

Architectural powder coatings: where design meets resilience

Kansai Helios partnered with Vemaral and HT Coatings, two Italian companies specialising in architectural solutions, to deliver innovative powder-coated architectural projects across Italy, from Milan to Rome. The collaboration addressed the diverse needs of Italian architecture, ranging from historic to contemporary buildings, with an increasing focus on modernist and sustainable design.

In modern architecture, aesthetics and durability are no longer mutually exclusive. Architects and designers are more and more turning to advanced materials that offer both visual appeal and long-term performance. One such material is powder coating – a coating technology that has in many ways revolutionized surface finishing in architectural applications. Impressive examples of the diverse characteristics of powder coatings in architectural applications can be found in the heart of Italy – where architectural heritage meets modern design. In this article we will take a journey through two of Italy’s most iconic cities, where the collaboration between coating specialists demonstrates how surface finishing seamlessly combines functionality and design on architectural masterpieces. As urban landscapes evolve, the role of coatings becomes increasingly significant.

Below photos: The architecture of Italian cities like Rome and Milan reflects a rich diversity and a seamless blend of tradition and modernity. These evolving demands are met perfectly by powder coatings, which combine aesthetic appeal with functional performance across a wide range of applications.

On the right page: other pictures, reflecting modern architecture.

From sleek urban facades to sun-drenched coastal structures, coating solutions need to be resilient against UV radiation, corrosion, and time itself – challenges to which powder coatings for wood-effect respond perfectly and therefore are a widely adopted coating technology of modern architecture – from the application on façades, to window frames, and urban furniture.

Powder coating solutions for Italian architecture : from Milan to Rome

To utilize the transformative power of powder coatings, coating system supplier Kansai Helios has partnered with Vemaral and HT Coatings, two Italian companies known for their expertise in architectural solutions. This close collaboration of experts supported the realization of fascinating architectural projects across Italy – specifically addressing the needs of the Italian architecture which features so many facets – from historical to contemporary styles, with an increasing focus on modernist and sustainable design. Until today, the collaboration between Kansai Helios, Vemaral and HT Coatings has led to the realization of several modern architectural projects across Italy.



Milan: powder for wood-effect aluminium for eco-conscious architecture

In 2022, Italian developers and architects completed a high-end residential complex in Milan – a project distinguished above all by its sustainable approach across all areas. Two building blocks flank a 80-meters-high tower with 22 stories. The complex comprises a total 147 residential units. Having sustainability as a key focus, the building was constructed on the site of a demolished structure and achieved an energy class A rating. The design of the building complex was developed with a clear awareness of the environmental value that the structure represents, according to the architects. Both for the structural components and the finishes, high-quality materials were used – exclusively Made in Italy.

Among the architectural highlights are the large windows and the wood-effect aluminium façade. This façade is created using powder-coated aluminium, which serves as the base for the wood-effect finish. Powder coating not only enhances durability and weather resistance but also provides a smooth, high-quality surface ideal for sublimation. To meet the highest standards, the wood-effect system is Qualicoat Class 2 and Qualideco certified, with an Assicurazioni Generali policy offering a 10-year outdoor warranty, underscoring its suitability for

demanding architectural environments. Wood-effect aluminium is an innovative and premium solution for outdoor architectural applications, combining the warm, natural aesthetics of wood with the high performance and durability of aluminium. Robust, lightweight, and resistant to weathering and graffiti, it requires minimal maintenance. Thanks to sublimation technology, it offers high-quality finishes with realistic wood grain patterns and defined

details, available in glossy, matte, or textured variants. Its wide range of finishes allows seamless integration into any architectural style, while its recyclability supports eco-friendly building practices. As a material that merges beauty, resilience, and sustainability, wood-effect aluminium is redefining how exterior spaces are designed and experienced – just as it did in this contemporary urban project in Milan.





Rome: blending heritage and innovation

In the heart of Italy's capital, a famous coffeehouse chain opened a flagship store in 2024. The project focused on preserving the traditional and original architecture while seamlessly integrating contemporary design elements. Metal structures, vintage bronze-effect accents finished with powder coating, and stone surfaces found their place in this modern composition – and they are here to stay: powder-coated frames and architectural details ensure long-lasting protection and design, making the space not only a cultural landmark but form a remarkable example of sustainable and resilient surface technology.

Beyond aesthetics and functionality

Besides their well-known properties, powder coatings have a broader impact that extends into sustainability and resource efficiency. When examined more closely, they reveal their potential to actively support circular economy practices in construction and architecture. One of the most relevant aspects is their ability to minimize waste: during application, any overspray can be efficiently collected and reused, significantly reducing material loss. This closed-loop process not only conserves resources but also aligns with the growing demand for environmentally responsible building solutions.

As buildings increasingly aim for energy efficiency and low-emission certifications such as LEED and BREEAM, the use of powder coatings supports both ecological responsibility and long-term durability. Moreover, powder coatings meet rigorous industry standards like Qualicoat, GSB, and AAMA, ensuring quality and performance in demanding environments. Powder coatings offer a palette of possibilities, enabling designers to experiment with colour, texture, and form without compromising on durability. They empower architects to push boundaries and redefine what buildings can look and feel like.

By combining technical expertise with a shared vision for excellence, Kansai Helios, Vemaral and HT Coatings have created solutions that resonate with architects, builders, and end-users in the same way. These two project examples show, how technology, design, and sustainability converge to shape spaces that inspire and endure. ▶



Modern powder-coated window frames on a historic Roman façade.