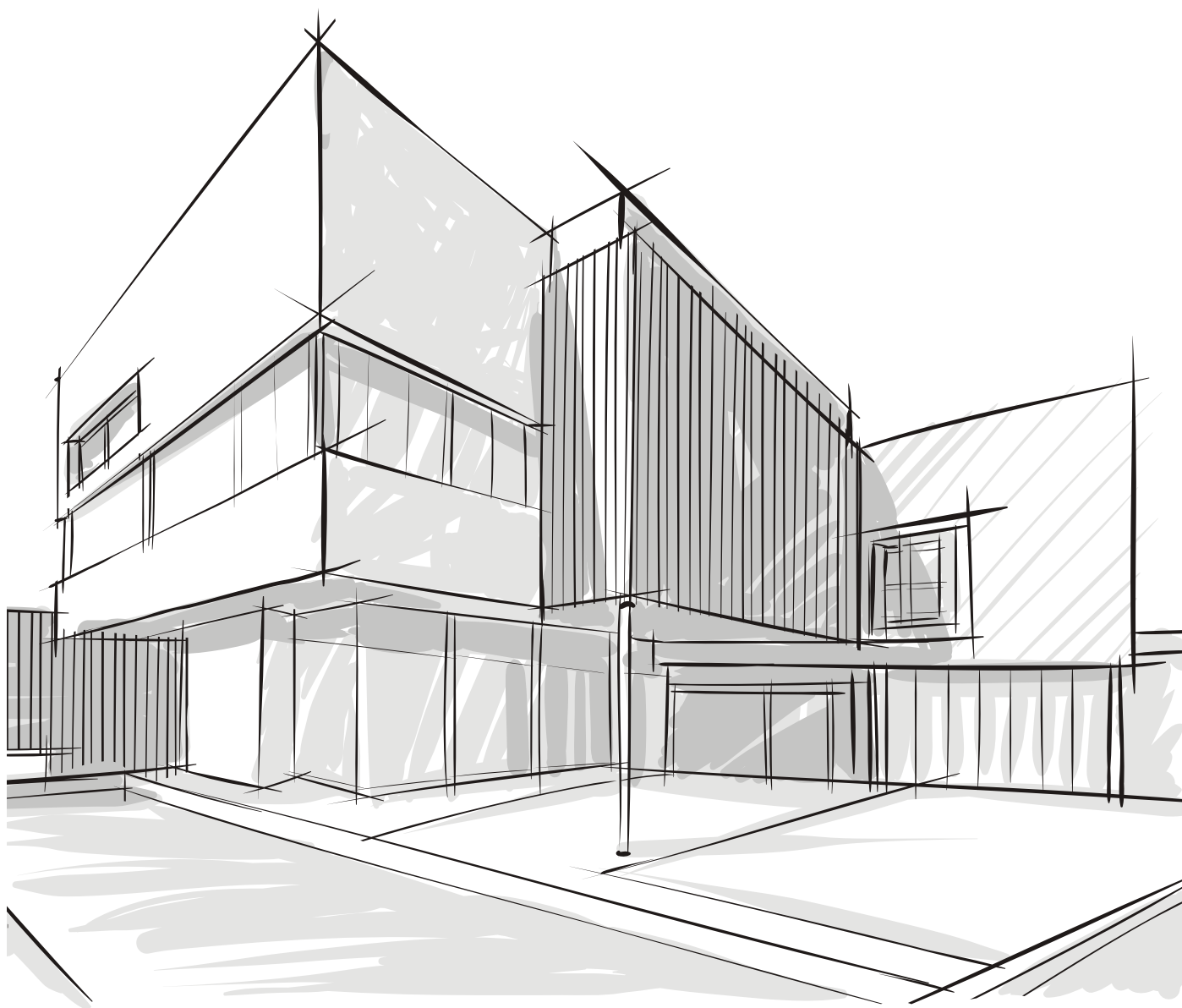


# BIM

Building Information Modeling

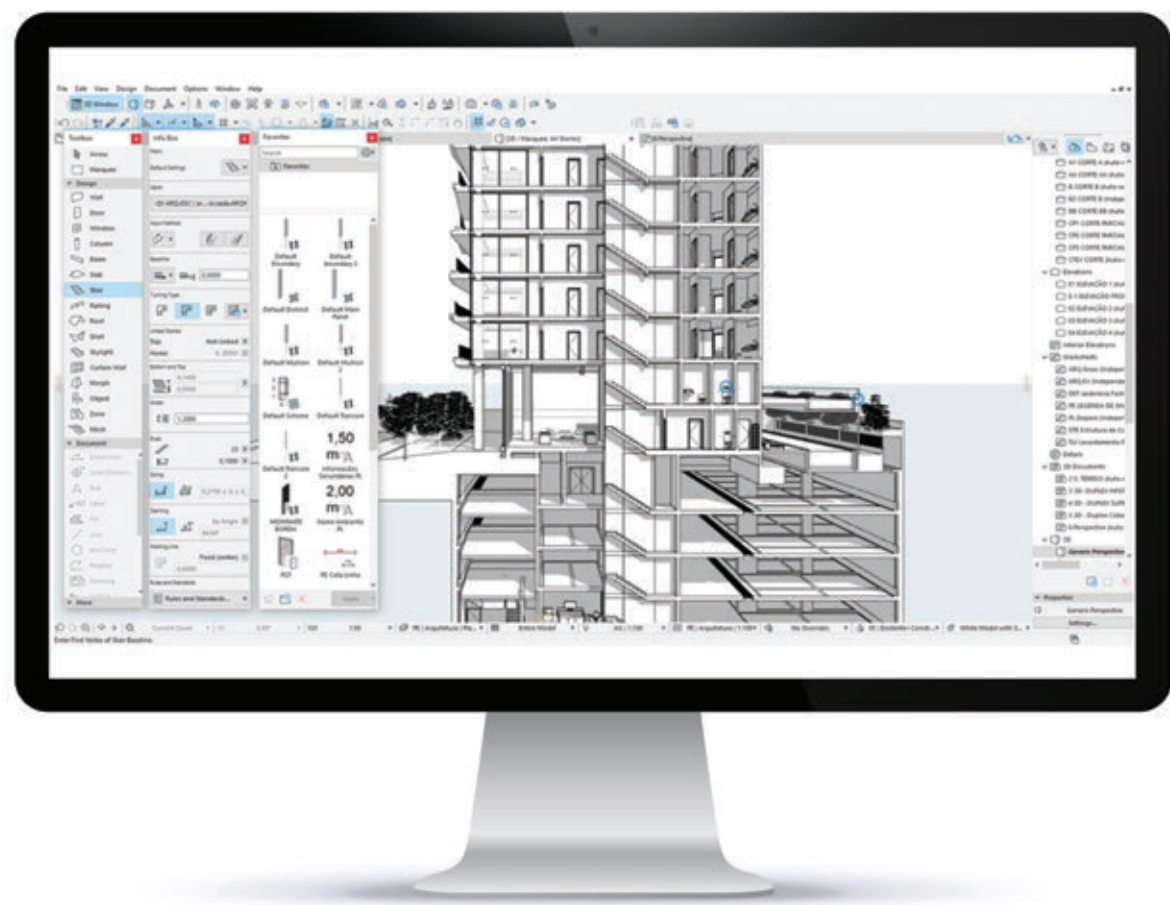


**ARREGHINI®**  
ITALIAN PAINTS SINCE 1950

## WHAT IS BIM?

BIM, acronym for “Building Information Modeling,” is defined as the “digital representation of the physical and functional characteristics of an object.” BIM is therefore not a product or software, but an “information container about the building,” where graphic data and specific technical attributes, including those related to its expected life cycle, can be stored.

BIM (Building Information Modeling) objects are **parametric elements** used in design software (e.g., Archicad).



Through BIM, all relevant construction data can be collected, combined, and digitally connected. The virtual construction can be visualized as a **three-dimensional geometric model**.

BIM objects are therefore building, plant engineering, or interior elements within a design session.

## WHY ADOPT BIM?

Many countries, such as those in Northern Europe and the UK, have already adopted BIM as a standard for public procurement, and an EU regulation is already in force requiring the gradual adoption of BIM over the next five years.

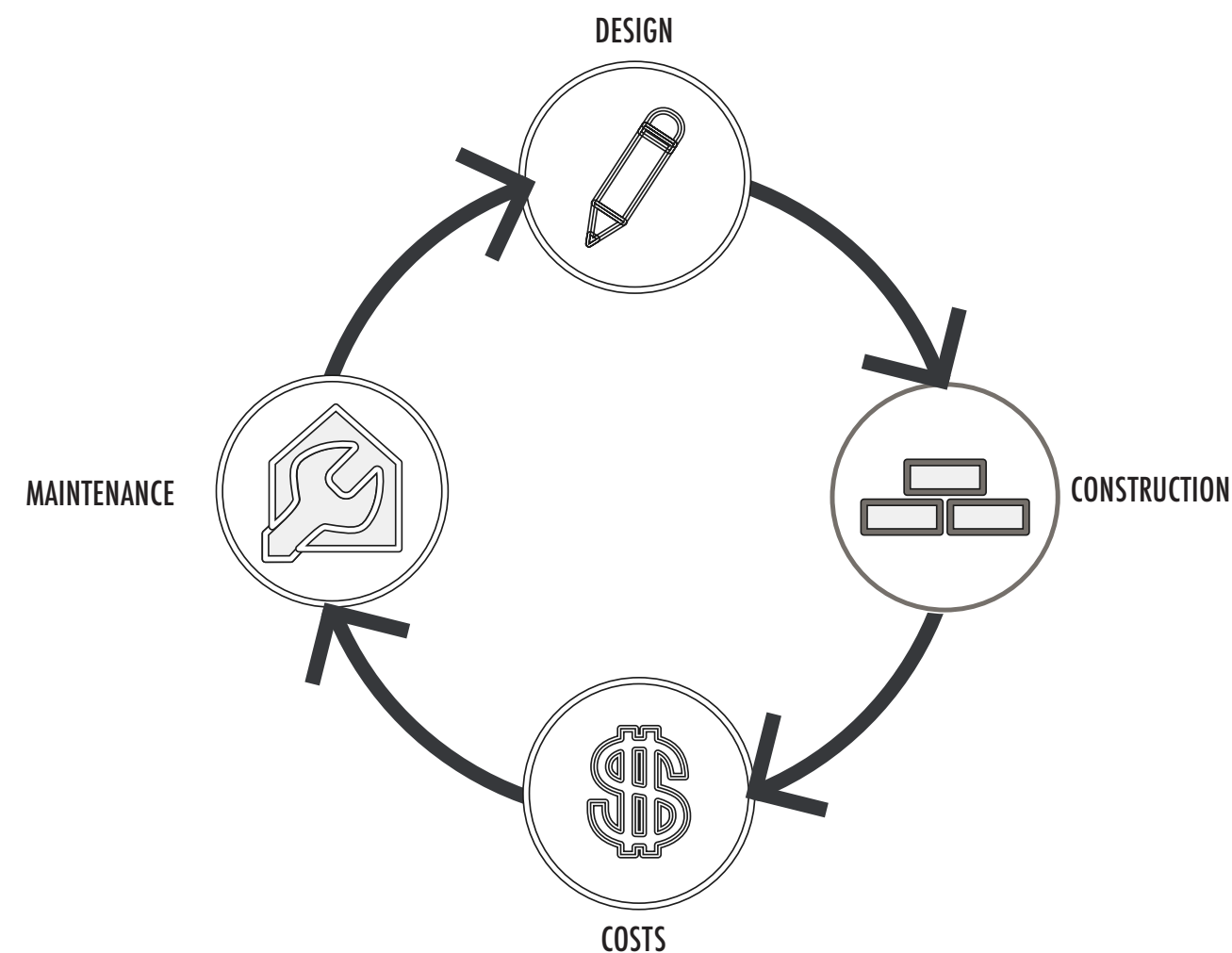
In Italy, BIM adoption became **mandatory for large public works starting in 2019** and, by 2025, it will also be required for projects under one million euros.

The private construction sector has already been operating in BIM for some time (consider, for example, the contract, horeca, and retail sectors).

In 2017, BIM projects in Italy totaled nearly 3 billion euros in investments, 42% of which came from the private sector.

## BIM is a working tool for designers:

- It simplifies the design process, making it faster
- Thanks to the wide range of product and color variants, it offers maximum flexibility
- It saves time and eliminates errors, thus avoiding unnecessary work



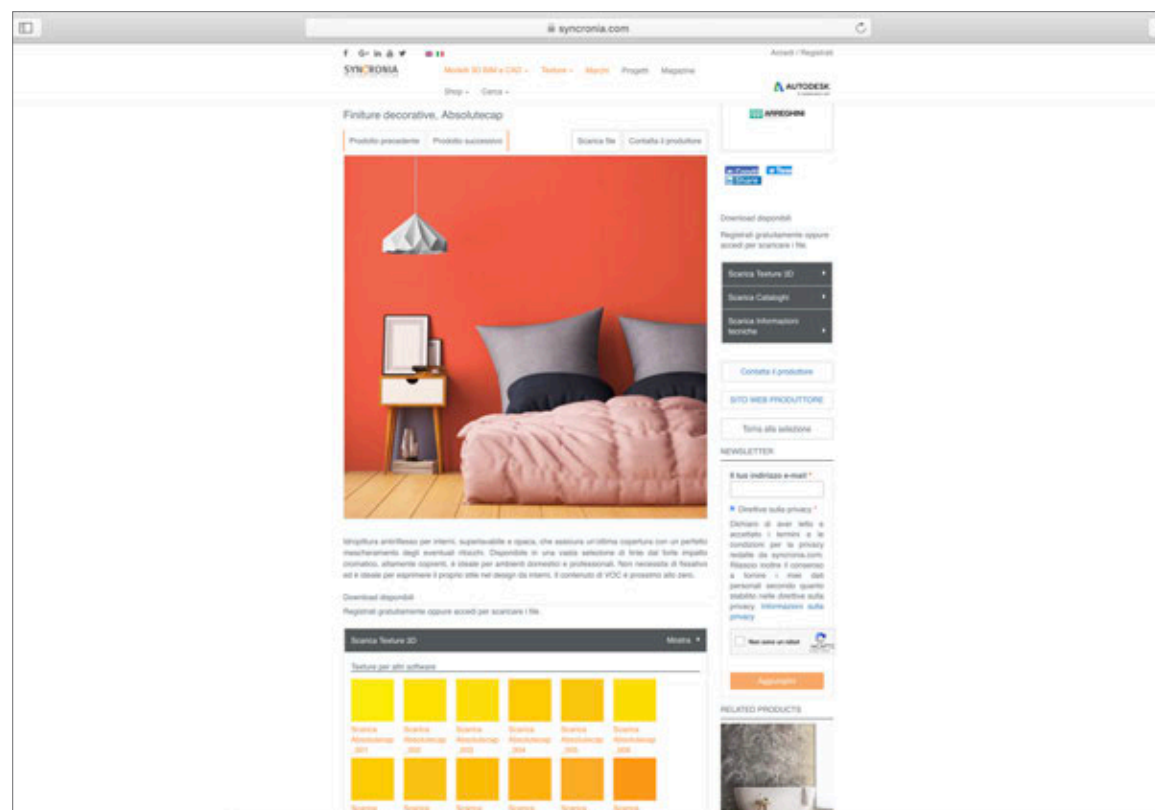
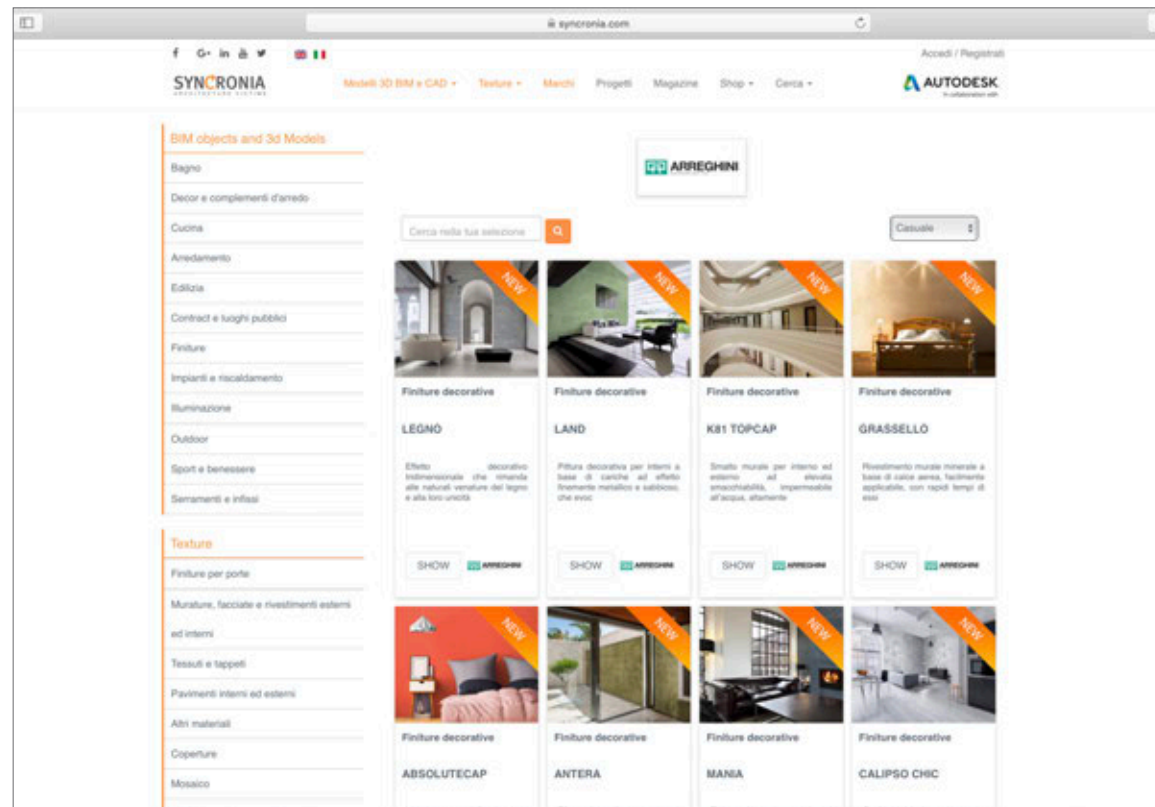
*Using BIM streamlines the entire process—from planning, through design, all the way to building maintenance.*

Companies that make these tools available have the opportunity to be discovered by designers who, needing the BIM digital object, use it in their projects—even if they are not yet familiar with the brand—thus increasing the likelihood of their products being chosen.

alongside design professionals, capable of anticipating a technology that is now beginning to spread in Italy.

## WHERE ARE THE BIM OBJECTS AVAILABLE?

CAP Arreghini BIM objects can be downloaded from the portal [www.synchronia.com/it](http://www.synchronia.com/it), focused on interior design and leading Italian brands, and from the BIM section of the website [www.caparreghini.it](http://www.caparreghini.it)

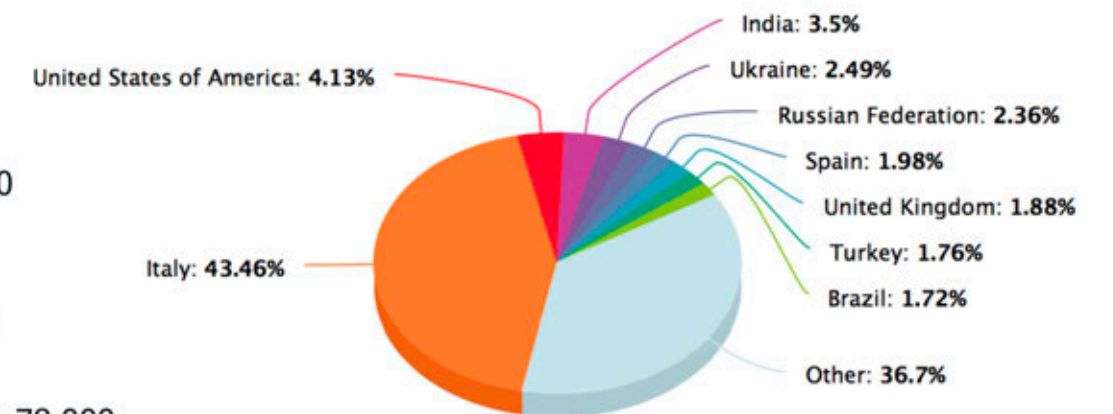


International network of architects designing the Italian Lifestyle

### Designers Database – Main Countries

- Italia: 120.000
- USA: 31.000
- U.K.: 19.000
- Germany: 14.000
- Spain: 13.000
- France: 9.000
- Australia: 8.000
- Russia: 7.000
- Other countries: 78.000

### Website Users – Origins



- 132.000 Registered users (August 2018)
- 2.500 Average professional visitors per day
- 450 Average daily logins (Monday–Friday)
- 2.200 Files downloaded per day (Monday–Friday),

About 120,000 Italian designers are registered, working all over the world.

## TOP OF THE RANGE

The brands included are all top of the range in their respective sectors

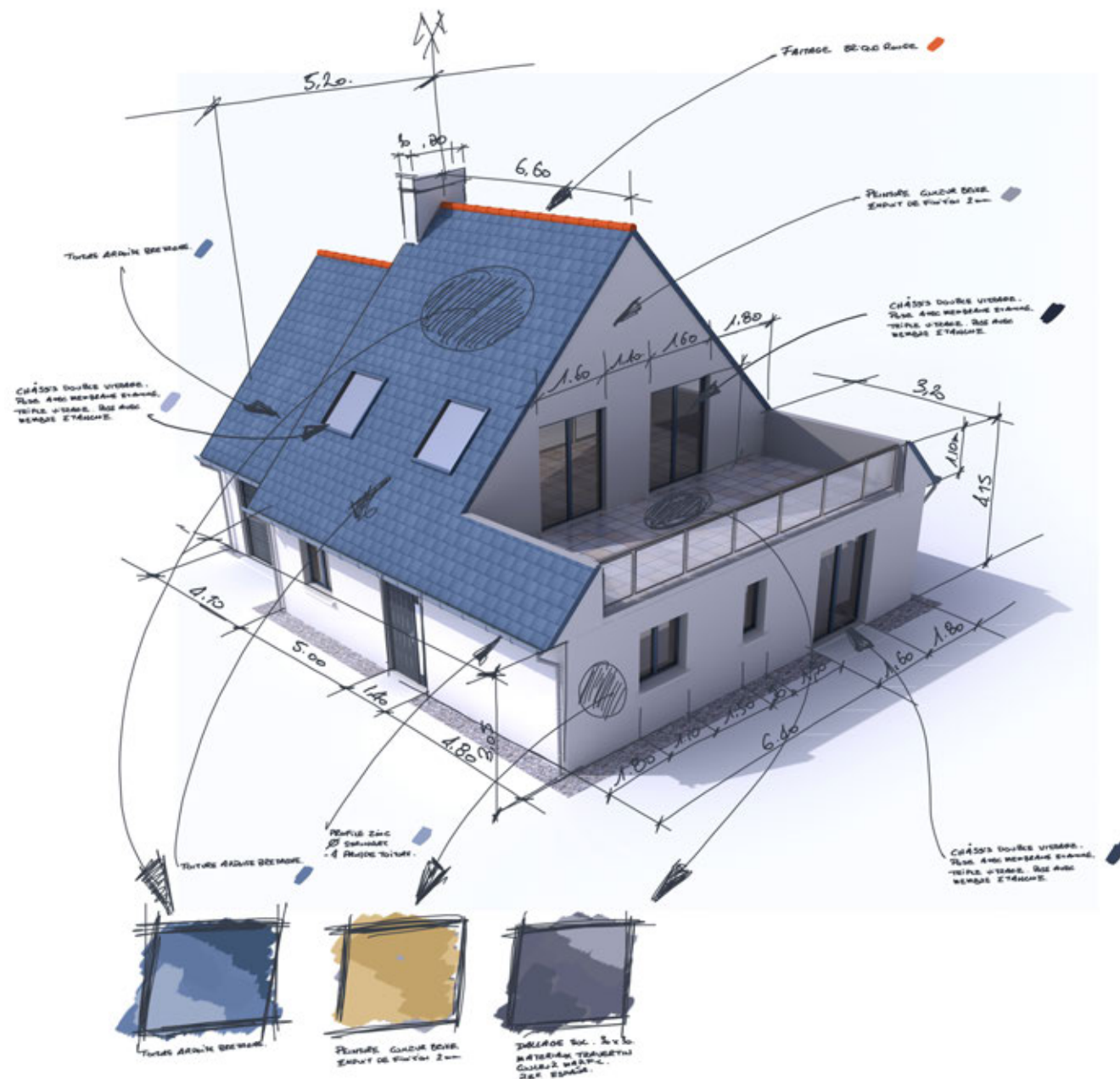




## CAP ARREGHINI'S COMMITMENT

CAP Arreghini has planned a significant annual investment (for 2019 and the following years) for the creation of BIMs, the specification of product colors, and the promotion and dissemination of this opportunity.

- In addition to being present on the SYNCRONIA portal, our website [www.caparreghini.it](http://www.caparreghini.it) also features a section dedicated to BIM downloads
- Communication via social media
- Sending newsletters by Synchronia to qualified contacts with news, product updates, colors, etc.
- Sending newsletters by CAP Arreghini to designers with news, product updates, colors, etc.



# For CAP Arreghini, the future is today!



