



# A space in the making that speaks of the **past** and of the **future**

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The **Rigo®** showroom is a fluid space, a point of arrival, a **springboard**. It records the company's **triumphs** and heralds a **future** abounding in **initiatives** and **projects** including **Rigo Academy®**.

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**Over the last ten years, our sector has witnessed many surprising developments also in the field of showroom management:** companies and distributors have come to pay greater attention to the ‘art of display’ - to which they have increasingly dedicated not only their talents, to great effect, but also well-kept spaces or venues, thus focussing on the storytelling side, on experience, and on the ‘empathy angle’ with respect to their products as displayed. Rigo® has accustomed us to its smart, efficient, effective approach to management of productivity, marketing and communication. Its showroom is no exception to this rule. Last February, Rigo® inaugurated a truly beautiful exhibition area, a real point of arrival, but also a ‘springboard’ for the business dealings of this company based in Olgiate.

“With our showroom we aim to revolutionize the approach to spray painting”, says Riccardo Rigolio, Chairman of the Board of Directors of Rigo®. “Our equipment is the result of a consistent, ongoing commitment to our area of business and its development over time, always with an eye on coatings and on the needs of users. We have therefore improved the machinery for spraying a vast range of materials, for finishes of all kinds. The showroom is therefore a point of arrival for Rigo®

and our business activities: a physical locus where we transcend products as such, in order to showcase what our products can actually do, while working toward establishing a true culture for this sector”.

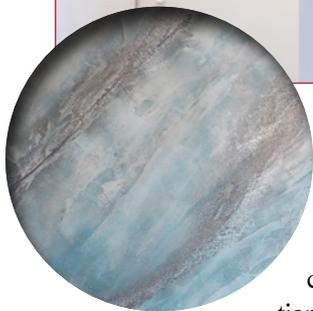
The showroom occupies a large space, well-lit with generously proportioned windows. At one end, a full-wall showcase features our most renowned turbine and gun products. On the left wall, large panels – the masterful work of Michele Giannuzzi Perfetti (one of the ‘hidden forces’ animating the showroom project) – provide a striking visual solution (worthy of such an indefatigable ally as Michele, a skilled promoter of the potentials of the equipment).

“The Rigo® showroom was conceived of as a multifaceted, functional, industrial exhibition space representing a blending of visual and sensorial solutions with a variety of decorative techniques. A ‘fluid’ space capable of responding from time to time to a variety of needs, mutating in order to address different targets via diverse accounts of the potentials of the equipment and machines”, says Michele Giannuzzi Perfetti – the artistic director at Rigo® – who adds, “Hence, we have prioritised scenic effect, to enable direct, unmediated experience of the potentials of spray applications and the impressive outcomes. The showroom was created in accordance with a basic philo-

sophy that rules out repetition, and that ensures a just-in-time approach to the tasks at hand. Constant in its endlessly varied inconstancy”.

We referred to the showroom’s ‘springboard’ function. Vincenzo Cattaneo, commercial director of Rigo® tells us what this entails: “The showroom is also the result of commercial considerations, and this is why it represents a starting line for the company’s business in general. The basic reasoning concerns the fact that our products are highly performing, with marked added value. That said, these qualities must be underscored so that our versatility and cross-disciplinary capacities may be appreciated by others. To do this, training is required... and, accordingly, a training centre (i.e. both the showroom and Rigo Academy®) in which to provide this training. A venue for training not only agents, distributors and users but also, more broadly speaking, all stakeholders, so that they can get to the heart of our equipment and learn how to disseminate it correctly.

“The Academy concretely benefits all who work in this sector. This is a revolution for those of us who are ‘stuck in our ways’ when handling materials and equipment, a revolution which will enable those who attend to fully understand the opportunities that spray painting brings with it. For example, producers may



discover that new techniques and application rationales may be adopted in a synergic manner. Users may discover alternative, more functional methods for attaining enhanced levels of performance, thus boosting their working capacities (while also receiving a certificate as a skilled user of HVLP systems, useful for passing the UNI 11704 professional qualification exam). Distributors shall be involved proactively, and in accordance with appropriate commercial evaluations.

This is our springboard: a cultural and commercial revolution that shall set us apart - as a market player in a class of its own”.

Liquid space, we said. Space capable of mutating, shedding its skin in exchange for another. Indeed, the showroom enables us for the first time to shift our focus beyond equipment as such. And, through direct, tangible experience, to save ourselves the effort involved in imagining the results.... And it is interesting to see how even the most technical products can



meet with a response, even emotive, when they are properly used, and how they can create effective links among market players and activities. “The showroom is the fruit of a project whose origins were already deeply seated in us”, explains Elisabetta Morelli, marketing and communication manager at Rigo®. “We have a synergy-based approach to how the space is to be used, i.e. to be used alongside the communication and initiatives programme that Rigo® has developed for the coming years.

“These potentials enable us to present a space, conceived of in this manner, that seamlessly interacts with our traditional communication activities, with social network communication activities (that we are constantly upgrading), with the loyalty of our longstanding customers, and with our greater awareness of new-target users. Our ultimate goal is to become a fundamental point of reference, a beacon, in the world of spray painting, and to collect fresh stimuli and new ideas, as promoters of development - ongoing, original, alternative”. ■

**Fluid space,** a point of arrival and a springboard, a forum for new ideas: the Rigo® showroom is bound to leave a mark

