INSIDE

bticino

DESIGN

Design is intelligence made visible

ALINA WHEELER

DESIGN IN OUR DNA

BTicino design

FRANCO VILLANI
BTicino CEO

Where and when did the term *design* emerge?

The origins of *design* in Italy date back to the Renaissance and advancements in arts and applied sciences when ingenious minds and skilled hands crafted innovative masterpieces and solutions. Later the industrial revolution and success of mass production sparked a need for new trades and artisans who could invent and design practical products that worked well and looked great for an ever-growing market.

The roots of *design* at BTicino were shaped by this combination of industrial demand and Italian culture.

Our desire to merge aesthetics and technology can be clearly seen throughout our history in the solutions we have produced to improve the quality of everyday life. We have always interpreted and anticipated what people really need by designing products that offer beauty and style as well as functionality and innovation.

This style and quality embodies the concept of *Made in Italy*. Over the years BTicino has grown worldwide (joining the Legrand Group in 1989), and seen this ethos challenged by competition in an extremely complex global market built on myriad manufacturing, functional and aesthetic demands.

We responded by creating iconic ranges, such as Magic, Living or Axolute. Each launch marked a watershed moment and revolutionised the market with groundbreaking shapes, technologies and colours, which were occasionally devised or designed by collaborating with external designers.

When I took over as CEO of BTicino ten years ago the company was undergoing a change that would affect both our people and processes: we were pioneering products with 100% corporate DNA.

The Legrand Group had chosen Milka Eskola, an expert with an international background, as its Design Director to lead a team operating in five countries: Italy, France, India, China and USA.

The company had previously treated design as a separate entity, but we decided it should be embraced by all other departments and become key to our corporate dynamics. By making these critical decisions we paved the way for a major breakthrough that enabled us to keep pace with an increasingly complex, fast-moving market.

From concept to production, we actively listened to installers and customers and encouraged interdepartmental interaction so that our offering always gave the market exactly what it needed.

These developments created the backdrop for the genesis of Living Now, the BTicino range featuring the most revolutionary design of recent times. A collection that reinterpreted the relation between cover plate and controls, transformed a simple light switch into a modern interface, and introduced the first smart system.

Thanks to this transformation, we unfailingly find extraordinary solutions to ordinary problems, while guaranteeing vision, an understanding of our customers' emotional sphere, and respect for the environment. In fact our latest range, MatixGO, incorporates all these factors.

Going forwards, we want BTicino design to keep championing a uniquely recognisable concept of living space with a harmonious blend of style and technology so the homes and places where we spend our time feel more comfortable because they are easy to manage, safer, and always in step with the latest advances (or even a few steps ahead).

Going forwards,
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of style and technology

Timeless archetypes

Since 1948, and the debut of the legendary Ticino cover plate, we have been revolutionising the electrical industry and continuously evolving our offerings to reflect changes in design and interiors. We blazed a trail in the 1960s with the essentiality of Magic, broke industry norms in the 1980s with Living range's explosion of colour, and pioneered with the Light and Axolute ranges in the 2000s before introducing smart technology with Living Now in 2018. Our newest range, MatixGO, delivers a fusion of technology and sustainability for today's eco-savvy consumers. With products made to last, every collection is inspired by fashion-forward ideas so we are always timelessly on trend.

Ticino

1948

Magic

1962

The epitome of essential elegance and functionality, Magic is a timeless icon of switch design. Made from aluminium, this was the first modular range that combined multiple functions in one switch, giving users all the configurations and performance they had dreamed of.

Living Classic

1985

The 1980s went crazy for colour, and BTicino joined the chromatic celebrations. We elevated cover plates from simple serviceable objects into an interior design feature. In an industry-first, we unveiled dark controls and brightly coloured cover plates designed in twenty colours with lacquered or electroplated finishes to suit every imaginable style of interior design.

Living International

1996

Light Tech

2000

Axolute

2005

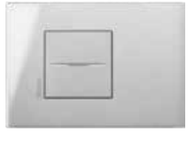
Living Now

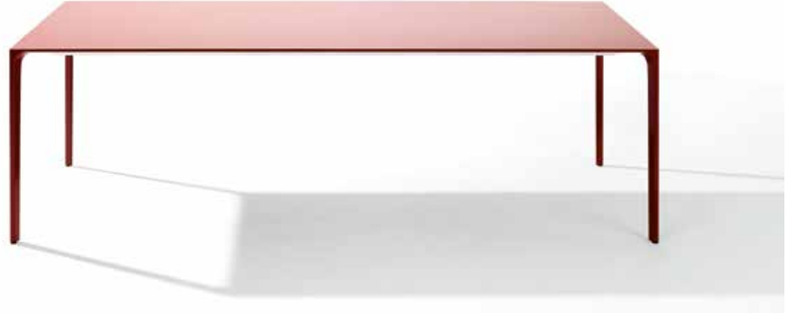
2018

With a unique, distinctive shape, fully flush surfaces, and perfectly aligned elements, Living Now is a synthesis of aesthetic, functional and technological evolution that transforms a simple light switch into a modern interface.

Axolute Air

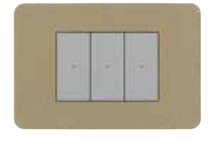
2011





MatixGO

2023



Every BTicino range always embodies

an aesthetic and functional evolution

Contents

VALUES

What lies behind the word *design*

MILKA ESKOLA
Group Vice President, Art & Design

This book offers a glimpse behind the word design in BTicino, illustrating how design entails infinite expertise, embraces myriad goals, and reaches a wide and varied audience, while providing a sound base for a concept and process. At BTicino, design evolves and changes over time yet we always remain true to our founding values, giving our in-house team freedom to interpret these values as they guide ideas through a step-by-step process and bring them to life.

We begin with Milka Eskola: during her long career in the Group Milka has seen how we approached design in the past and understands where it is heading today, "When I joined over ten years ago, BTicino had already had a long-standing, close connection with design. Many luminaries had helped to forge this rapport, including the renowned Giuseppe Zecca, whose touch has always been instantly recognisable.

The role of designer has changed since the end of the twentieth century and my arrival coincided with this turning point: nowadays we are guided by a more international approach and actively listen to what users need."

One of the first changes inspired by this turning point was our relationship with users, who are now more intrinsically involved in the process of transforming an idea into a product, "BTicino aims to simplify everyday life with simple solutions, partly because we connect with people by designing products that are an essential part of their everyday routine. We design whatever they touch first in the morning and last at night. So, it is a privilege to work on such significant elements in people's lives and also a challenge because they require so many layers of complexity," emphasised Milka Eskola. While it is important for BTicino to engage more closely with users and ensure their participation, it is equally essential that we stay true to two other core design principles: technological excellence and our bond with Italian style.

The past decade has seen major step changes in the relationship between technology and design, as Milka Eskola's experience shows, "While every project in the 1980s and early 2000s focused on pushing its high-tech features, technology now takes a backseat to the product experience in the eyes of consumers. Products are still designed with crucial cutting-edge content, but now it's more about the users and finding simple, immediate, and intuitive ways for them to connect with products.

It may seem strange to say, but our products need to blend into the background yet also be captivating, clear, harmonious and functional," explains Milka.

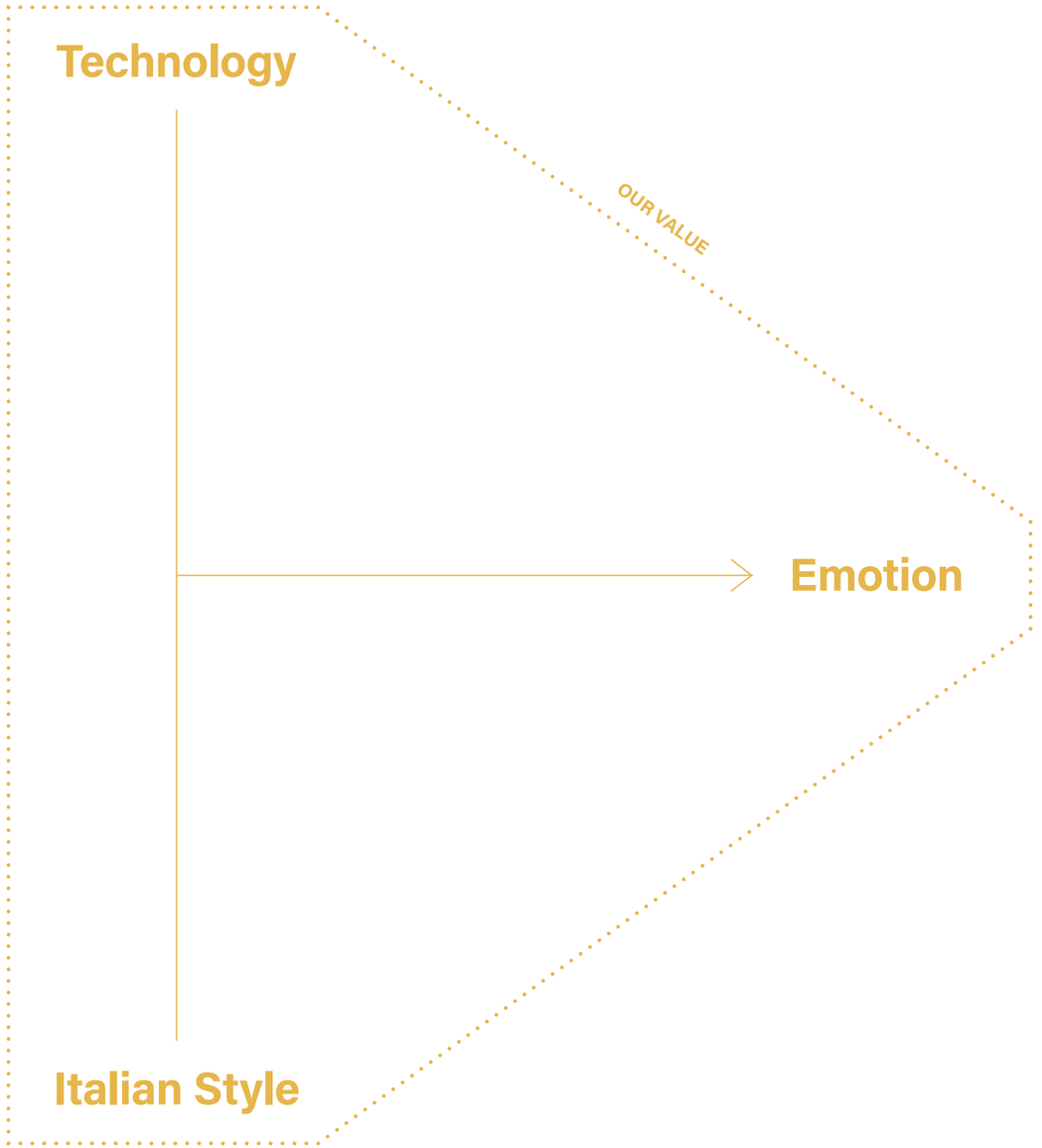
Simultaneously ordinary and extraordinary, our products also have history: BTicino projects are always steeped in the Italian style that has become an iconic ingredient in each one of our bestsellers over the years. They may be reinterpreted to suit changes in societal trends or accommodate the latest technology, but some hallmarks of Italian style are immutable, such as essentiality, a preference for "less is more", and the pursuit of purity and synthesis.

BTicino design has reached new heights of complexity as we strive to stay ahead of the technology curve, maintain our uniquely Italian style, and form closer bonds with our users. Our team works relentlessly to meet these challenges and coordinates with the company's various business units to facilitate and perfect the design process.

"We take a global yet local approach to design: the first gives us a broader vision of trends and social issues, such as corporate social responsibility, while the second enables us to respond to specific market needs and still uphold our brand values.

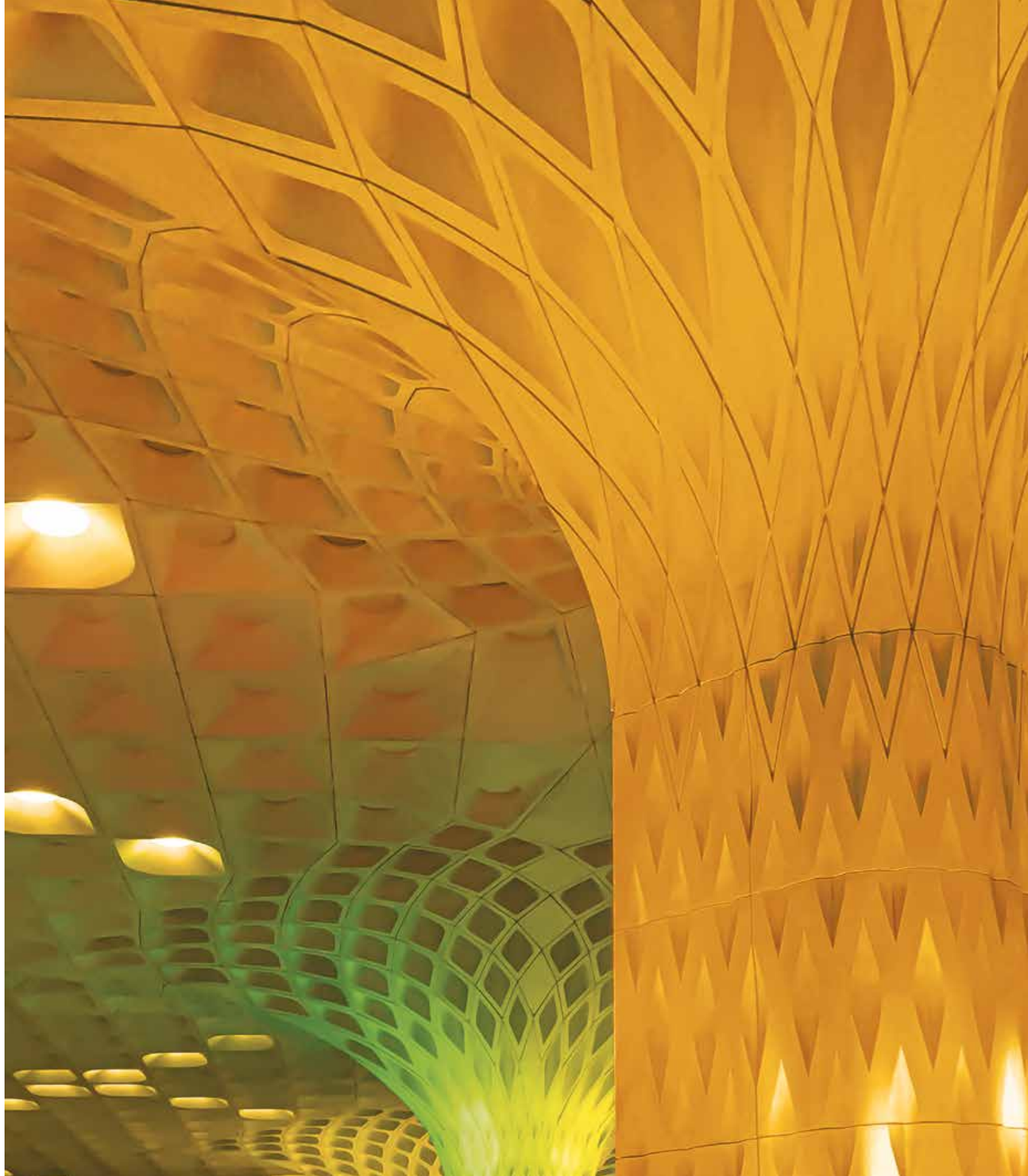
This approach succeeds because we have an international team operating in five key countries: France, Italy, the United States, China and India, ensuring constant synergy between our global vision and local adaptability," specified Milka.

BTicino design has changed over the years and morphed to meet our users ever-changing needs. Our team of in-house designers listens to them with empathy and sensitivity, so we are always primed to pick up on the latest developments and transform them into effective, easily recognisable and practical projects.

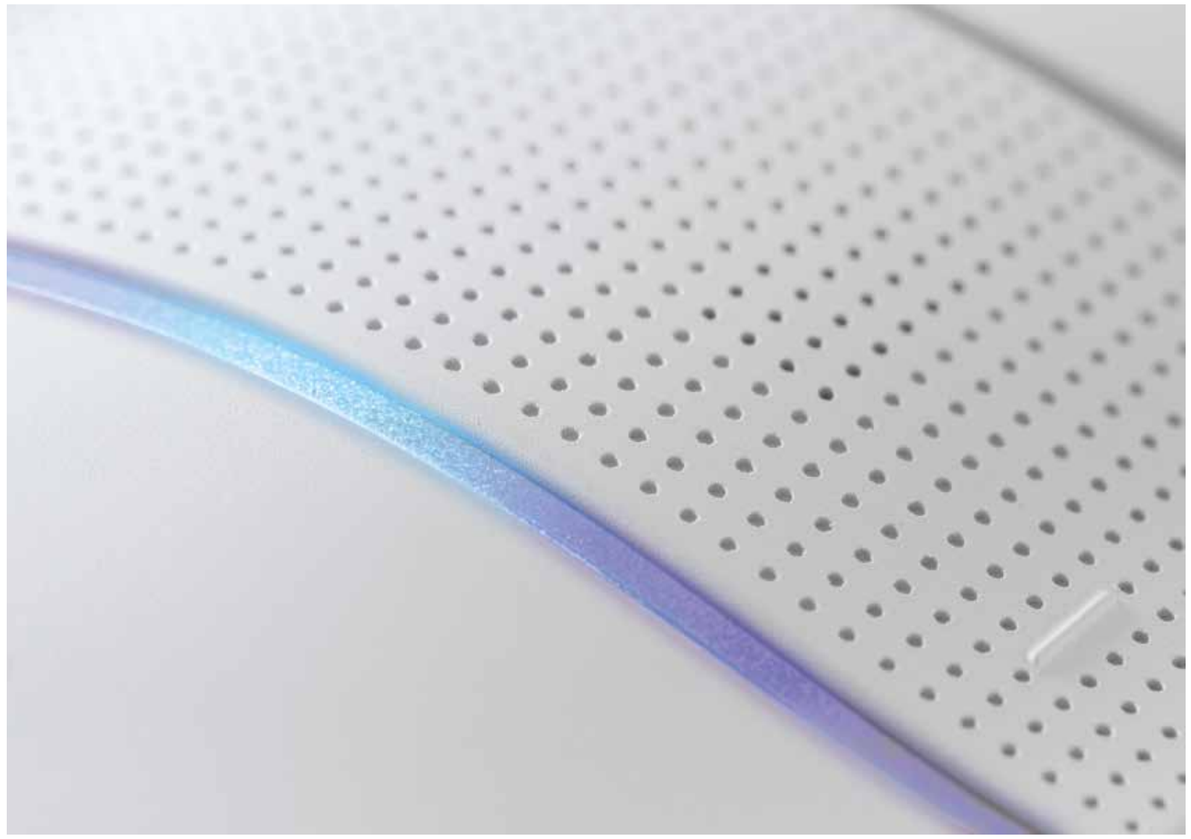


Embracing technology

Technology has always been a driver for BTicino: we have incorporated it into so many homes and continue to do so today, upgrading our products' technological content over time to include next-generation innovations and suit new styles and trends. By embracing the constant challenges posed by technology, we are motivated to simplify complexity and find ways to harness with digitalisation and artificial intelligence, while remaining mindful of the importance of sustainable ethics.




23, High street
Welcome



Celebrating Italian style

Made in Italy is a value that we preserve and pass on to future generations with innovative projects that are balanced, essential and pure. At BTicino, Italian style means finding a harmonious balance between precise shapes and rich details; we endeavour to create solutions with a distinctive identity and unique design language that is universally understood across all our products. Design is synthesis, encapsulating our country's past while paving the way for technologies of the future.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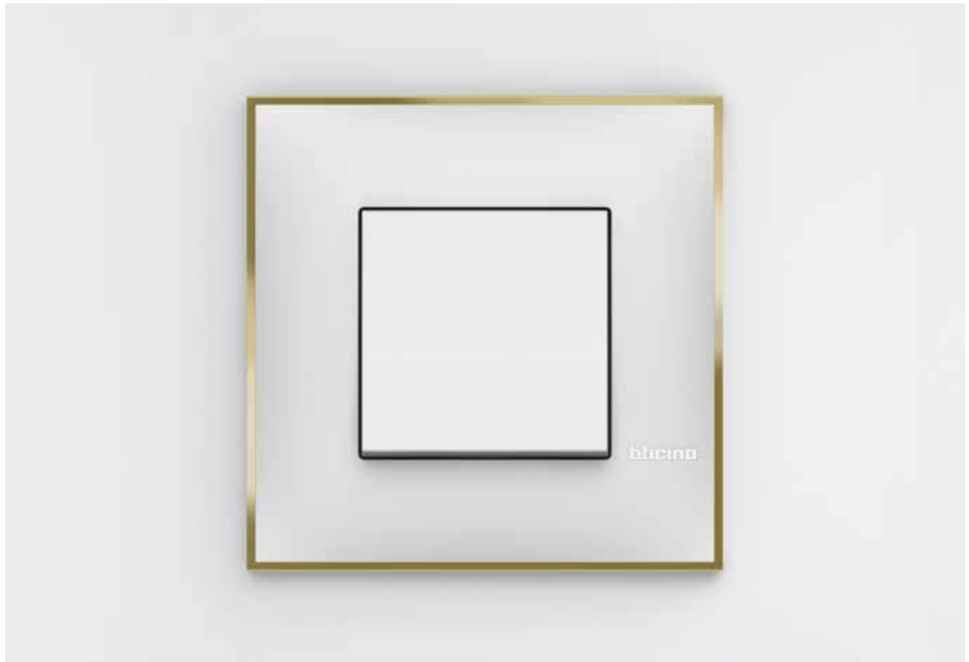
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Creating emotion

Merging technology and style to create emotion: this is our goal. We develop projects with the perfect balance between digital innovation and minimal elegance as the epitome of Made in Italy and contemporary minimalism. By seeking simplicity and focusing on distinctive details, we help people to use and enjoy everyday elements that enhance their emotional sphere.

Made in Italy, a fusion of technology and innovation

creates designs that spark emotion and empathy

METHOD

Approach, listening, simplicity

Design is a method that establishes a relationship between people, settings and technologies to create purpose and beauty. With our team, we assimilate the project brief then follow a systematic approach that tunes into trends and translates them into instantly understandable, simple solutions, enabling us to develop products and services that add value to the user's experience.

What does this approach involve? We form a clear strategy from the earliest steps of the project as we know a designer's role goes beyond that of an artist: we are and do so much more than that. With working teams tapping into all our expertise and experience, we become 'facilitators' as well as creatives. Every new project starts its journey with a multidisciplinary group, and we bring on board specialised experts with vertical profiles and the skillset to suit whatever we plan to develop.

Each specialist can enrich the BTicino story, so we base our method on listening to ideas, perspectives and possibilities.

Our role is to listen and challenge, and push towards tangible solutions, by creating inputs and connections, suggesting ideas and inviting all the experts to add their own expertise to the mix. As creatives and leaders, we are passionately engaged in developing new concepts and always listen to even the most offbeat ideas. Recognising value in every contribution helps us to gradually decide which story to tell, which product to design, and which service to propose.

We are across every detail, every step of the way, tackling all challenges with care, consistency and curiosity and following each evolutionary phase from concept to product. After the framework has been built and the initial path mapped out, we continue to monitor the project through to completion.

We are across every detail, every step of the way

This means resolving any challenges posed by the various stages of development, ranging from industrial processes to the rationales of a multinational, while mindfully complying with our corporate social responsibility policy. We want to find the best solution for every phase, transforming problems into opportunities and driving the idea, design and technology with innovative proposals that offer new value to the user and the company.

Designing means ensuring that the project overcomes all challenges and completes every step of the process by walking it through industrial developments, legal setbacks, hitches with certifications, logistics controls, and audits. Our approach to design at BTicino can be summed up in five words: creativity, method, listening, flexibility, and guidance. But another two words are equally important: empathy and simplicity. End users are our priority: by empathising we hear their need for clear solutions that are easy to understand and use. This ties in with simplicity and steers us towards a new minimalism with simplification as our watchword.

As designers, we help everyone to broaden their overall vision and move past traditional constructs to envision imaginative ideas and solutions.

Inspiration

By observing the world we transform shifts and trends into ideas that inspire innovation

How do we find inspiration? We are always watching the world around us, observing how it changes, and seizing on potential opportunities as they emerge. We take our insatiable curiosity on the road to meet and talk with customers, collaborators and users and regularly consult trend and innovation agencies. These encounters help us to define long-term prospects and imagine what our users may want and need in the future.

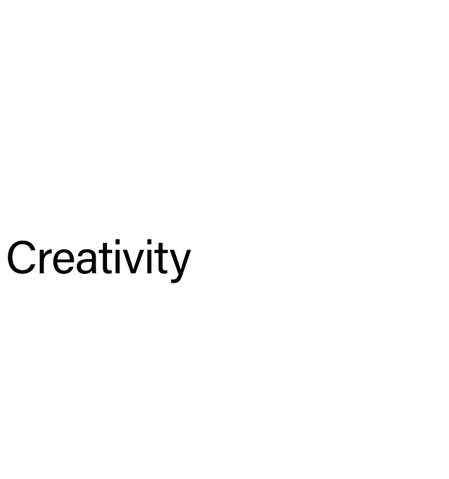
We try to attend the industry's most important events, trade shows and conferences to discern how spaces, customs and society may change to ensure that our future products land at the right time and retain their validity for many years to come.

We grow our ideas by gathering new information, intuiting trends, and studying reports, analyses and sector studies. Once this phase of intense research is complete, our vision starts to come to life, enabling us to expand on our initial thoughts and blend these ingredients into the mix to spark the creative process.

We are surrounded by inspiration which is often sparked by our rich and varied pool of collaborators: we love listening to even the quirkiest ideas because you never know what will strike a chord and get the creative juices flowing.

Creativity

Users are actively involved in our process during *Design Sprints*



You need more than talent: our creativity is built on solid foundations. It is shaped by method, listening, empathy, and the quest for simplicity, and when these elements start to gel we know we have our project. We guide the project through every step of the process to ensure that it remains true to the original idea and our goal of offering the user value.

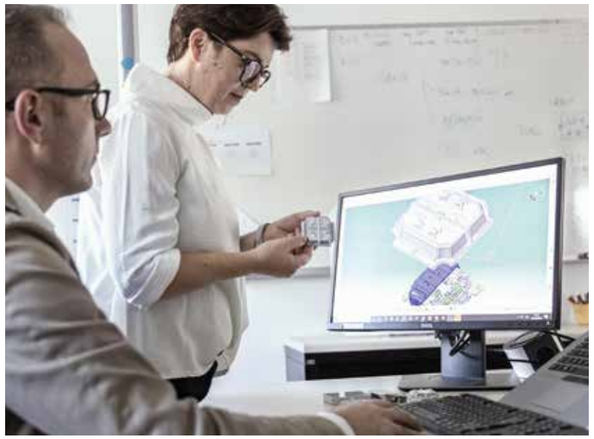
We go through multiple stages before deciding upon a product; we start with an individual research phase before interviewing external users and internal stakeholders. Once we have gathered all the information we need, the Design Sprint can begin: this requires teamwork and we all work together full time to find a solution to the brief that we were originally given.

More specifically, users are actively involved in our process during the Design Sprint. By chatting with them we can understand their needs and then go back with proposals and ideas. We try to 'provoke' the team during this phase, encouraging them to move out of their comfort zone and explore even the most divergent ideas, all of which are invaluable.

Once we have completed this stage and gained a clearer idea of the project, testing can begin. These are always conducted in synergy with the teams and led by us although we are open to advice from external experts. One constant is what we like to call "obsession towards excellence".

Creativity at BTicino is also synonymous with respect: respect for the company's history, for Made in Italy, and for the purity of every detail. It stems from these concepts and the expertise of everyone involved in the process, who are continuously motivated by the in-house team in their pursuit of harmony. 21st-century creativity is about finding the purest, cleanest shape to endure over time and excite the senses. And at BTicino we have the creativity to condense these emotions into the tiniest detail.

Development



Achieving simplicity in design is a process that requires absolute focus and continuous dialogue

From inspiration to creativity, from concept to project: this is when the transformation begins.

There is one key mission when the time arrives to make an idea a reality: to preserve the idea. Our team understands the importance of following every stage of the project, and always being on hand for everyone involved: this provides incredible added value and is where we create the magic for what is achievable. And it doesn't end there: development is a crucial phase for the entire process as it can also inspire parallel ideas, spin-offs, industrial investments and complementary ideas.

Achieving simplicity in design is a process that requires absolute focus and continuous dialogue. So, it is vital that we pick up on any possible innovations that can be translated into products while developing the idea.

Storytelling

We interpret the idea through every last detail, guiding it with consistency and vision

The designs may be finalised and the product nearly ready, but the designers' mission is not over yet. It is time for us to launch the next delicate stage and start sharing the idea. This vital step helps users, including installers, real estate contacts, developers and interior designers, to truly appreciate the real value enveloped in each project.

We work with the communication department to embark on a new collaboration, opening a creative dialogue that provides fulfilment and enrichment for us and every project.

Everyone who encounters our products can instinctively sense the countless hours of hard work, dedication and expertise that go into their creation.

All the testing, trials and tweaks are narrated by every surface, finish and feature, telling users that BTicino has developed every aspect to improve their everyday lives.

This is why we ensure the project's story can be easily told and shared as soon as it is completed and ready to leave the factory.

Across every detail, every step of the way,

connecting with customers and in-house teams

ELEMENTS

From concept to real world

We always remain true to four themes, which provide direction throughout the process to product completion and shape the concept with fresh, new interpretations.

Our quest for essentiality, attention to detail, functionality, and respect for sustainability form the pillars on which our research is based and all new products are developed.

When the project's design process is completed and we go to market - after months of research, discussion, development and care - users can always recognise a new BTicino product because it embraces the cornerstones that have written the company's history and mapped out its future.

BTicino is the epitome of essentiality and attention to detail, so if we had to sum up the company's identity in one word or categorise its style, we would choose minimalism, which we have now reinterpreted as contemporary minimalism. Rather than a cold style that discourages the user, BTicino aspires to achieve an expression of graceful simplicity that arouses emotions and forges a relationship with the user. It also seeks to create pure forms that blend into interiors and spaces without creating any discontinuity.

At BTicino, we believe that applying attention to detail also involves building a new relationship with technology as some consumers viewed state-of-the-art products as too complicated to consider in the past, "Attention to detail also means finding a way to conceal complexity so that today's technology comes across as natural, simple and intuitive to use. Even if every product is built on extreme complexity, the interface must never scare off the user," explains Nicola Ardo.

Our quest for essentiality, attention to detail, functionality, and respect for sustainability form the pillars on which all new products are developed

Product and process sustainability play a key role in every BTicino product

Design is synthesis: every project encapsulates a world and responds to a need, namely to simplify everyday life. This is why every new project is fuelled by the desire to steer clear of the superfluous and minimise components and accessories, ensuring that we only propose pure, tangible ideas that are easy for consumers to use, easy for interior designers and architects to incorporate into projects, and easy for the B2B sector to explain and tell their story.

Simplicity - in our goals and product use - and functionality advance and evolve in harmony. “Every single improvement is implemented to make the design absolutely consistent and effective,” explains Valeria Stevenazzi, and confirms how the design team’s hands-on approach to every step of the design process enables each challenge to be turned into an incredible opportunity to introduce unique ideas and drive innovation. Product and process sustainability play a key role in every BTicino product on a large practical scale – with regard to the Legrand Group’s incisive policies – and in reference to each individual project.

Research into all materials from biobased to recycled and into technologies that facilitate surface design is increasingly relevant. Packaging is also important - 100% recyclable and completely plastic-free with eco-friendly glues for seals and water-based ink for printing. Last but not least, research into product finishes is proving beneficial: BTicino uses materials in dark colours more and more frequently as they may contain a higher percentage of recycled materials than white elements or pale colours in general.

The push to find new solutions continues and every department in the company is involved. This nonstop constructive teamwork takes a methodical approach as we all share the same objective: professionals from different disciplines come together through collaboration and dialogue, enabling us to achieve this goal and introduce products featuring innovative, low-impact solutions.

Our mission is to create products with a unique identity and modern values that exist harmoniously in their surroundings and blend seamlessly into any interior

VALERIA STEVENAZZI
Senior Designer

Spaces evolve quickly and design must reflect these changes with cutting-edge solutions

NICOLA ARDO
Senior Designer

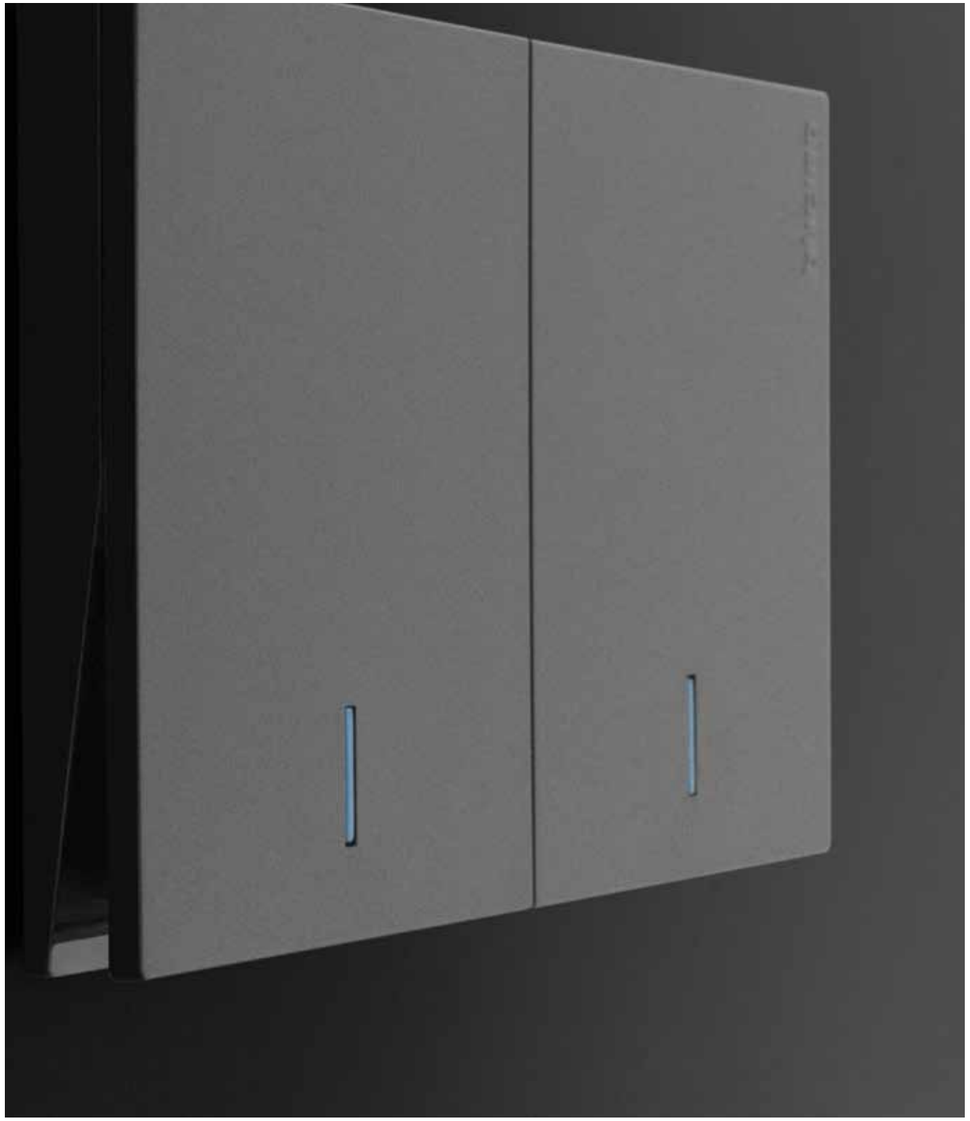
Shape

Creating the right shape drives the project's entire design process: inspired by the product's intended setting and sustainable principles, we strive to create essential yet unexpected forms.

The quest for essentiality

Integration

Our products are complementary elements that blend effortlessly into their surroundings.



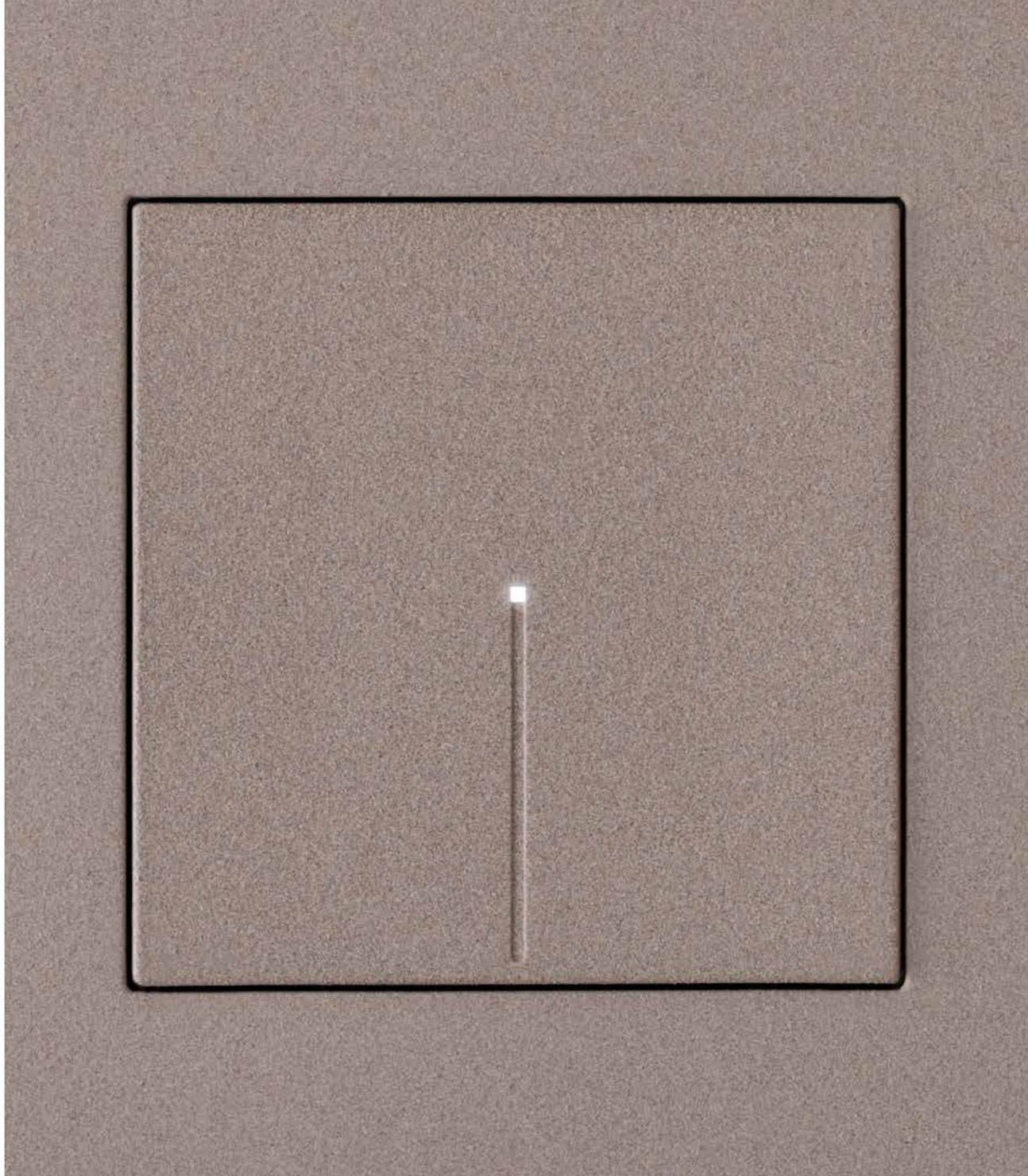
Graceful minimalism

Refined, smooth shapes designed to appeal to users and gently introduce them to technology.

Details

An asymmetric element, graphic symbol, or a sharp or softer profile: the tiny details in BTicino design actually embrace an entire world and define our identity. They evoke that exclusive touch of Italian style – where magic awaits around every corner.

A statement of identity

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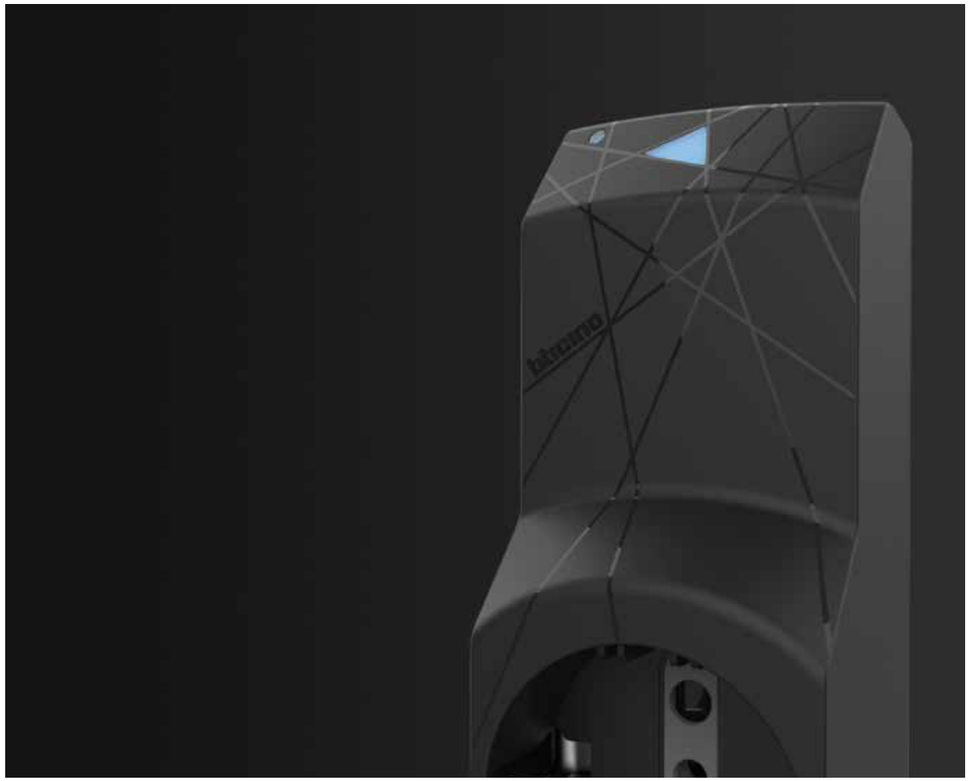
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Logo

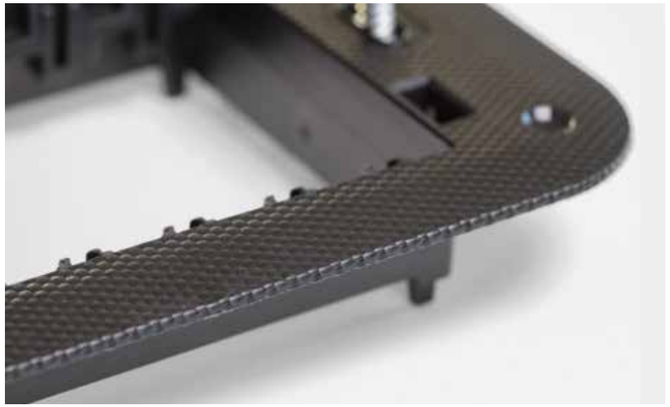
In a context defined by pure shapes and overall simplicity, the BTicino logo is a definitive signature guaranteeing the quality of the product.


bticino

Functionality

At BTicino, design offers a way to solve the day-to-day challenges faced by the people who choose and use our products. By simplifying complex solutions, we make them easy to understand, while a blend of aesthetics and functionality adds the finishing touch to the user experience.

Utility and style



Functional innovation

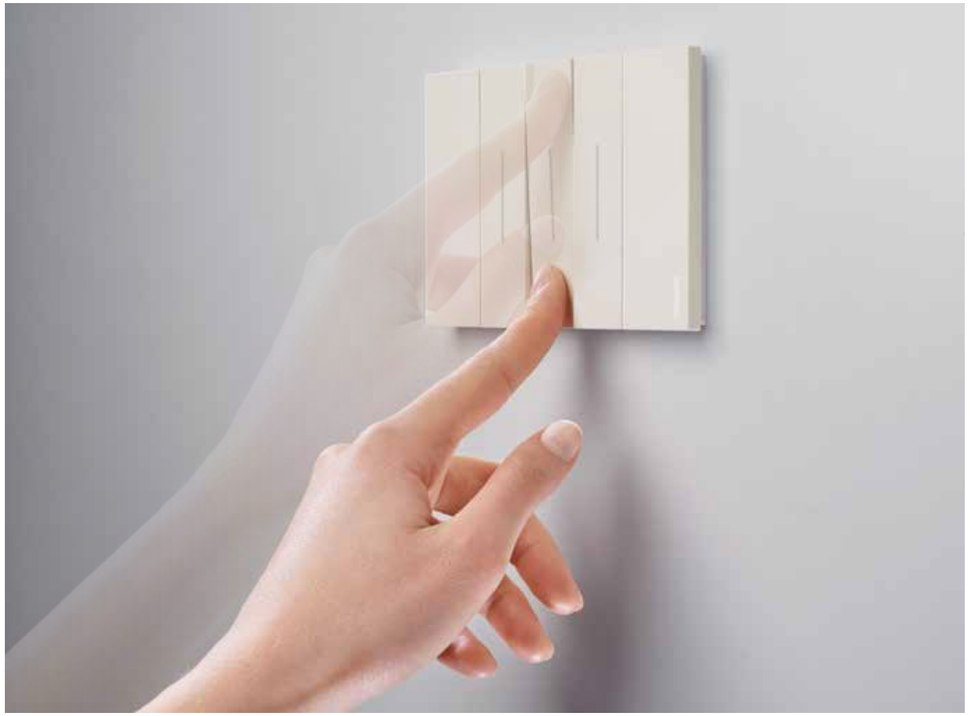
We pioneer brand-new solutions by analysing what users really need.

User Experience

Every element in a project is designed to assist the user. Interfaces, luminous details, sensorial features, sounds, and digital applications are engineered to simplify the user experience.

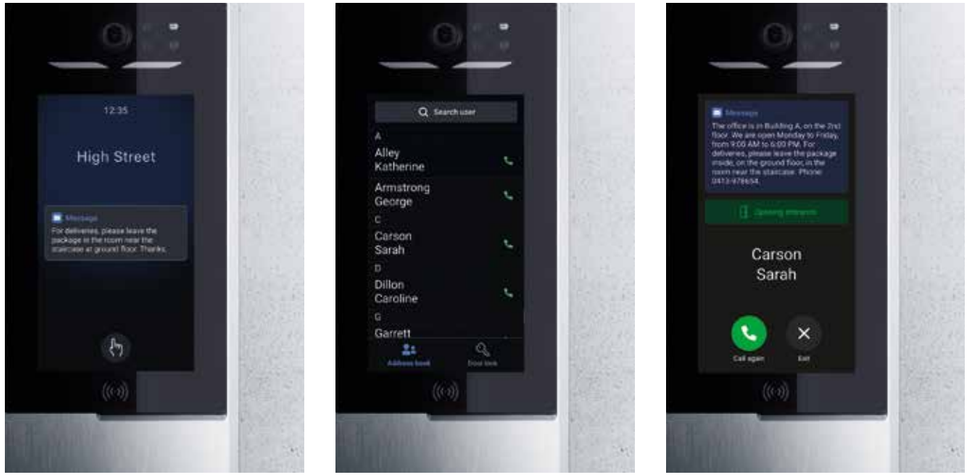
Digital flexibility

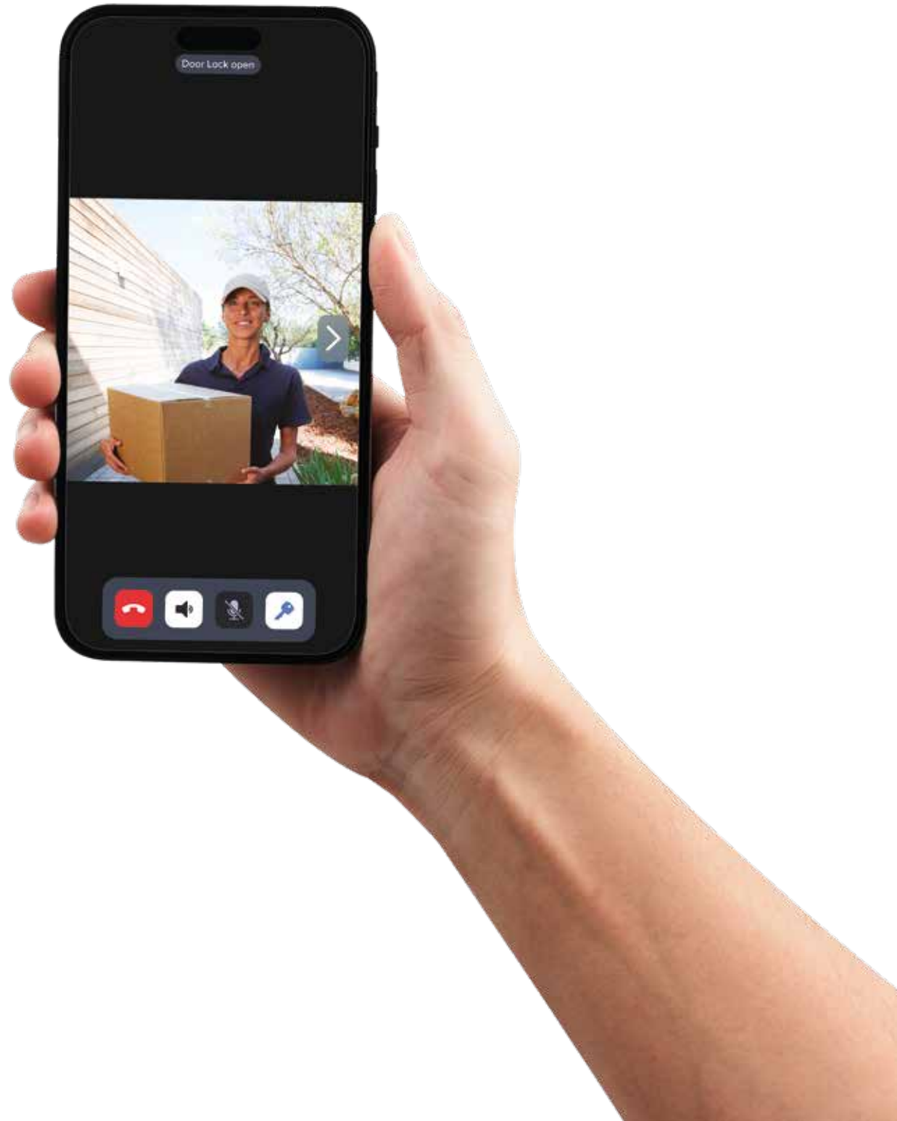

20°
bticino



Ergonomics

We harness state-of-the-art technologies to find
the best solution for every type of user and situation.





Phygital

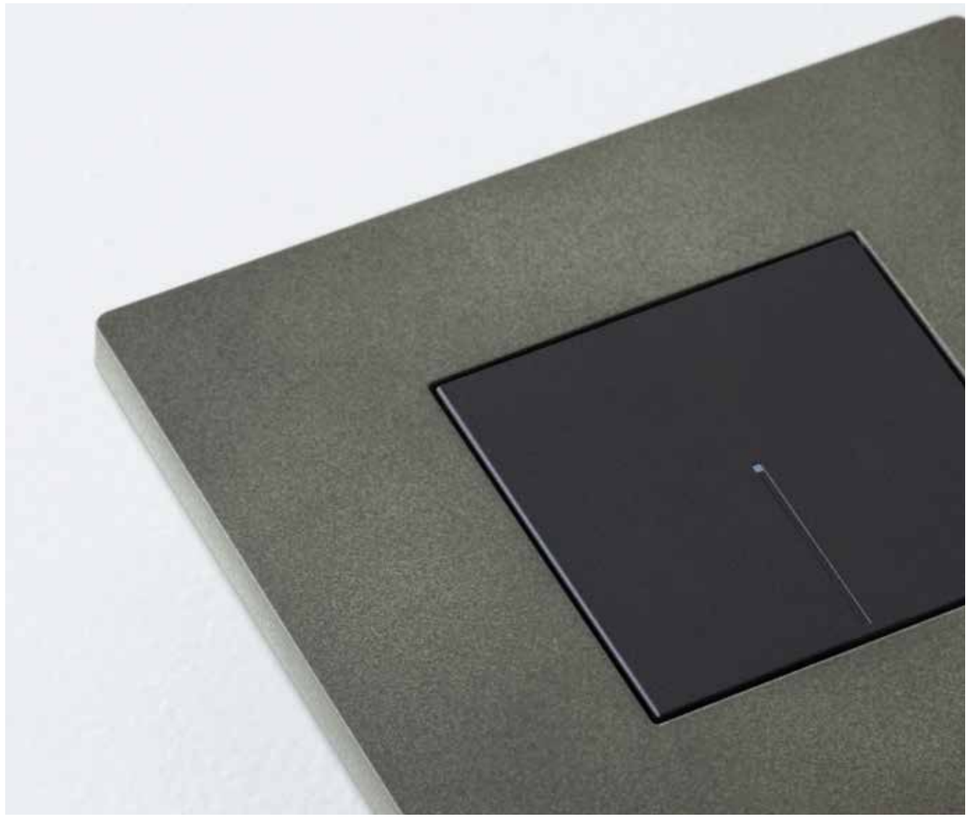
We make the transition from the physical product
to its digital version seamless and easy for every user.

Colours
Materials
Finishes

As part of our research, we constantly monitor the latest trends and even challenge our supply chain. We go above and beyond the industry's known limits by innovating materials, surfaces and colours, offering standout solutions that also tackle the issues of circularity.

In-depth research


bticino



Surface design

Choosing essential shapes gives us the opportunity to showcase the surface with visual effects.

Tailor-made

We design personalised solutions reflecting the latest trends to give users what they want and need.

Awards

Entering a contest means going toe-to-toe with the world and vying with your competitors. Judgments and decisions made by juries set a benchmark with instant feedback about the work developed and promoted by a company.

We relish a challenge which is why we also take part in the most prestigious international awards. Over the years we have won many awards and this proves just how much BTicino's approach, style and design are appreciated by the international community.

All this provides an incredible incentive to keep improving our company and products.

1989 
LIVING
XV Compasso d'Oro

1996 
LIVING INTERNATIONAL & LIGHT
IF Design Award, Red Dot Design Award

2001 
MY HOME
XIX Compasso d'Oro, Intel Design Award, Red Dot Design Award

2006 
AXOLUTE
ADI Design Index

2007 
AXOLUTE
Innovation & Design Award

2011
CONCEPT STORE, MILANO
Red Dot Design Award

2014
SLIM AND WHITE AXOLUTE CODE
XXIII Compasso d'Oro

BEDHEAD
Red Dot Design Award

2016 
CLASSE 300
IF Design Award

2017 
SMARTHER
IF Design Award

2019 
LIVING NOW VOICE CONTROL
CES Innovation Award

LIVING NOW
IF Design Award

2020 
LIVING NOW
XXVI Compasso d'Oro, Honorable Mention

2021 
CLASSE 300 EOS
IF Design Award

2022
LIVING NOW DIGITAL CONTROLS
Australian Good Design Award, Gold

LIVING NOW COLLECTION (WITH NETATMO & DIGITAL CONTROLS)
ADI Design Index

2023 
MATIXGO
IF Design Award

2024
BTICINO PACKAGING
IF Design Award

2024 
NO-BATTERY SWITCH
IF Design Award

LIGHT NOW
IF Design Award

2025 
LINEA 5000
IF Design Award

NEXY
IF Design Award

The user experience
is so important that it

influences every step
of the design process

PROS PECTS

Serving people and improving lives

JUAN MORENO ALAMO
Director for Strategy, Brands and Digital at Legrand Group

In our Group, the process of industrial design is always aligned with the company's values, strategic vision, and understanding of the ecosystem's evolution. We aim for a design that is purposeful and serves all our clients: for us, "clients" include end-users, but also installers, designers, architects, interior designers, and distributors. During the design process, we take their needs on board and investigate potential, even latent, trends before they fully emerge and go mainstream.

At BTicino, design is about more than creating beautiful, shiny products. Its purpose is to serve people and improve their lives, and also enhance even the invisible aspects of a product, such as trouble-free installation and ease of use.

We create new ideas thanks to the talent of the people with whom we collaborate, from artists to highly analytical minds who can identify trends and translate them into design proposals. We are a company that truly loves its products, which is why we approach each project with the utmost care: the passion of those working at BTicino ensures that quality guides us toward excellence.

I am optimistic about the future: addressing the environmental situation is crucial.

As a responsible company, we want to be part of the solution and actively contribute to the fight against climate change, resource depletion, and reducing environmental impact. We want to be at the forefront of the energy transition and decarbonisation of our economies. As a producer of electrical systems our commitment is clear: to develop solutions that advance the transition.

Our broad spectrum of clients also wants to be part of this change, which is why we focus on creating systems aligned with circular economy principles and applying eco-design criteria.

One key objective is to reduce emissions from our products during their use. We aim to achieve this through better design, intensive research and development, and the selection of innovative materials. We want to offer the market products that help clients to reduce consumption and emissions. One example is our solutions for smart homes, which use artificial intelligence to facilitate time and energy savings while simplifying people's lives and elevating the quality and value of residential projects.

Companies are increasingly expected to incorporate the social and environmental dimension into their business goals with a management approach that considers the impact on all sustainability-led factors.

Corporate social responsibility is a guiding principle: it shapes our strategy and conduct, and encompasses the respect we have for the environment, employees, clients, and our value chain.

What does the future hold? We will continue to innovate and offer beautiful designs, while staying true to both our clients and ourselves.

We create new ideas thanks to the talent of the people with whom we collaborate, from artists to highly analytical minds who can identify trends and translate them into design proposals

CO_2

Durability

Sustainability

ENERGY SAVING

Circularity

Repairability

AUTOMATION

Big Data

Artificial Intelligence

Digitalisation

Cyber Security

SERVICES

Experience

PHYGITAL

SIMPLICITY

Inclusivity

Personalisation

FLEXIBILITY

Ambience

Wellbeing

Fluid spaces

ITALIY

A global team

UNITED STATES

CHINA

The BTicino team is part of the Legrand design global network. Through our close collaboration, we share knowledge on trends and solutions to benefit from one another and create a strong link between all our organisations. We harness our global presence and local expertise to deliver products that match each market's needs.

INDIA

FRANCE

The purpose of design
is to serve people

by offering solutions
that improve their lives

Product Index

Credits

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Milka Eskola

Editorial Content and Interviews

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Antonia Solari

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Mattia Fontanella

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Courtesy

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Lettera 22, portable typewriter, Marcello Nizzoli, Olivetti Spa, 1950. Courtesy ADI Design

Cubo, ashtray, Bruno Munari, 1957. Courtesy Danese Milano

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Delta HF Integrale, Giorgetto Giugiaro, Lancia, 1979

FAB32, fridge, in-house design, Smeg, 1997

3310, mobile phone, Nokia, in-house design, 2000

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Caboche, ceiling light, Patricia Urquiola and Eliana Gerotto, Foscarini, 2005

Nuur, table, Simon Pengelly, Arper, 2009. Courtesy ADI Design

Nikolatesla One, extractor hob, Fabrizio Crisà, Elica, 2018

A.I. Lounge Texture, chair, Philippe Starck, Kartell, 2019

Still life and portraits

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bticino