



**UPGROUP**

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# ABOUT US

**Up & Up was born in 1969**, from the intuition and vision of Voltero Tonlorenzi, technical designer who grew professionally within Olivetti.

Thanks to advanced applications borrowed from the mechanical industry, marble takes on new forms and explores new applications becoming the favorite material of the greatest designers, who have transformed it into objects, furnishings, accessories, bathrooms, elegant cladding, refined inlays and exclusive workings for prestigious architectural projects.

After a decade of development and growth, **in 1998 Up & Up became UpGroup**, a reality that today stands out among the leading Italian excellence in the production and processing of marble.

The company resides in **Tuscany**, at the feet of the Apuan Alps, a “middle” land between the blue sea and the whiteness of the extraordinary quarries of the Carrara area, in which Michelangelo came to personally choose the most unique and precious marbles to carry out his works.

The vision of Voltero Tonlorenzi materializes day after day in the quarrymen who extract the raw material, in the artisans who work it, in the designers, engineers, geologists and architects who add the form and the “reason” to marble. This is the unique strength of UpGroup: a team that embraces the **entire production cycle**, accompanying the marble from the quarry to the finishes of the installation site.

## ARCHITECTURE AND DESIGN

One of the foundations of our successful story is the profitable and uninterrupted collaboration **of over 50 years with the most famous names of Architecture and Design**: Sergio Asti, Mario Bellini, Andrea Branzi, Achille Castiglioni, Leonardo De Carlo, Michele De Lucchi, Ugo La Pietra, Enzo Mari, Alessandro Mendini, Adolfo Natalini, David Palterer, Marco Piva, Guglielmo Renzi, Marco Romanelli, Aldo Rossi, Luca Scacchetti, Danilo Silvestrin, Philippe Starck, Matteo Thun and many others, also managing to create a relationship of trust and friendship.

Many of them, have experimented and enriched their skills on how to deal with the different aspects of a living matter such as natural stone, **spending days and nights in our laboratory of Massa**, to impress their style and their ideas in marble.

The result of this assiduous collaboration is a fascinating catalog of marble objects, tables, furnishing accessories, fireplaces, fountains, garden benches and interior floors, available at UpGroup, **unique objects and extraordinary projects**, some of which are exposed permanently in major museums such as the MOMA in New York City and Triennale di Milano.



# SERVICES

## OBJECTS & DESIGN



The artisan's manual skills and sensitivity meet the creativity of the best architects, giving body to extraordinary projects that have become classics of Italian style. **Since 1969 UpGroup has been shaping a unique material like the marble** transforming it into fascinating objects, furnishing accessories, tables, bathrooms, fountains, inlaid floors, furnishings of hotels and yachts in order to realize their own design collection.

# ARCHITECTS & DESIGNERS



In the architectural field, UpGroup **collaborates with well known architects**, designers and stone contractors, for the construction of public, civil and residential architecture, such as Hotels, Museums, Airports, Banks, Shopping Centers and Villas, in addition to carrying out important conservation interventions on historic buildings, such as the Florence Cathedral, the Uffizi Museum, the Bank of Italy's Conio Museum, the Pistoia Cathedral, the Beethoven House Museum in Bonn and many others.





# TECHNOLOGY

## **Men, tools and machines.**

**Man**, for UpGroup, **is the key to everything**. Visiting our workshops is a bit like entering a sort of time machine, where the slow and meticulous processing of manual lathes proceeds and alternates with the most advanced and innovative technologies, to achieve surprising results, like to recreate harmonious and delicate forms in the stone.

**A congenial balance between the reality of an avant-garde industry and the manual skills of an artisan workshop**, where each finished work expresses all the value of Italian quality and tradition. The culture that merges all the people of UpGroup is based on excellence, on the desire to provide the best marble and the best installation service in the world, on the stone tradition expressed through the best Italian design.





# PROJECTS

## The Beethoven House Museum Bonn



Renovation and restoration home floors. Construction musical chamber with reflective wall ml 7.50 h 3.80 ml in Nero Marquinia chosen for its unique & peculiar acoustic characteristics.

- **Architects:** Thomas Van Valentin, Klaus Muller
- From 1994 to 1996

## Mandarin Oriental Hotel Doha Qatar



Public areas floors and walls, bathrooms, custom-made mosaics, stairs. Curved coatings, coatings backlit bathrooms, SPA (complete hotel about 18000 sqm of floor coverings delivered in 180 business days)

- **Architect:** David Collin's
- From 2014 to 2016

## Aranci & Mercurio square Massa



Complete urban furniture, according to superintendency.

- **Architect:** Nocchi Senior
- 2012

## Vapiano Restaurant Berlin



Furnishing and complete be-spoke set up for restaurant chain.

- **Architect:** Matteo Thun
- From 2013 to 2016



# RESEARCH & INNOVATION

## TRILITE 2.0

**The Console Trilite 2.0** is the contact point between the world of marble and the most innovative technologies of communication between objects (IOT). For the first time an ancient and prestigious material such as Statuario marble, is able to perceive the touch as a true capacitive screen and integrates into a connected environment, like the most modern of the "smart houses".

The induction power supply, integrated in TriLite, allows the passage of energy without the need of unsightly cables, allowing you to perform many daily actions using the most natural gestures, such as recharging a smartphone by simply placing it on the console.

## A SMART TOUCH

In addition to an object with a rigorous and clean design, TRILITE is also the heart of an advanced home automation system based on the Internet of Things. **The console is connected wirelessly to a dedicated cloud** and all the latest intelligent objects can be controlled or monitored using this tool.

TriLite also integrates an RFID proximity chip thanks to which, by simply approaching a smartphone to the console, it allows to monitor and control all objects and devices connected to the cloud, from anywhere in the world.



# SMART GARDEN

The system wants to be a professional support tool for companies operating in the in the field of garden management and furnishing accessories for the **efficient and optimized management of public and private garden areas.**

The project involves the construction of a professional multi-sensor / actuator system for the detection of the main characteristics of a “garden environment”

The data management platform will collect data from the control unit, record and analyze them through advanced algorithms that enhance the performance of the gardens in terms of wellbeing, comfort of people and plants.

The project involves the development of a system of sensors and actuators that will have to send data to a specific platform through a control unit and secure data transmission. The control unit will be based on different wireless access technologies (WiFi, BLE, BT, LowEnergy protocols, 802.15.4 protocols) and wired (Ethernet, Serial), must have various I / O inputs to manage actuators and send data to the platform through cellular technologies (3G / 4G).



**SMART Garden**

**SMAG**

Parole-chiave del progetto:  
giardino intelligente, domotica,  
internet of things, irrigazione intelligente, cloud

# CIRCULAR ECONOMY



## **No Mountain was harmed during the making of this Object.**

When a bowl, a teapot or a precious vase fall shattering into a thousand shards, we throw them away with anger and sorrow. And yet there is an alternative, a Japanese practice that does the exact opposite: it highlights fractures, embellishes them and adds value to the broken object. It is called kintsugi, or kintsukuroi, literally gold ("kin") and reunite, repair, rejoin ("tsugi"). This Japanese art prescribes the use of a precious metal to gather the pieces of a broken object, enhancing the new ribs created. The technique consists of gathering the fragments together giving them a new look through the embellished scars. Each repaired piece becomes unique and unrepeatable, due to the randomness with which it shatters and irregular, ramified decorations that are formed and enhanced by metal.

UpGroup applied this technique to natural stone, for the first time in 2016

With this technique real works of art are created, always different, each with its own story to tell, each with its own beauty to show off, this thanks to the uniqueness of the cracks that are created when the object breaks.

You must not throw away what is broken. The breaking of an object no longer represents its end.

The fractures become precious textures. We must try to recover, and in doing so we gain. It is the essence of resilience and the founding concept of Circular Economies.

**More than 2.5 billion tons of waste are produced** each year in the European Union. The EU is updating waste management legislation to promote the transition to a circular economy, as an alternative to the current linear economic model. The circular economy is a model of production and consumption that involves sharing, loaning, reusing, repairing, reconditioning and recycling existing materials and products for as long as possible. This extends the life cycle of the products, helping to reduce waste to a minimum. Once the product has finished its function, the materials of which it is composed are in fact reintroduced, where possible, in the economic cycle. Thus it is possible to continuously reuse within the production cycle generating further value in contrast with the traditional linear economic model, based instead on the typical scheme "extract, produce, use and throw".

It goes without saying that the concept of waste, is badly applied to the Marble ... material that is "eternal" by definition, where often to define waste a resource is only the market.

As the sediments of primordial seas have become, thanks to metamorphism, an immaculate and immutable stone, waste becomes a precious resource, thanks to an ancient technique and delicate poetics.

Technology and the search for materials at the service of an ethical design.

No mountain was harmed during the making of these objects.

**At UpGroup we care about our planet, it's the only one we have available.**



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