Nothing You Will See Is Real.
Art, the guardian par excellence of Beauty, is intrinsically connected to T ecma.

Architecture is able to take us by surprise with its extraordinary and unique beauty, it is an art form that encompasses a number of different souls.

TECMA makes this noble Art its own principle of inspiration and is the heartbeat of its business.

TECMA uses virtual photography to enrapture the senses, taking the client to a totally photorealistic environment where they will be tempted to touch the different contents with their own hands.

Nothing is real, apart from the emotions you experience.
VIRTUAL ARCHITECTURE

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The Ingredients

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   1.2 Interior Technology
   1.3 Landscape Technology
   1.4 Details Technology
Art is able to dust off the routine from our everyday lives.

Pablo Picasso, painter and sculptor

Rationality and emotionality, technique and creativity: the dual human nature are reasons to the quest for beauty. The objective of the quest sublime our emotions in an image. Draw inspiration from every form of aesthetic expression in order to make up the image: the delicate process of artistic and creative direction.

Painting, sculpture, architecture, literature, music, dance and theatre are the seven arts par excellence, a list to which cinema and photography can be added. Forms of creativity and expression which communicate in a language able to convey messages and emotions. Every virtual photograph in this special volume is not simply an image, it is the result of a complex, technical and creative process in which every form of artistic expression converges in order to spark feelings and emotions in those observing them.
Every architectural project is a question of mind and heart: rationality and creativity. It is the three-dimensional rendering of the satisfaction of human needs in terms of living space, putting forward the best conditions of daily psychophysical well-being.

The concept initially takes shape in the mind of the designer, who, due to his abstraction skills, transforms it into two-dimensional drawings. Like all works based on ideals, they are challenging to fathom out for those who do not have the right tools to do so.

Following a careful analysis of the internal and external spaces, the context of the project and the target of the communication strategy, the artistic director proposes an interior design concept aimed at enhancing the spaces, reflecting their realistic image.

The quest for materials, colour schemes, home furnishings, details and the best frame for the ambience.
CHAPTER 1

ART DIRECTION

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The previous and the following pages show a Penthouse in the Principality of Monaco. The mood board aims to evoke an idea of a bespoke luxury experience. The seamless harmony between internal and external areas, enhanced by the backdrop of the sea, gives an ethereal and refined air to the Penthouse.

The colour scheme and choice of materials have been deliberately reduced to 4 main elements: pure white for fabrics and walls, fine leather for chairs and seating, a selection of contrasting marble for furnishings and bronze for architectural features.
In photography there is a reality so subtle that it becomes more real than reality.

Alfred Stieglitz, Photographer
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Walking along the streets of the Principality at sunset, the sight that is revealed to the ears is that of a high-energy, dynamic city, where the first city lights are beginning to light up, dotting the surrounding backdrop with golden specks.

The choice of the virtual image’s perspective aims to enhance the architecture so that it can be appreciated immediately by those observing it. By setting the building in its surrounding environment, paying attention to light and lighting, the image reveals itself to be extremely realistic.
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Sensations of visual freshness and originality, of vibrant materiality, without any excessiveness, result in sophisticated and refined ambiances, where the key features are the expertly arranged home furnishings, aimed at involving those who observe it in a truly immersive experience.

Highly sought after, refined, and in some cases made to measure, the home furnishings, like the dining table, one of just 15 pieces in the world, or the chandelier, a real handcrafted sculpture of light, go to make up a setting in which luxury is not expressed by an overwhelming excess but by an aesthetic and stylish balance.
Ansel Adams, the innovative photographer, once said that in every photo there are two people: the photographer and the observer. This is the principle behind every virtual photograph: each one aims to capture and engage the observer to such an extent that they become part of the scene.
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A unique and exclusive setting that reflects a journey through highly sought-after materials combined and arranged in an innovative way. The precision of the details and of the shot itself, exalts the emotions given by the veining of the marble and the softness of the rug, seen in close-up. In the background, the rough surface of the wood invites the observer’s fingers to touch it.
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The marble finishes in the bathroom simply shine with rare and imposing beauty, veining and designs of extraordinary elegance and charm, such as refined draperies, give character to the whole setting, enriching the work for any further additional touches. The linear and clean arrangement, the extremely realistic details, express intrinsic beauty.
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Proudly made in Tecna.

All activities of research and production are carried out in-house. No external professional resources are required. Skills and technologies have been fine-tuned and operational flows have been streamlined with time, study and experience. Progress in new methodologies and new design trends leads to their continuous optimization and approach.
When technology meets imagination, a new form of art is born, which takes advantage of the state-of-the-art IT tools and extraordinary skills in assessment, able, under the expert direction of the digital creative artist, to give shape to thoughts, dreams and desires.

The painter paints first with his soul and then with his brush. The virtual images of the architectural project reflect this idea, as they come about first in the mind of the “artist” who then transforms them into a real output, the result of his imagination and the complex programming of his machine.
There are painters who transform the sun into a yellow spot, but there are others who, with the help of their art, their intelligence, transform a yellow spot into the sun.

Pablo Picasso, Painter and Sculptor

Green parks, lush gardens, calm seas and blue skies. Landmarks and urban skylines. Nature and city, day and night. There is no setting or backdrop that cannot be produced. A virtual photograph is a 360° immersive experience.

Admire dynamic urban settings from the windows or surround yourself with breathtaking natural views from the terrace. There is no setting that can not be reproduced. The observer has a privileged view, the objective is to create emotion.

Every architectural project is enhanced by the context in which it is set, what can be considered the picture-frame, portraying buildings in their settings, creating the setting within which the life of the building itself and that of its future users will operate and live.
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The residential project faces the sea. A majestic propylaeum, connected to a luxuriant garden of olive trees is an original front for a large underground car park. There is peace and quiet all around. In the distance the sound of the sea, the song of cicadas and a light sea breeze can be perceived.
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An exotic eden blooms along the mountainous slopes. The vertical development of the architecture accurately follows the origin of the imposing promontory on which the building stands, harking back to the unmistakable system of Mediterranean villages in ancient times, which were built facing the sea.

A three-dimensional model created with patience, passion and precision: an accurate reproduction of the architecture, which, just as the rocks in the landscape, is made up of volumes that alternate harmoniously, varying height and nuances. In this way emphasizing the uniqueness of every apartment.

The white colour scheme reveals a sophisticated aesthetic which aims to bring to light a “esprit de vivre” lending an exquisite air. The perfectly reproduced Mediterranean scrub surrounds the residence like a luxuriant roof garden.
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Moments of relaxation can be indulged in, while gently being carried by the wind and warmed by the rays of the sun: like a natural extension of the living areas in the open air, the terraces of different shapes and sizes create an interesting sense of sophisticated relaxation.

The observer has the feeling of losing himself in the surrounding nature, in which the building is set, a residence in the exotic heart of Monte Carlo. As if looking out from a privileged stage, the observer can admire the blue colours of the Mediterranean, the delightful shades of green of the garden and the exclusive lights of the Riviera.
A dreamlike and ethereal dimension represents the privilege and exclusivity of luxury in a unique building overlooking the Mediterranean, one which is completely surrounded by an exotic yet local nature, seemingly a world away from the hustle and bustle of the city.

Exotic essences that capture the senses: the entire residence is enveloped in natural elements that have been delicately put together and harmoniously placed to form the wonderful gardens. Glimpses of the sea can be cherished from the finely paved paths.

The variety of the essences reproduced make the scene even more realistic, involving all the senses of those who observe, and who are then propelled to the heart of the scene. A truly unique privilege that triggers the imagination, allowing the mind to wander and dream idyllic moods.

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2.2 Interior Technology

Hang curtains. They make a room seem finished. Think of them as the lipstick of decorating.

Peter Dunham, interior designer

Sophisticated New York interiors, fresh Mediterranean living spaces, cozy bedrooms and sumptuous bathrooms: every interior experience is a personality and character, reflecting the lifestyle of those who live there. The extraordinary ability to create new backdrops for an extraordinary daily reality.

Interior technology is first and foremost interior design: constant research into international trends, expertise on the iconic, ground-breaking pieces of design, but above all the extraordinary ability to grasp and reproduce those elements that transform a simple studio photographic set into a cozy, lived-in abode.

Every image transforms an environment into a real object of desire, thanks to the careful selection of materials and colour scheme choices, the choice of home furnishings and pieces of design. The scene is completed by lighting design, the final touch in consolidating the immersive experience.
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Art not reproduce what we see. It makes us see.

Paul Klee, painter

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A bathroom inspired by the Brazilian rainforest, reflecting the roots of the illustrious designer-cum-architect. The key elements are the materials which evoke nature, soft colors and soft lighting: Light marble, banana leaves, shiny-bright surfaces, from which a delicate sculpture-like finely shaped soap bar can be seen.

The scene recalls that typical well-being found in a spa, where water plays a pivotal role. One’s own bathroom becomes a private wellness space, an oasis of essences and sensations; a perfect place to rediscover one’s balance and contact with nature.
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TECNA | NOTHING YOU WILL SEE IS REAL.
Nothing is real, not even the grains of salt on the stone or the uneven surfaces of the vases, not even the irregularities around the edges for that matter, which seem to have been chiselled by the hands of expert potters.

What however is real is the perception of the texture and consistency which can be felt under our fingers.
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Virtual photos of the design arrangements suggest the general mood, the lifestyle of the residence, and allow the observers to fully identify with the setting, just as if they had always been an active part of it and unconditionally not be able to do without it.
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TECMA | NOTHING YOU WILL SEE IS REAL.
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It is not a simple radio on a chest of drawers, but it is a vintage object and as such bears the signs of wear and tear, signs which make it special, a one-off. The scene would not have the same impact without these effects. Here the in-depth expertise of technological tools is paramount.

As well as the artistic sensitivity and awareness of the person who took the shot.
LANDSCAPE TECHNOLOGY

In all things of nature there is something of the marvelous

Aristotle, Philosopher

Picturesque and evocative images of a natural environment surrounding the building: immediate sensations of vitality, peace and quiet. Every home then becomes an oasis of well-being, a place sheltered away from the hustle and bustle of city life.

Lush leafy terraces, ideal places to spend moments of relaxation. Flowering loggias developed as a natural extension of internal living spaces, with lawns and gardens, perfect places for sipping a cool glass of lemonade. Every image captures an idyllic moment, creating an indescribable desire in those who observe them.
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NOTHING YOU WILL SEE IS REAL.
What could be better than a cool glass of lemonade on a hot summer’s day, enjoyed in your own garden, surrounded by lush greenery and flowering bushes? The ice in the glass, the condensation on the pitcher, the mint leaves and the slices of lemon are details which immediately evoke relaxing afternoons spent in one’s own private green oasis.
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Is it a real photograph or is it virtual? Light, materials, biodiversity: everything contributes to the accurate reproduction of a natural environment. The roughness of the tree’s bark, the scent of wood, the scent of the lawn full of different trees can all be perceived.

A truly touching realism, which fully involves the observers: who can say they did not try looking for a cloverleaf right there, between the grass and the mushrooms, moving their hand through the soft blades?
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Different types of green for different contexts: from the Mediterranean scrub to the soft moss of coniferous woods.

An extremely realistic and natural environment that follows the falling of seasons and creates an architectural setting full of emotion.
CHAPTER 2  |  Technology
Sensations are the details that make up the story of our life

Oscar Wilde, Writer

"Details make perfection and perfection is not a detail." Leonardo da Vinci once wrote. A blanket tied up neatly on the sofa, a coffee cup, a book left open: signs of living and participation, the warmth of man’s homely existence, precocious signs of reality that make images come alive.

Precision, care, elegance and originality: every image portraying detail is the result of an in-depth research, aimed at giving not only an outstandingly high aesthetic value but, above all, aimed at creating a setting, an idea, a vision that lends itself to emotional involvement.

The difference is in the details: in the texture of the material, the drapery of the fabrics or the roughness of wood, in the layout and arrangement of furnishings, selecting the lifestyle and general mood, in the choice of the lighting and the lights which can influence the different settings.
Stone, marble, brass works: when details make the difference. Urban scenes of dynamic, contemporary and sophisticated residences carefully chosen so as to create in those observing the scene, the thrill of catching a glimpse into their own home, that as they imagined it.

A scene that can be called real, above all when it aims to reproduce the interiors of a residence, requires great attention to detail and to everyday objects that infer a personalization of the ambiances.
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Nothing you will see is real.
The project teams continuously carry out research and in-depth research into the trends of interior design and home decoration to stay one step ahead of fashions and trends. They aim to propose atmospheres which reflect style and character, and never ever revive the commonplace and ordinary.
CHAPTER 2 | Technology

TECMA | NOTHING YOU WILL SEE IS REAL.
Highly sought-after pieces, custom-made furnishings, unique and limited edition iconic design pieces: every piece’s choice is the result of a careful analysis of the scene, of the target and the mood, never forgetting the main pillar on which the company philosophy is based: the quest for beauty which sparks emotions.
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BUSINESS. BEAUTY.