

Rossi Dimension for Fiere di Pesaro

The new reception area at the trade show centre.

A partnership focused on Italian design and prestige.

Rossi Dimension, the prestigious Pesaro-based company, was the obvious choice for designing the new main reception area at the 'Fiere di Pesaro' trade show centre in Campanara, Pesaro.

In fact, INDUSTRIEIFI, which owns the Rossi Dimension brand, has been a leader for more than forty-five years in technology and design for innovative furnishing solutions and fittings for public venues - and Rossi Dimension is its "haute couture" company.

With a view to regenerating the new district and creating a single trade show centre for the region, works have begun to modernise the area. With financing from the Chamber of Commerce, through the Fondazione Patrimonio Fiere (Trade Show Foundation), the new reception area at the Pesaro trade



show centre was opened on 20 September 2008. Covering 250 square metres of floor space, the new area has a bar, wardrobe, ticket office, information desk and leisure zone.

The project, overseen by the designer Angelo Musumeci from Rossi Dimension's technical department, also involved the architect Marcello Franca. Materials that blend in with the contemporary architectural style of the centre were used to create the reception area, while the chairs and sofas chosen for communal areas are by Steelmobil and Metalmobil, specialist brands producing chairs and tables for the contract industry, which are also part of the INDUSTRIEIFI group.

"This recognition from 'Fiere di Pesaro' – explained Gianfranco Tonti, CEO of INDUSTRIEIFI – reflects the business value of the group, which is the biggest supplier of industrial fittings thanks to its comprehensive distribution system, quality products made in Italy and focus on design, culture and business – targeting social and local aspects".

Rossi Dimension is an INDUSTRIEIFI brand

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