

Rossi Dimension for architect Giulio Cappellini

Rossi Dimension has been designing and creating *haute couture* furnishings for bars, patisseries and gelato display case since 1964. The company works in conjunction with important architectural and interior design firms, which create the entire design project to fit the Customer's needs before the furnishings go into production.

The style that has always distinguished premises furnished by Rossi Dimension is a perfect balance of tradition and innovation; it is the result of aesthetic research, where the very latest state-of-the-art production processes are combined with the utmost attention to detail, modern designs with traditional master carpentry techniques, and elegance with functional use. It is no coincidence that Rossi Dimension's Customers include such important names as: Honda HRC, Cibis, Mc Donald's, Ikea, Illy, Avenance, Gemeaz Cusin Ristorazione, Nestlè etc. ... And this is thanks to a network with the capability to manage a real "turnkey" service in Italy and worldwide. Company certification guarantees standards of the highest quality, backed up by the use of technology that is absolutely on the cutting edge.

Rossi Dimension is a brand of Pesaro Group, INDUSTRIEIFI, a business operation comprised of three companies (IFI spa, IRD srl, Coletti srl) that operate in the industry with seven commercial brands, over 400 employees and 65,000 sq m of factory space, located in the provinces of Pesaro, Rimini and Treviso.

One of the Group's fundamental objectives is to strengthen the design-culture-business relationship. In fact, INDUSTRIEIFI uses designers and architects working in conjunction with its R&D laboratory to design its products. In 2006, it became a member of the IDA (Industrial Design Association) and it also pays special attention to cultural and social concerns by taking part in initiatives spanning from design, to healthcare and sport.

Rossi Dimension's participation in Progetti&Paesaggi contributes to reinforcing this Group strategy and objective. As part of the Hotel In&Out area by architect, Giulio Cappellini, Rossi Dimension is presenting a layout that perfectly integrates TH2O technology by DSL – yet another INDUSTRIEIFI brand – with the sartorial feel that only a company specialising in custom-built furniture is able to create. A look that plays on the colour white, shown here on the facings used on "Samsung", and on the use of lacquer-finish wood with mirror-finish steel on the refrigerated and non-refrigerated elements of the counters and "Teka" display case. Transparency, maximum visibility and state-of-the-art technology are the inspiration behind the TH2O system, factors that architect, Giulio Cappellini has skilfully captured and interpreted using Rossi Dimension for this new international exhibition on the indoor-outdoor theme.

SAIESPRING

Rossi Dimension at "Progetti&Paesaggi"
13-15 March, Hotel In&Out
Hall 21 Stand A6

Rossi Dimension - custom built for you

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Reg. Imprese, C.F. e P.I. IT 02153520412
Int. part. da IFI S.p.A.
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