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THE PAINTINGS FOR THE ITALY PAVILION AT EXPO 2025 OSAKA ARE SIGNED BY GRUPPO BOERO

Boero is responsible for the decoration and protection of **all internal drywall surfaces** in the **Italy Pavilion at Expo 2025 Osaka**. As a symbol of Italian excellence in the paint products market for construction and boating, **Gruppo Boero** provided not only products but also technical assistance and training to the team working on-site.

"Italian companies like Gruppo Boero, which have contributed with their expertise to make our Pavilion not just an architectural masterpiece but also a narrative of Italian craftsmanship, are examples of Made in Italy that we want to showcase at this Expo," commented **Ambassador Mario Vattani, General Commissioner for Italy at Expo 2025 Osaka**.

"**Gruppo Boero** represents the Italian passion for color and expertise in developing high-performance coating solutions," said **Giampaolo Iacone, General Director of the Group**. "Our collaboration with the Italy Pavilion underscores our ongoing commitment to excellently interpreting the aesthetic and functional needs of those who design, use, and benefit from our solutions."

"For the interiors of the Italy Pavilion at Expo Osaka, we selected some of the products that best represent the strength of the Boero brand. The colors chosen from the [1831 – il colore italiano](#), in collaboration with the **MCA Architects** studio, which designed the entire project, are in ivory tones to enhance the strong presence of wood used in the pavilion for the exposed wooden beams, both vertically and on the ceiling", explained **Riccardo Carpanese, Marketing Director of Gruppo Boero**.

To meet the need for high technical performance and a prestigious matte finish, [Matt Koala](#) was used as a primer, ensuring uniform coverage and proper adhesion to the surface, while [Boero HP matte](#) enamel, flagship products of the Boero brand, were applied. Gruppo Boero's R&D lab specifically designed the painting cycle, which was tested in Italy with resistance trials and performance tests before being applied in Japan.

The **Italy Pavilion at Expo 2025 Osaka** is a modern reinterpretation of the **Ideal City of the Renaissance**. It centers on the **value of the individual** and their **interactions** with the surrounding world – **society, technology, and sustainability**. "**Thinking with your hands**" is the concept that inspires the narrative, a synthesis of knowledge and vision that has made our country famous worldwide.

The key themes of Italy's presence at Expo Osaka align perfectly with the **essence of Gruppo Boero: Italian Passion. Performing Paints. Positive Impact**. This reflects the ongoing commitment of the Italian Group to bring global expertise in color, aiming to generate a positive impact on the environment, economy, and society.



Stabilimento Gruppo Boero a Rivalta Scrivia (AL)



Padiglione Italia a Expo 2025 Osaka



Sede Gruppo Boero a Genova



Dettaglio di un processo produttivo di Gruppo Boero

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Boero Bartolomeo S.p.A. Fondata nel 1831, è un'azienda italiana che formula e produce pitture e vernici per i settori edilizia e yachting. Da febbraio 2021 Gruppo Boero è parte del gruppo CIN, azienda portoghese leader nel mercato iberico delle pitture e vernici, posizionandosi così tra i principali player mondiali e confermandosi come primo gruppo italiano del settore. La ricerca tecnologica, lo studio e lo sviluppo delle innovazioni nell'ambito del colore costituiscono da sempre le caratteristiche vincenti della filosofia del Gruppo, azienda con sistema di gestione integrato certificato ISO 9001, ISO 14001 E OHSAS 18001. L'attenzione all'impatto sul territorio e sulla comunità caratterizza non solo le diverse fasi del ciclo produttivo e distributivo, ma sempre di più anche i processi e le strategie aziendali. www.gruppoboero.it