

## Rossi Dimension A Location on... the Waterfront

Deluxe seaside architecture, a “front” on the port quay.



A play on the fusion of indoor and outdoor premises, where services are all outdoor orientated to create an area where it is possible to experience the atmosphere of the port and the sea.

Architect and designer Luca Podrini has achieved this aim, recreating the charming atmosphere of a yacht for Rossi Dimension, specialists in custom built furnishings, at the Sigep 2008 Exhibition for the artisan production of gelato, pastry, confectionery and bakery goods.

The particular style and leitmotif of the concept is based on the colour white. An area studied using the tones of a colour that is not a colour, where the importance of materials and details is used to striking effect.



Premises that are out of the ordinary and able to involve customers at an emotional level. The “Samsung” bar counter top running all around the edge of the premises marks an imaginary boundary between the interior and the outdoors – an essential element of any seaside location.

Comfort, functionality and charm, brought together in a virtual environment, in an atmosphere that evokes on-board living and yachting style.

The technological elements of the back counter units from the TH<sub>2</sub>O system - studied by industrial designer Makio Hasuike for DSL by INDUSTRIEIFI – are faced in white. Technology has therefore become part of the furnishings and gives continuity to the architecture of the premises, becoming a perfectly integral part of them.

A “glamour” spot that interprets the colour white and the port theme in materials that emphasise their macro-material nature: polished leather to cover counters and display cases, wood with white-lacquer finish and crystals to highlight the tactile sensation of the elements and light reflections created.

There are two areas dedicated to serving: a ‘cocktail station’ and coffee-shop corner in the bow where taste the creative ideas by Caffè Kenon, while in the stern we find the ‘sweet delights of the house’ such as single-portion gelato and chocolate pralines, presented in rotating display cases by academic grand masters, Fulvio Scolari and Palmiro Bruschi, who have prepared a menu inspired by the colours and flavours of the sea especially for the occasion.

DOC by Rossi Dimension, the only premises created in the “port” of the Rimini Expo Centre, will be inaugurated on Saturday 26 January at 2.30 p.m. at “Quay A3 – Wharf 001”.

The presence of Palmiro Bruschi, member of the *Accademia Gelateria Italiana* [Italian Gelato Academy] and ambassador the world over for Italian artisan ice cream, has allowed this inauguration of seaside architecture to combine with a show of gelato trends for 2008: from the north and south-westerly wind flavours to the colours of the blue sea, with *curaçao* and *Primo sale* (*sweet sea salt*) from Cervia.



**A Location on...the  
Waterfront  
by Rossi Dimension**  
SIGEP Hall A3, Stand  
001

**Since 1964 Rossi Dimension** has been designing and carrying out tailor-made projects, 'haute couture' furnishing layouts for bars, patisseries and ice-cream parlours. The company relies on well-known architect's and interior decorator's offices that prepare the entire project - based on customer's requirements – before entering the production stage.

In fact, the style that has always distinguished any premises by Rossi Dimension is the result of a perfect balance of tradition and innovation, the outcome of an aesthetic search able to make the most advanced production processes communicate with the upmost care for details, the most modern design with the oldest techniques of wood craftsmen, elegance with functionality.

It's not by chance that Rossi Dimension may boasts well-known customers such as Honda HRC, Hilton Hotel, Mc Donald's, Ikea, Illy, Avenance, Gemeaz Cusin Ristorazione, etc. And this, thanks to the help of a network capable to manage much more than simple furnishings: a real 'turn-key' service in Italy and in the rest of the world. High quality standards ensured by a certified company that is also supported by an absolute state-of-the-art technology.

## **Rossi Dimension - custom built for you**

is an INDUSTRIEIFI brand

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