

“ArchiCAD’s tools are easily manipulated to draw forms quite effortlessly. There is no limitation when it comes to exploring a design.”



The excellent mix of sophistication, artistry, and precision brings forth the outstanding projects of Mercurio Design Lab (MDL).

MDL is a design studio spun off as a fully fledged company from one of the largest architectural firms in Italy—AMA Group—in 2007, particularly dedicated to work on high end design meaningful projects. "With its forty years of operations, the AMA Group has become a beacon of Italian design with its impressive portfolio of masterpieces all over the world, and MDL takes charge of the special design centric projects for the high end market.

The company’s brand reflects excellence and distinctiveness. Though they cover a broad spectrum of projects in architecture, interior design, and art design, MDL carefully selects its ventures to focus on works which have a particular significance on the design scene.

“At Mercurio Design Lab we dedicate our efforts to bring into the physical world, ideas and solutions that are intended to mark milestones in the fields of design,” says Massimo Mercurio, Creative Director of MDL.

Massimo is a remarkably creative individual with an intense passion for art and architecture. Born in the Eternal City of Rome, he was surrounded with magnificent art and architecture known to mankind, and this set the stage for his career in the design. His immense expertise and talent in the design field has opened doors for him and brought his Italian prowess to the Asian market. This eventually led to the creation of MDL, which beats the same heart for the art and architecture as its founder.

In creating its exquisite designs, MDL is accompanied by the 3D-modeling technology of ArchiCAD. This serves as a platform for faster, more efficient creation and communication of the masterpieces.

“ArchiCAD is a fast and user friendly tool that brings three dimensional approach to architecture, it eases the process of putting ideas from the paper into 3D space and gives you an ability to leverage the 3D model to create your 2D drawings,” says Massimo. “It is also highly adaptable, thus new users are able to pick it up easily, even though they are used to working with other programs. "ArchiCAD has a very easy to use method for editing customized line types and custom patterns, even for the most exquisite designs.”

After the 2D design sketch has been done by Massimo, a designated team of designers starts working with ArchiCAD on the 3D model. The team meets for discussions and negotiations in order to modify and perfect the magnum opus and create the final model.

Efficiency has also been a result of working with the software. According to Massimo, though it takes a little longer to set up the initial model in ArchiCAD, the next steps of the process become a lot easier and faster.

“When used correctly, ArchiCAD is able to keep track on all changes that are made to a project. Plans, sections, elevations, 3D models, door and window schedules, object quantities and other relevant elements will all be updated at once. Hence the accuracy of a project can be maintained,” says Massimo.



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This technology has allowed the refined artistry of MDL to be expressed in a 3D platform. As the company continues to innovate and make milestones in the field, ArchiCAD aids their creative process with enhanced productivity and ease in creating more complex designs.

“ArchiCAD is a drafting and 3D modeling tool all in one. It allows thoughts to be visualized simultaneously as we draw. Massing are generated immediately, enabling faster and better visualization,” concludes Massimo.