

Our passions are forms of energy

Today we meet Antonio Di Martino, CEO of Foel SpA, in Puglia. He founded Foel SpA in 1984, and he has acquired a deep knowledge in the field of electrical equipment, lighting engineering, before becoming interested in building automation, alternative energies, while spreading at the same time the culture of light in continuous evolution in an innovative way.

How did your business venture start? And what's the origin of the slogan of your new communication? "Our passions are forms of energy."

The two questions have a concept in common, passion. Passion for our job, for innovation and technology, passion that is combined with attention to the customer, to the search for quality and with the desire to show the latest developments in this field, and give the possibility to experience them at first hand. This since 1984 is the energy of Foel, a firm whose results do not derive from abstract theories, but from daily and professional contact with careful operators, ready to listen and consequently satisfy the customers' needs, whether they are designers, fitters, interior designers or end users.

Is your project visible on line?

There are two different realities on line. The first is the commercial portal Foel, that unites the three elements of the company: Foel, Lucefutura and Hlitalia.

Foel deals with the sale of residential and industrial electrical supplies, with a new space within the structure, the Outlet, where there are also lamps and other products immediately available at reasonable prices. Lucefutura, a showroom dedicated to decorative and technical lighting, with lighting consultants, including an interior designer, able to give consulting service and lighting calculations. The showroom has a wide range of products of top brands for indoor and outdoor lighting and it includes a pool and a garden that simulate various scenes representing residential, public and commercial spaces. Inside Lucefutura, there is a LED dark-room for tests and technical simulations. Finally Hlitalia, the home and building automation division of Foel. Home automation refers to all the modern electrical technologies, integrated and harmonized, able to automate actions and

functions. Hlitalia represents the union of different competences, to develop innovative solutions in the field of lighting, video surveillance, security systems and in the field of home and building automation, through systems integration. Innovative solutions that make a structure comfortable and safe, and that allow the control, supervision and assistance using the smart phone or PC. Apart from the portal Foel, there is also the cultural portal Luceonline, a vertical and bilingual portal, dedicated to the spread of the culture of light and new



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technologies since 2001, an Italian reality with international appeal. It is a multimedia bilingual web site, a source of didactic texts, reports, portraits of artists and their works, light designers, information about books, events, courses and seminars with a particular attention to the new technologies for wellbeing and energy saving. Foel, thanks to this cultural initiative, participated to one of the editions of the Prize "Impresa & Cultura" in the Sole 24 Ore newspaper; it was among the 130 Italian firms, one of the few firms in the South of Italy and one of the only two firms in Puglia, that have invested in culture. The national contest highlights those companies that chose a long-term cultural policy and play an active role in cultural projects.

What has been your professional objective up to now?

Certainly it was not that of fruitless discount wars, but a professional orientation towards the satisfaction of the customers' needs, towards new solutions that can reveal the evolution of the Italian lifestyle, improving the quality of life through technology and lighting. A direction towards culture and education too, through educational meetings, demonstrations, refresher courses and seminars. A quality of life that refers not only to the new technologies, but to a quality conceived as a value of the company, that, in this respect, has created spaces for the relaxation and well-being of its staff.

What are the projects underway?

Foel is a laboratory of ideas, open to all expressions and all innovating news with a particular attention to the quality of customer services, including training courses for fitters and designers. The company also pays attention to the training of its staff with visits and courses in the leader companies of the field, with direct contact with international fairs, and visits to different Italian showrooms. The environments that now characterize Foel are the sum of the experiences and stimulus of these years. For example, right at the moment the Lucefutura showroom is surrendering to the temptations of colour thanks to the creativity of the art director, the architect Grazia Palazzo. Hence the decision to create special effects on the walls. The colour choice was inspired by the desire to show the colour rendering index of the different lamps on coloured walls, to satisfy the needs of designers, interior designers and end customers. There is a ferment of ideas, of future projects in line with the modern design, new technical performance and attention to the customer needs, as well as the design of new synergies and partnerships in the light of internationalization, openness to foreign countries and to new markets. ■