



**Info Session on the Horizon Results Booster**

# **Nanorestart – Nanomaterials for the Restoration of Works of Art**

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# CSGI – Center for Colloid and Surface Science



- 18 Units
- 7 associated laboratories
- about 300 scientists : Full Professors, Associate Professors, and Researchers

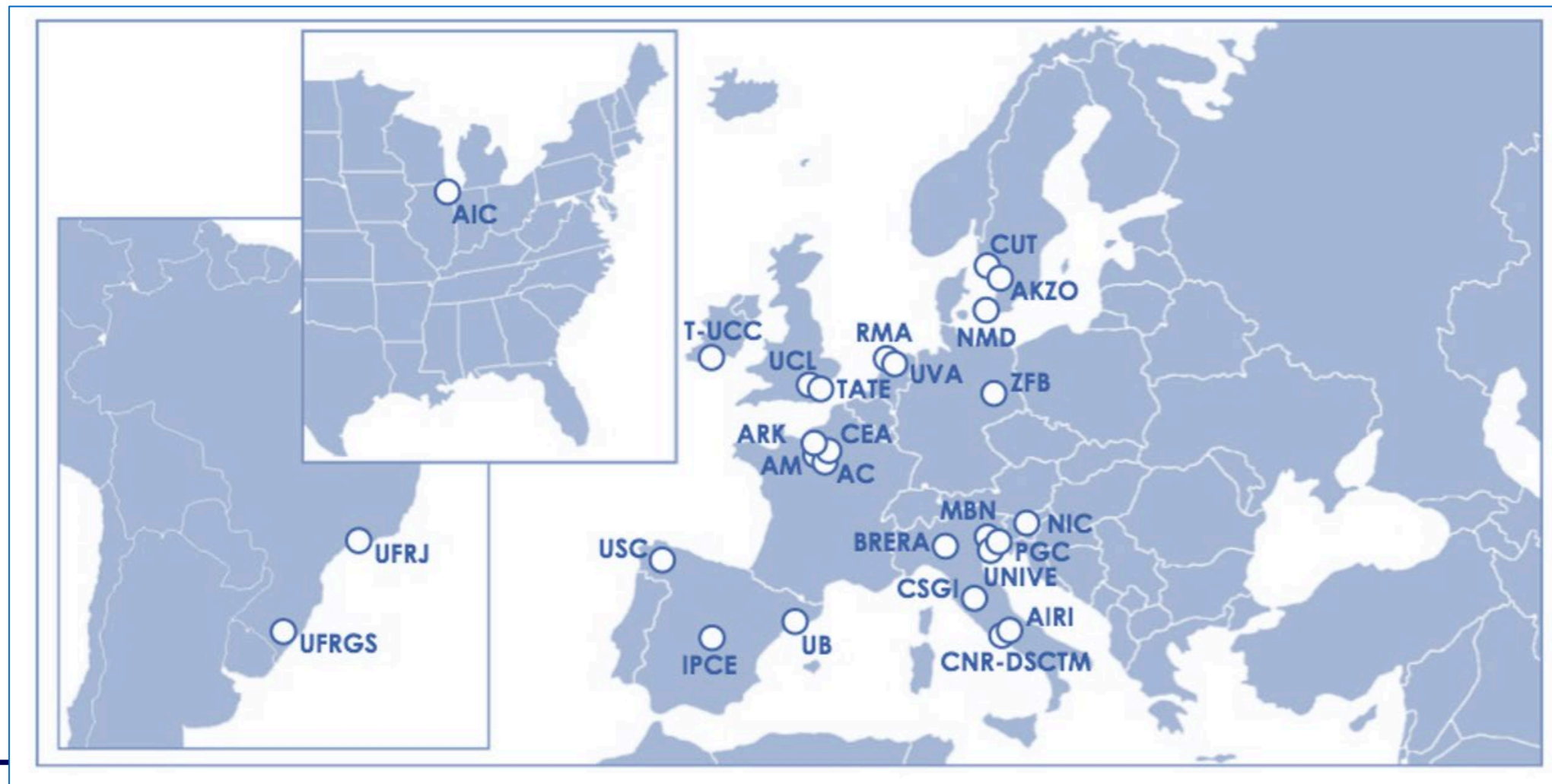
[www.csgi.unifi.it](http://www.csgi.unifi.it)

# NANORESTART project

## Nanomaterials for the Restoration of Works of Art



- 26 partners from 14 countries over the world
- Coordinated by Prof. Baglioni – CSGI & University of Florence
- 42 months (June 2015 – November 2018)
- cca. € 8.6 million



Prof. Piero Baglioni



Prof. Rodorico Giorgi



Dr. David Chelazzi



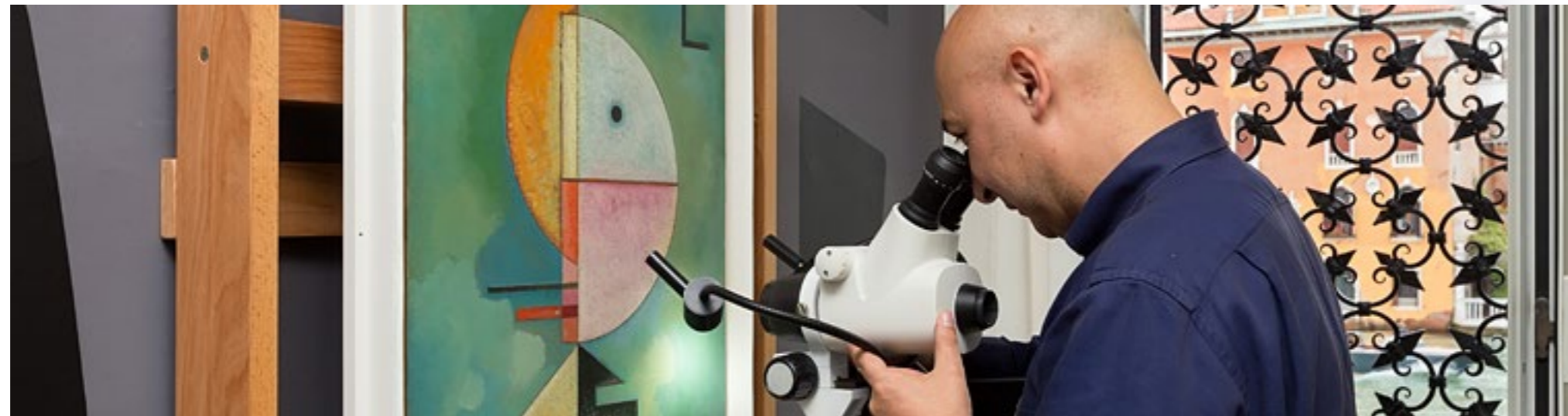
Patrizia Zitelli

# NANORESTART project

## Nanomaterials for the Restoration of Works of Art



The NANORESTART project focused on the **synthesis of novel nanomaterials and on the development of innovative restoration techniques** to address the conservation of modern and contemporary works of art

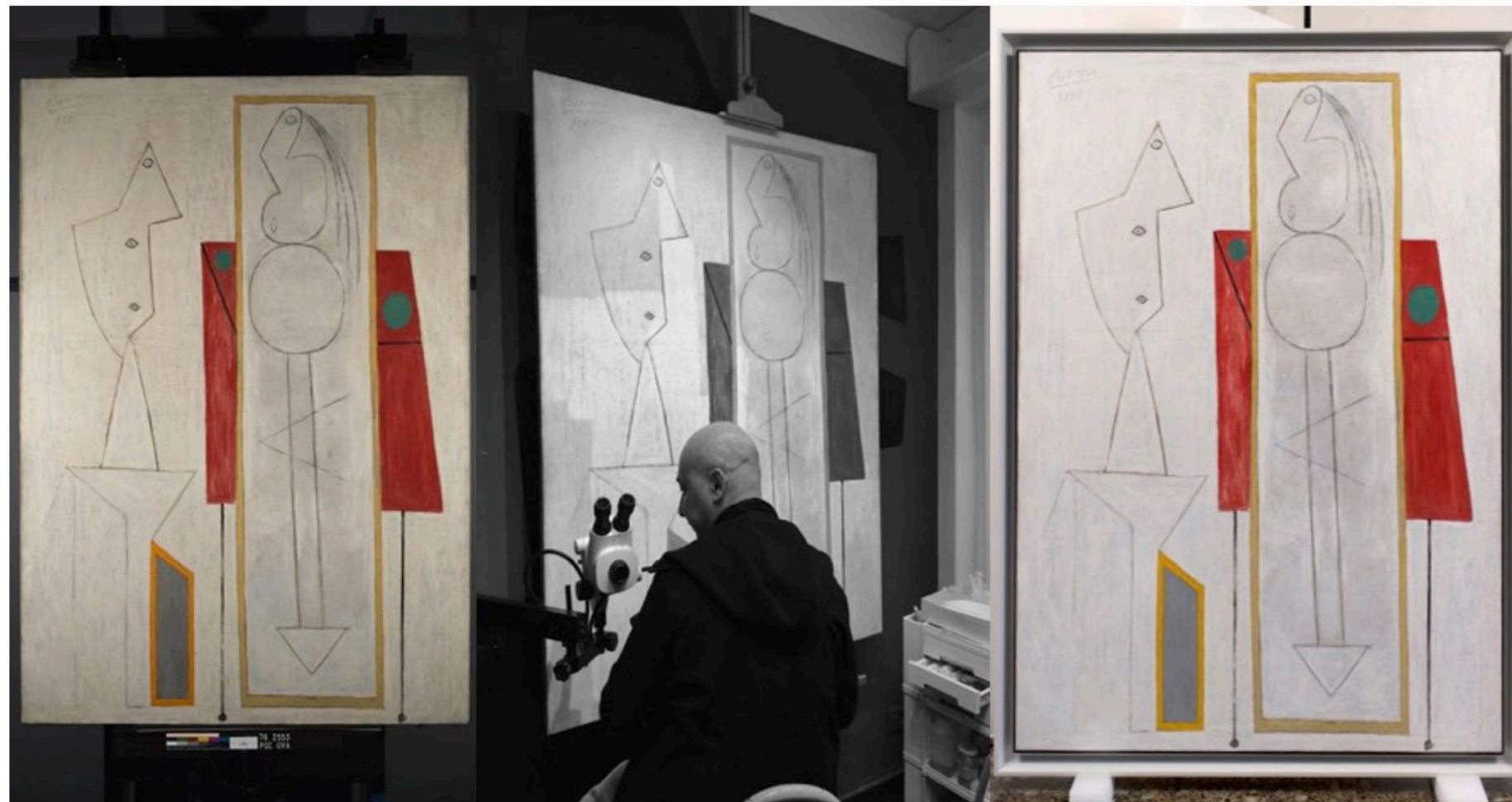


# NANORESTART project

## Nanomaterials for the Restoration of Works of Art



The Studio – P. Picasso



# NANORESTART project

## Nanomaterials for the Restoration of Works of Art



Alchemie  
Jason Pollock



Beato Angelico  
Wall paintings, Florence



Piero della Francesca  
Wall paintings, Arezzo

# NANORESTORE Formulations



Several formulations are on the market and available to conservators with the commercial name of **NANORESTORE**

20 formulations currently produced by CSGI and distributed by CSGI and Deffner & Johann GmbH



Nanorestore Plus



Nanorestore Cleaning



Nanorestore Gel

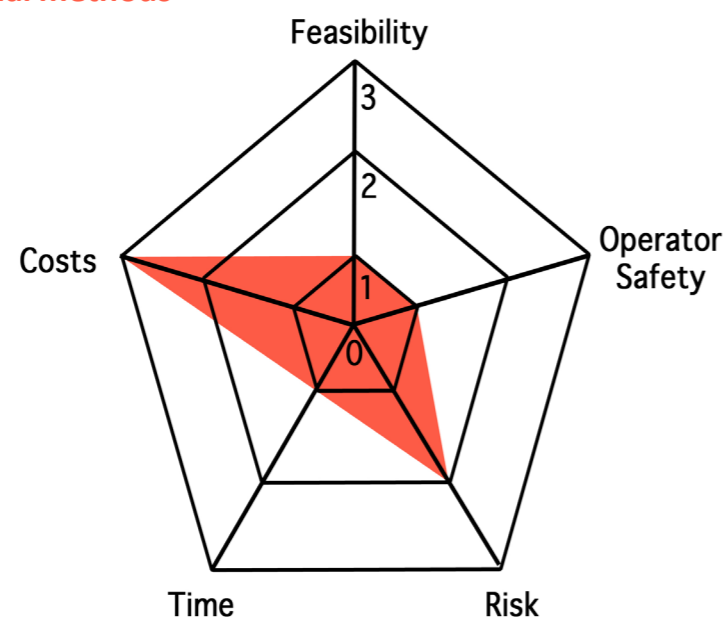


Nanorestore Paper

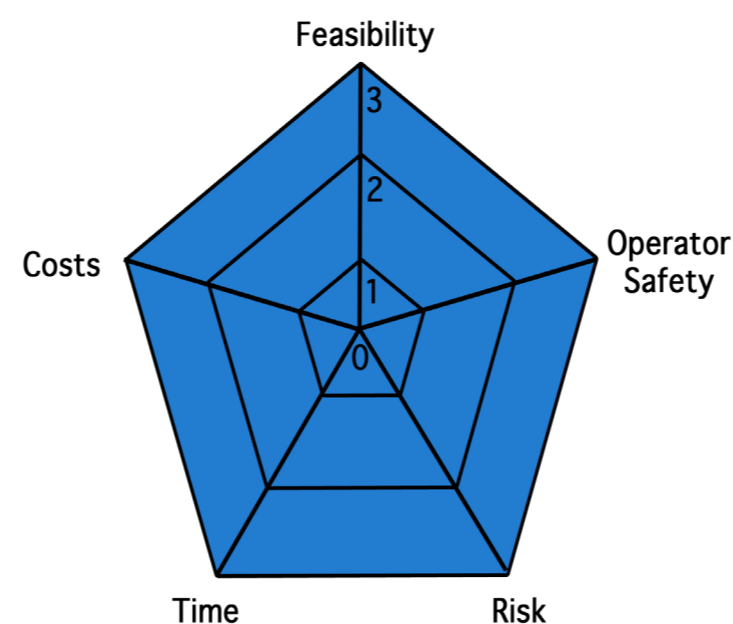
# NANORESTORE Formulations

These innovative formulations have a **high business potentiality!!**

Traditional methods



Innovative materials



- ✓ High durability
- ✓ Non-invasiveness
- ✓ Long term protection
- ✓ Minimization of risks
  - ✓ Feasibility
  - ✓ Low costs



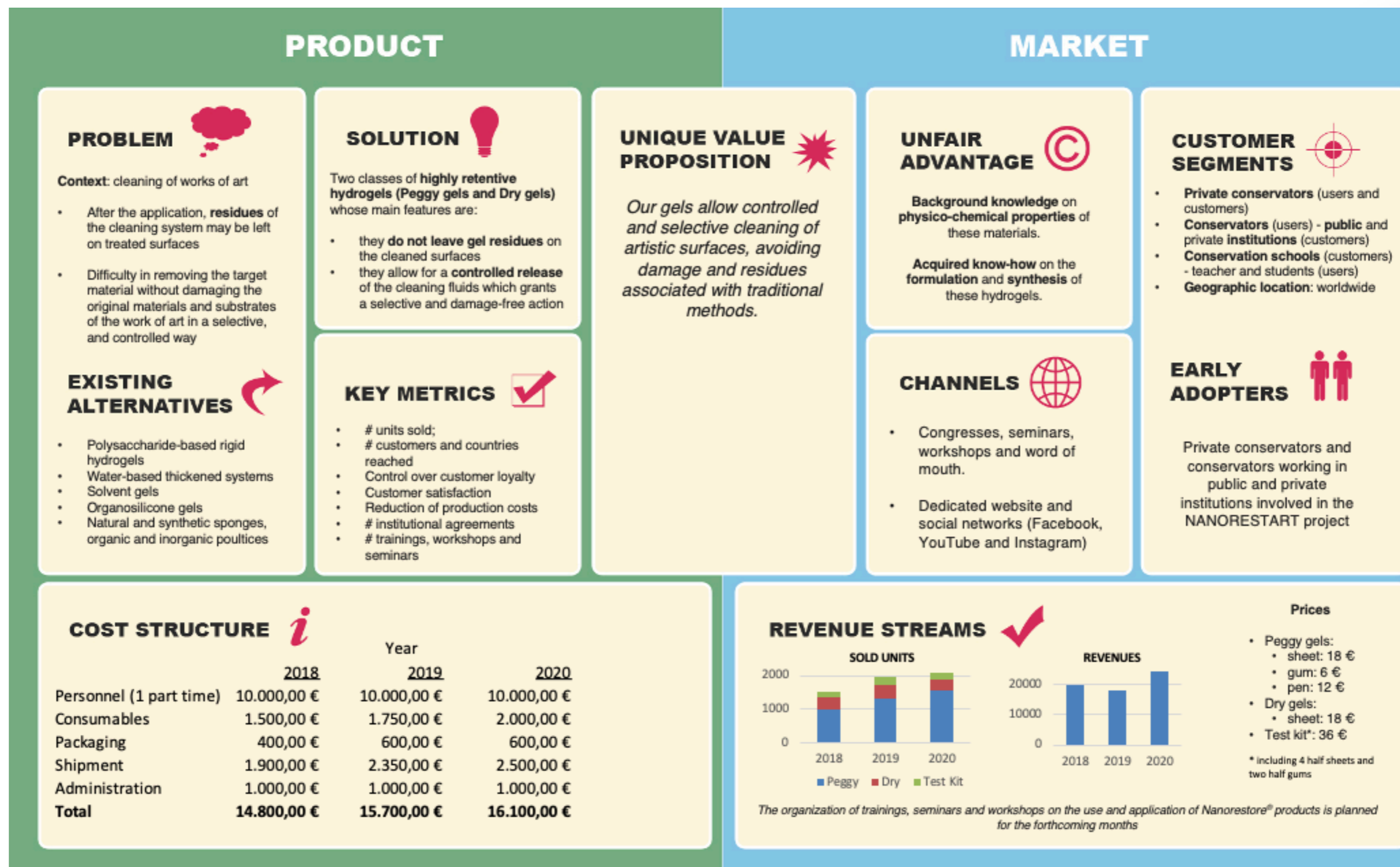
## HRB – Services G2M and BPD

1. Develop a business plan
2. Optimization of production process
3. Identify solutions in terms of start-up operations



G2M - Business - Co-designing a plan for commercial development  
G2M - Examining exploitation/business implementation options  
BPD - Business Plan Development

# HRB – Lean Canvas for the hydrogels family products



### Prices

- Peggy gels:**
  - sheet: 18 €
  - gum: 6 €
  - pen: 12 €
- Dry gels:**
  - sheet: 18 €
  - Test kit\*: 36 €

\* including 4 half sheets and two half gums

## HRB – Services G2M and BPD

### Results achieved in the short term

- ❑ Better definition of the roles and internal procedures (internal protocol)
- ❑ Improved NANORESTORE website and create social media channels
- ❑ Trainings for conservators
- ❑ Customers segmentation
- ❑ First quantification of costs and revenues streams, also in terms of sustainability

## HRB – Services G2M and BPD

### Next steps

- ❑ Implementation of production system (scale-up phase)
- ❑ To contact potential investors
- ❑ Create a Spin-off

# HRB – Services G2M and BPD



Piero Baglioni\*



Rodorico Giorgi



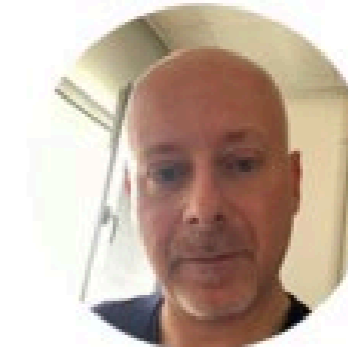
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