

*Where the  
beauty of  
nature inspires  
innovation*

Ferrara  
design

Ferrara  
design

Innovation in the world of decorative paints

**FERRARA**  
*design*



[www.ferraradesign.com](http://www.ferraradesign.com)



Explore the magic of decorative paints: a  
universe full of beauty, textures, and  
captivating shades.

*Enjoy a captivating journey through the fusion of technology and nature with decorative paints.*

# WHEN AND WHERE WAS THE FERRARA DESIGN BRAND FOUNDED

*The laboratory of GFC Chimica, to date one of the most advanced in Europe for research and development in the field of coating, bases its activity on the characterization and certification of paints and varnishes, with a strong specialization in the sector of building products.*



GFC Chimica offers services of certification and characterization of paints and varnishes. And it can develop special products basing on customer's needs. Since 2001 it holds quality credit UNI EN ISO 9001; since 2002 the environmental certification UNI EN ISO 14001. GFC Chimica is currently serving more than 400 customers in Italy and more than 50 abroad, supplying analysis and product certifications; it also provides specialized consultancies on paints and varnishes.

GFC Chimica specializes in the production of concentrated pigment pastes and colorimetric services. The goal is not to sell just one product, concentrated paste pigment, but to associate it with a service of color development, creation of formulas, interfacing with tinting machines.

**Special effect decorative paints:** a long tradition of constant innovation. For many years GFC Chimica has been developing and producing special effect decorations, both on behalf of some important brands in the sector and for its own Ferrara Design brand.

## Italian vision, European excellence.



*Iulian Manoilescu – Co-Founder  
Ferrara Design*

"I have always been drawn to the art of beauty — not only to admire it, but to create it. For me, Ferrara Design is more than a brand; it is a passion. I personally test every product, even though GFC Chimica performs all the technical verifications, to fully understand its application and techniques.

I believe in the direct connection between creator and user — a connection that turns every finish into an authentic experience."



Ferrara Design was born from a passion for authentic decorative finishes, developed in Italy by GFC Chimica.

Through the vision and determination of Iulian Manoilescu, the brand has transcended Italy's borders, becoming a strong presence across European markets.

Today, Ferrara Design stands for more than just products — it represents a standard of quality and elegance in contemporary interior design.

# BRAND PHILOSOPHY

*The Science of Color. The Art of Detail.*

## The Origin of Ferrara Design

Here, science meets art.

Born from GFC Chimica's extensive experience in the characterization and certification of paints, Ferrara Design emerged as the transformation of laboratory precision into a vision dedicated to the beauty of interior spaces. Thus, Ferrara Design took shape — an Italian brand that unites technology, aesthetics, and innovation.

Based on the highest quality raw materials and modern production techniques, Ferrara Design offers a range of decorative paints with special effects, capable of turning walls into true design elements.

Each product is the result of continuous research, tested according to the most recent international standards (UNI, ISO, EN, DIN, ASTM) to ensure performance, durability, and elegance at the same time.

Today, Ferrara Design represents more than just color.

It is the expression of a collaboration between laboratory and art, between GFC Chimica's technology and the creativity of those who bring spaces to life — painters, decorators, and interior designers.

A brand born from science, grown through passion, and recognized for refinement.

Ferrara Design - where innovation becomes style.

Ferrara Design positions itself as a brand committed to sustainability in the world of decorative paints, with the goal of becoming the most responsible brand in the industry. Our products are A+ certified and feature extremely low VOC emissions, reflecting our dedication to a cleaner environment and healthier living spaces.

We created Ferrara Design to bring color, personality, and inspiration into people's homes. To achieve this, we have developed a wide range of products and an extensive palette of shades, offering the freedom to transform any space into a truly unique environment.

We strongly believe in the power of individuality and in the ability of decorative art to express the personality of every project. Each design we create is distinctive, defined by its combination of color, texture, and application technique, turning every wall into a personalized work of art.

But our mission doesn't stop there. We are constantly seeking innovation, researching and refining existing products to continuously reach the highest standards of quality. In doing so, Ferrara Design not only brings beauty to interiors but also sets new benchmarks in the field of sustainable and high-performance decorative paints.



# CREATE, FEEL, SHAPE – FERRARA DESIGN PRODUCTS

The Ferrara Design product range offers complete solutions for high-quality decorative finishes. With a predominantly water-based composition, our products combine technical performance with environmental responsibility, ensuring both easy application and spectacular results.

From paints with quartz particles that provide durability and texture, to the finest decorative finishes, Ferrara Design covers a wide palette of effects and styles — from pure white tones to deep, intense blacks.

Thanks to the versatility of our materials, it is possible to create unique, customized designs that reflect the creativity and personality of each space. For 3D surfaces, we use special plasters that bring depth, relief, and a modern aesthetic.

Depending on the desired effect, you can choose from three types of glazes — matte, semi-gloss, and glossy — each adding a distinctive touch of elegance and refinement.

In the Ferrara Design portfolio, you will also find a complete range of water-based protective products, designed to extend the lifespan of



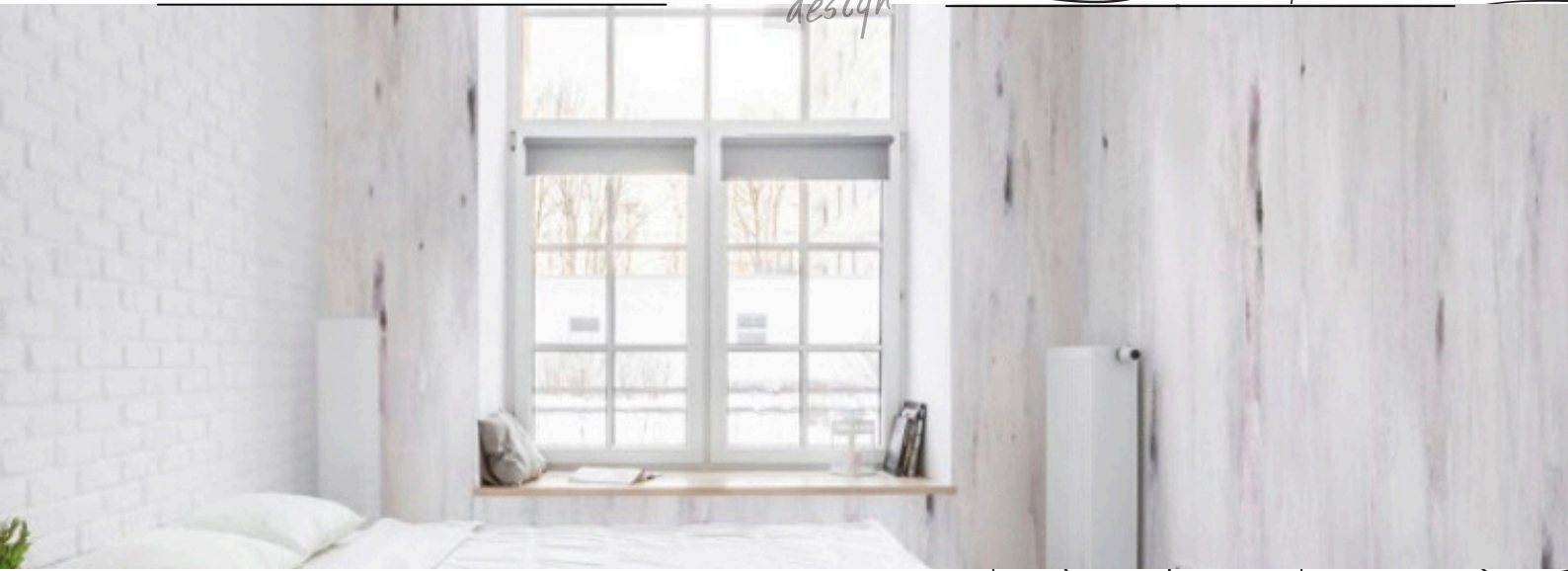
decorative finishes and preserve the flawless appearance of surfaces over time.

The range includes two types of professional protective varnishes, each offering a different level of durability, suitable for both interior and exterior applications. These products perform exceptionally well under high temperatures, making them ideal for surfaces near fireplaces, as well as for bathrooms or other high-humidity areas, applied over decorative paints in zones exposed to water. For the stucco veneziano technique, Ferrara Design provides all the materials needed for a flawless result: special primers for perfect adhesion, professional decorative materials for modeling and finishing, and a protective wax applied as the final layer to achieve an extra-glossy effect and enhanced durability over time. By combining these products, you can create finishes that blend the tradition of Italian craftsmanship with modern technological innovation, transforming any surface - the essence of Ferrara Design.



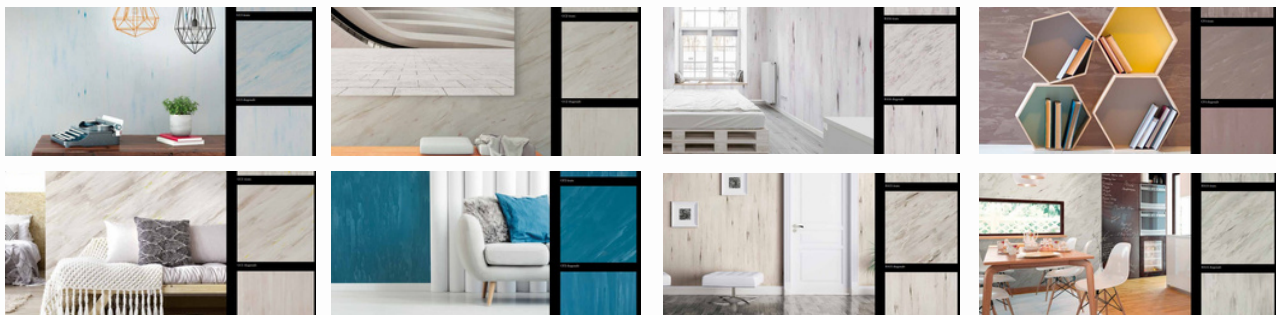
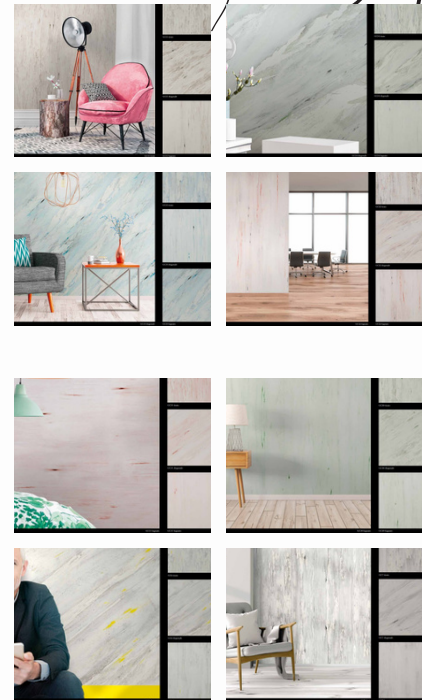
# ARTIMAGICHE

**ONE PRODUCT  
ONE COAT  
ONE STROKE**

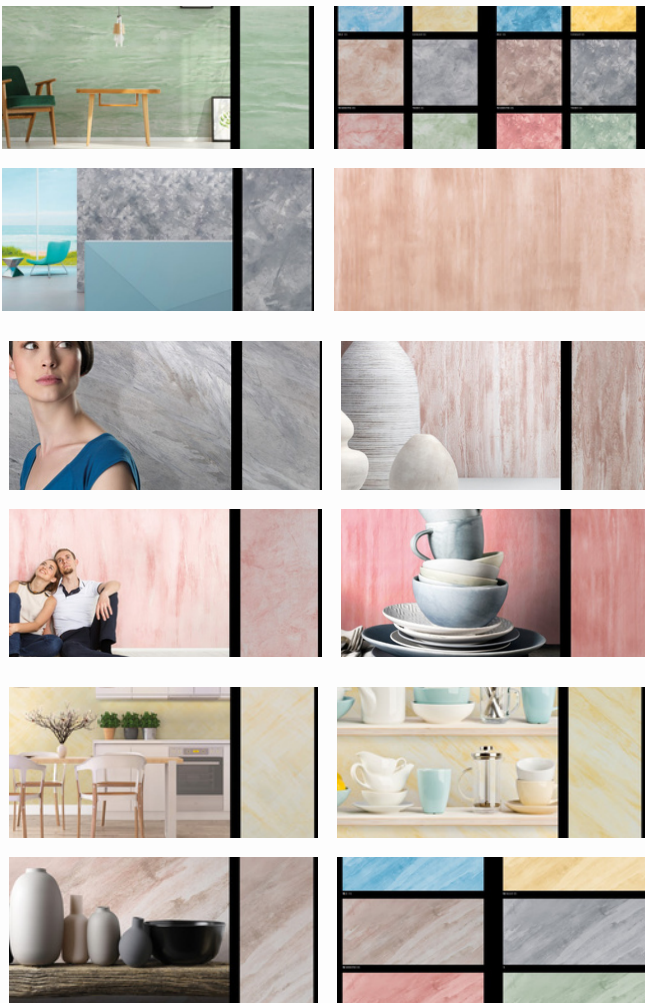


# Simbolo

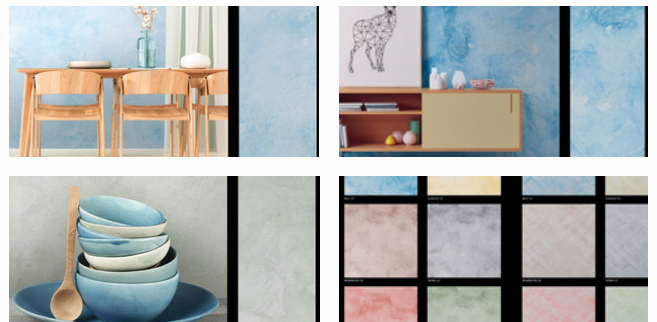
Simbolo is an innovative decorative paint enriched with colored flakes and capsules that create unique and varied effects on the wall once applied. Thanks to its special composition, it offers a wide range of finishes and shades, with all the necessary colors already included in a single package. There's no need to purchase or mix additional products - saving you time, effort, and money.



# Illusione



Illusione, thanks to its innovative formula, creates a subtle play of shades and light-dark contrasts, giving walls remarkable depth and dynamism. It is applied in a single coat with a brush, and then the desired decorative effect is achieved using a plastic spatula.



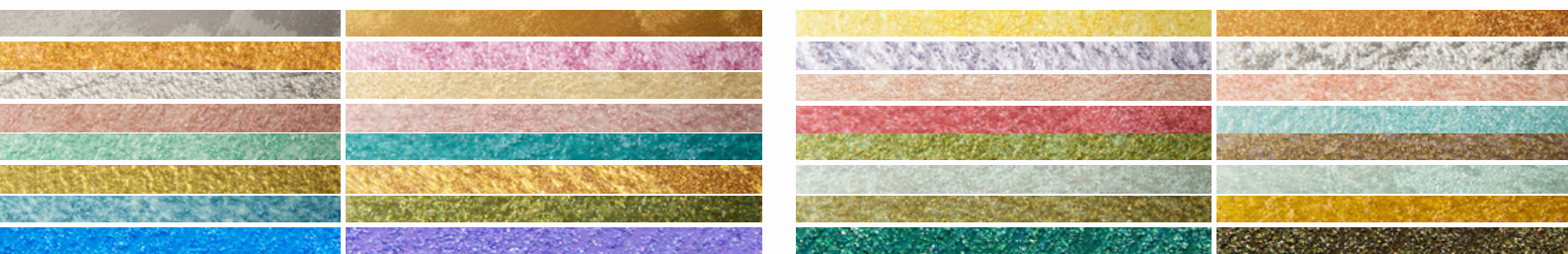
# Incantesimo

Incantesimo is a marble-effect paint, perfect for creating unique and evocative atmospheres. It has a matte finish upon application, which can be polished to a glossy look. The system includes two components: INCANTESIMO ABRA, applied in a single coat on a dry, even wall to create the ideal base, and INCANTESIMO CADABRA, which can be tinted with palette shades or other chosen tones, offering endless color combinations. Special particles in CADABRA create contrasting veins in 5 available colors, giving walls an irresistible charm.



# Davinci and Sandy

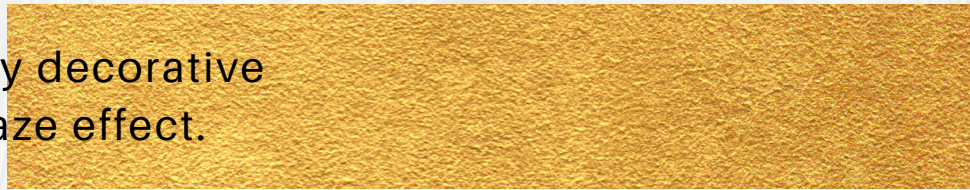
Two sister paints, both enriched with quartz but with distinct textures, bringing elegance and refinement to your walls. Davinci contains fine quartz and delivers an extra-glossy finish, perfect for surfaces that reflect light and create a sense of depth. Sandy, on the other hand, features more prominent quartz, offering a tactile, natural effect with a subtle pearlescent sheen, ideal for warm, textured decor. Both paints are applied with a brush, allowing for smooth, delicate, and sophisticated finishes suitable for any interior design style.



# Paints that are applied with a brush

Our range of brush-applied paints is extensive, offering a wide selection of colors and textures. All our products are water-based, environmentally friendly, and easy to apply—even if you're not a professional.

**Duomo** - glossy, creamy decorative paint with a metallic glaze effect.



**Dolcevita** - a premium decorative paint with a smooth, elegant finish that allows the creation of modern microcement-style effects.



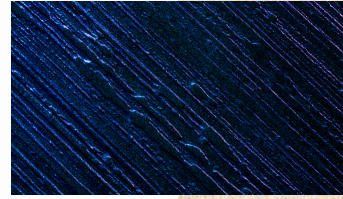
**Via Condotti** - decorative paint containing coarse quartz. It creates a textured effect with a visible granulation, reminiscent of a "trowel" style finish.



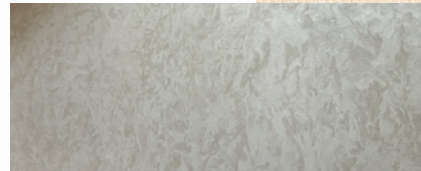
**Angelo** - decorative paint containing very fine quartz, water-based, with a semi-gloss finish. It has an elegant texture with low to medium sheen



**Cangiante** - decorative paint with a chameleon effect: it changes color depending on the viewing angle and the light.



**Raso** - decorative paint with a fine texture and elegant appearance, highly resistant to wear. It can be easily cleaned, even with abrasive sponges, without losing its finish.



**MilleLuci** — the magic of stars on your walls

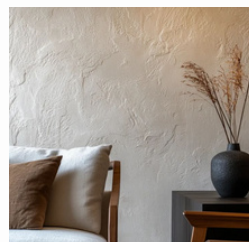
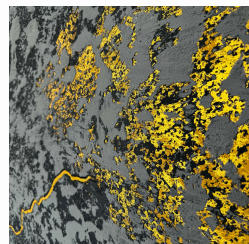
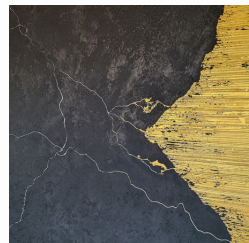


## Decorative plasters – the perfect choice for 3D textures and designs.

**Materico** is our premium plaster, specially designed for 3D modeling and creative finishes. To make model creation easier, we have developed two high-quality, water-based plaster variants:

**Materico XT** - ideal for more robust designs where fine details are not essential, providing consistent and easy-to-apply textures.

**Materico Premium** - specially formulated for delicate and detailed models, perfect for sophisticated and elegant creations.



## A traditional technique with a modern touch – Stucco

Over time, the Stucco technique has evolved, giving rise to new variants, patterns, and application methods. Today, it is primarily used as a decorative element, with Venetian Stucco widely recognized for its spectacular mirror-like effect.

But let us not forget that ancient structures in Egypt, which still preserve authentic stucco, remind us that this technique is chosen not only for its beauty but also for the exceptional durability it provides.



We have developed an innovative Stucco material – semi-synthetic, high-quality, with an ultra-glossy finish that preserves the traditional elegance of the technique while offering the benefits of durability and ease of application



Maximum performance from a decorative material starts with a perfectly prepared substrate.



When we talk about the substrate, we refer to the invisible yet essential layer that ensures a wall's performance. Proper surface preparation, through priming and applying the right base, is crucial for a finish that not only looks great but also remains durable over time.

Together with the engineers at GFC Chimica, we have developed three innovative products: Fissativo, Fondo Ricco, and Fondo Ruvido.

Fissativo is a liquid primer that ensures optimal adhesion between the substrate and the base.

Fondo Ricco and Fondo Ruvido are specially designed for decorative paints and plasters.

Both are semi-liquid, with a consistency similar to standard wall paint, eco-friendly, and water-based. Ricco provides a smooth surface, while Ruvido, with quartz particles, keeps the material exactly where it's needed.





## Durability and Protection — The Key to Long-Lasting Performance

Final protection is not necessary for all decorative paints and plasters, but in certain situations, it becomes essential. In the bedroom, for example, applying a protective layer is not mandatory, but in the bathroom and kitchen — areas exposed to moisture and frequent use — it is highly recommended.

For decorative finishes, varnishes can be applied over paint or 3D patterns, while Glass Gel or Glass Spray is recommended for stucco. If stucco is installed in the bedroom or living room, wax is the best option — it protects the surface while providing an elegant shine.



Varnishes are divided into two types: single-component and two-component.

- On surfaces less exposed to water, a single-component varnish provides adequate protection.
- In areas prone to moisture, such as bathrooms and kitchens, we recommend a two-component varnish, which is much more durable and offers enhanced protection over time.

**By choosing the right protective treatment, every Ferrara Design finish maintains its beauty and performance for years, perfectly combining aesthetics with functionality.**

## Tips & Tricks and Inspiration



For a flawless finish with Davinci, we recommend using a natural hair brush. Working in pairs is the most efficient method: one person applies the paint to the wall while the other spreads the quartz. Caution: the process must be done quickly to avoid lumps or imperfections.



For the best results with Incantesimo, apply Abra in the same direction as you will spread Cadabra. The harder you press with the trowel, the more pronounced the veins will be. Finally, you can sand for a smooth shine and finish with a layer of wax.

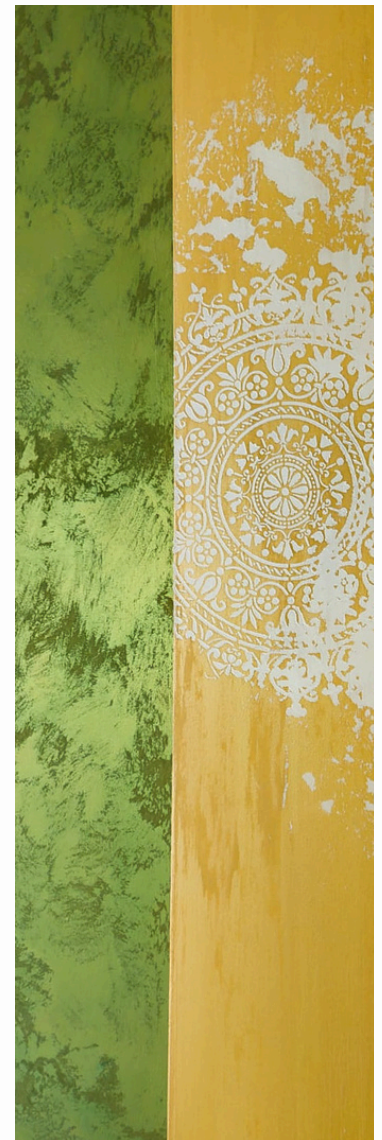


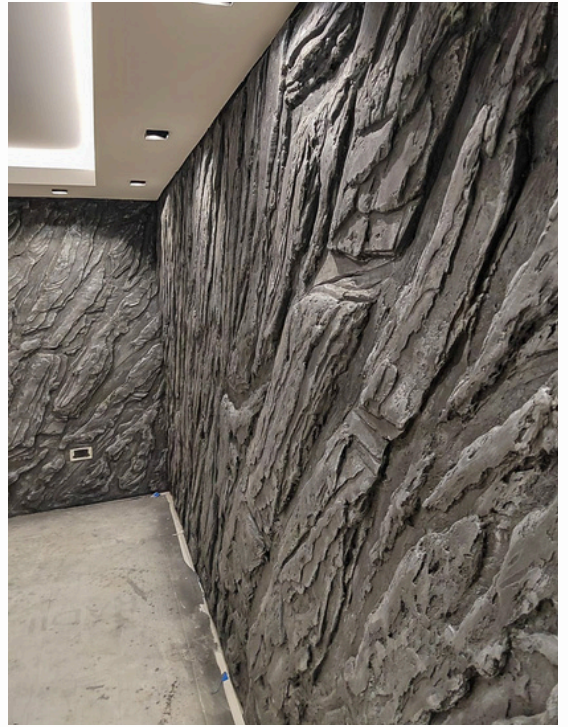
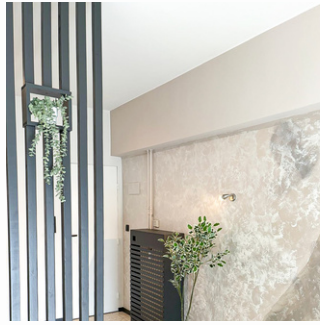
ViaCondotti can be applied either in a single layer (Davinci style) or in two layers to achieve the tinci effect.



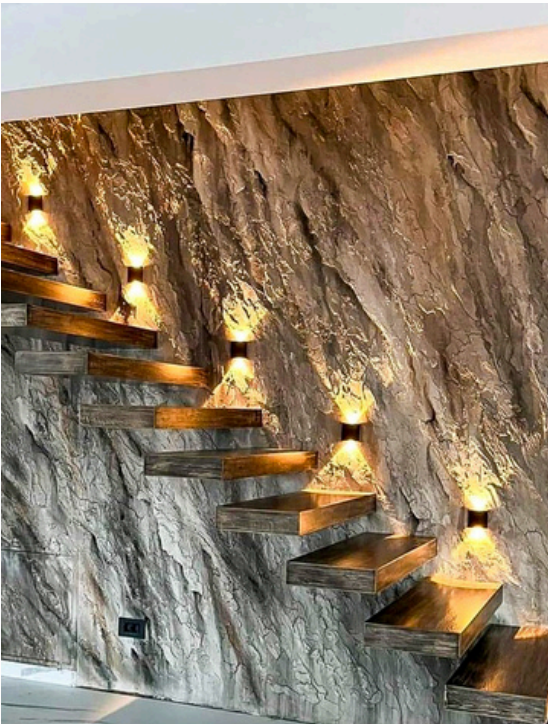


For flawless results, rely exclusively on professional-grade tools: natural-bristle brushes, premium stainless-steel trowels, and precision spatulas. Choose instruments with controlled flexibility, perfectly finished edges, and materials designed for long-term durability, as every detail of the tool influences the refinement of the texture and the clarity of the pattern. Investing in high-quality equipment ensures clean lines, stable volume, and consistent execution from one panel to the next.







# *Ferrara Design*



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