

Michele Giannuzzi Perfetti and the Rigo® Academy project

Michele Giannuzzi Perfetti is the artistic director of Rigo® – a company based in Olgiate. Boasting a truly original professional profile in an industrial sector such as this, he embodies Rigo®'s innovative and multifaceted driving forces. On the one hand we note the company's product lines, catering to various application needs - the latest being the new Sanitary line. The company has developed commercial and marketing strategies capable of spotting (and seizing upon) new openings for use and development of its equipment, and opportunities also for fostering a culture of spray painting. Then we have Michele himself, who joined the company because – given his artistic leanings – he saw in the Rigo® equipment a valid boost for his creativity. His hands-on approach did the rest: in-depth knowledge and deployment of the

“ Michele Giannuzzi Perfetti, artistic director of Rigo®, talks about his work with the company, his role at Rigo® Academy and the truly impressive training project of which he is a key player.



■ Above, Michele Giannuzzi Perfetti, artistic director of Rigo® and Rigo® Academy.

equipment in a variety of manners. Whether handling decorative finishes, chemicals, lessons at the Accademia di Brera art college and demonstration sessions at the trade fair in Bari, or organising the showroom or training the sales force – not to mention handling thick coatings and testing chemical solutions – Michele has always displayed passionate commitment and competence, as well as a broad knowledge base, and curiosity in general. In short, an ideal candidate as teacher for Rigo® Academy!

A blend that was best expressed in the Rigo® training project itself, which has as its venue of choice its new and welcoming showroom. However, we should also remember the courses and training sessions organized on the premises of distributors. Michele explains his role in Rigo® and his experience of the Rigo® Academy's first course.



CHECK OUT THE VIDEO FOR MORE ON RIGO® ACADEMY.



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COMMERCIAL INFO

RIGO ACADEMY
CORSO TITINANTE DI FORMAZIONE, EDUCAZIONE E VERIFICAZIONE A SPREZZO CON SISTEMI RIGO®

Sei un Rivenditore?	Sei un Applicatore?
<ul style="list-style-type: none"> Un Servizio di grande valore, una opportunità per crescere. 	<ul style="list-style-type: none"> Competente Produttivo Risparmio di tempo Risparmio di materiale

Vi conviene!

RIGO® ACADEMY: FOR WHOM AND WHY

“Our Academy targets mainly three groupings. First of all, all retailers looking to upgrade their store through the added values of training and intelligent promotion of the products they sell (NB with Rigo® Academy you might even find that your own premises get upgraded in the process!). The Academy certainly targets tradespeople who wish to qualify as construction painters or who want a creative boost or, indeed, who want to be more effective in proposing their work. “The Academy also targets manufacturers of paint products who wish to test spray products or make new ones”, explains Elisabetta Morelli, the marketing and communication manager of Rigo®.



Michele, you started out as a designer-artist but over time you have also become a technician and a trainer: many aspects that have a single common denominator. Tell me more. ■ Actually, not just one common denominator. Four. Firstly, curiosity about new methods and systems to express creativity. Then the desire to advance professionally by adding new skills, and the desire to share one's experience with others. Lastly, the pleasure of teaming up with a company that has the same view of its own work and business: Rigo®.

How did the first Rigo® Academy course go? I reckon very well indeed! The group of professionals involved varied but they had a single goal: discovering the potentials of HVLP spray painting. The diverse demand, likewise the skills

bases, and their experience helped get the message across about Rigo® equipment, and its foremost attribute: functional versatility.

Please explain. ■■ The general view according to our common culture – thankfully a view now less widespread than before – is that spray painting is linked to operations in which the speed of execution and the amount of time and money saved are the fundamental parameters to be respected. Thanks to my explanations, students found that spray-painting equipment does more than just ensure conformity with these parameters. It also performs well, for example, in terms of precision or for creative work. The equipment can be used to excellent effect in confined spaces or on multiple surfaces. Considerable material savings are also possible. Rigo® machines are designed for a variety of coatings and related

products. Underpinning the design work is our constant study of mechanical functionality and the search for perfect compatibility with a variety of surface areas and contexts. I am confident that all our students took home at least one fresh answer to their queries!

Hands-on teaching plays an important role in the Rigo® Academy. ■■ Among the courses of the Rigo® Academy, the Basic level is the only stage that devotes about half the time to explaining the machines and how to operate them. The other levels are mostly experimental and practical. I can say, however, that even at the Basic level, testing and application occupy a significant portion of the time, and it's popular with the students! It should be borne in mind that Rigo® machines are exploited for





20% of their potential. So, we have a world here truly worth discovering! During the acute phase of the Covid-19 pandemic, we were able to demonstrate that our technology could be used to spray sanitizing products. We also realized that it is suitable for dispensing high added-value/hi-tech products such as nanotechnological products. Just studying the machines allows us to discover their increasingly interesting merits and ever new potentials. It also ena-

“Rigo® Academy is a project intended to create culture in the world of spray painting”.

bles us to collaborate closely, as we are successfully doing, with manufacturers and formulators, allowing us to transfer knowledge and enhance our awareness of the existing knowledge out there.

Actually, Rigo® Academy’s outreach goes beyond students■ ■ ■ True. When we run courses at the points of sale, there is an important impact on the shops.

For example, being able to demonstrate that the machines are used with paint products from different manufacturers. This demonstrates their versatility and generates street cred among distributors who offer these products. I thought about this solution, which Rigo® management then embraced: instead of using panels, with the students we work on the actual walls of shops, showrooms, offices or warehouses. A way to practise and not waste time

■ **The illustrations below:** the first appointment with Rigo® Academy was at Arata Utensili, in Ovada, in the province of Alessandria. Success guaranteed!

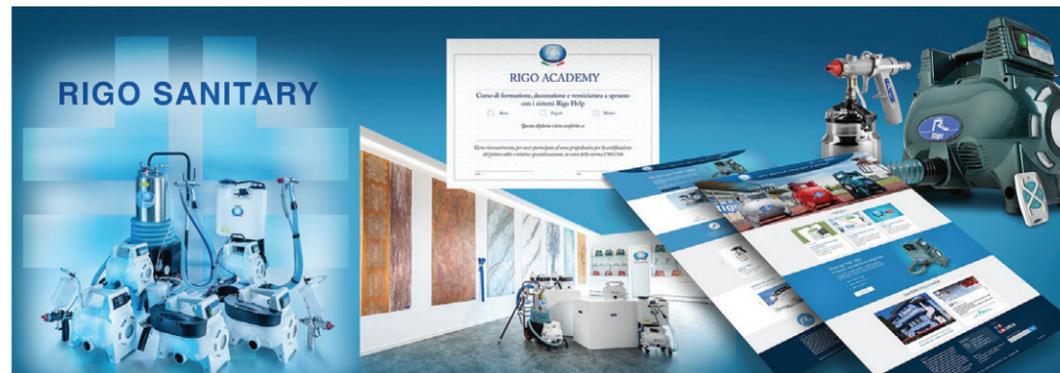
■ **The three images to the right,** with, below, a sample of Michele Giannuzzi Perfetti’s superb artistry.



RIGO® ACADEMY: OFF TO A GREAT START!

Rigo® Academy is destined to revolutionize spray painting by making it a true protagonist for painting products, for decoration and for sanitization, thanks to the training courses dedicated to spray painting with HVLP systems. The courses, organized on three levels – Basic, Expert and Master –, are taught by Michele Giannuzzi Perfetti. Together with the company’s management team, he elaborated their contents according to the various levels of expertise and the needs of the students, and according to the goals set. The courses take place on three levels, in three sessions (one day each). The Basic level includes knowledge of the instrument and of the technical

characteristics of the classic basic standard products, plus hands-on application testing in the afternoon. The Expert level addresses knowledge of the most technologically advanced paint products, applied no longer via traditional techniques but by spraying (theoretical and practical sessions included). The Master level aims to revolutionize the classic techniques of applying thick products such as, for example, resins, microcements and lime-based decorative materials, to obtain original results. In the Master Classes, much space is given over to practical execution, but without neglecting the theoretical knowledge of the products.



■ **The three ‘souls’ of Rigo®:** proactivity, leading to manufacture of a line of products specifically for the health and hygiene sector; training, enhancing the culture of spray painting; and, institutionally speaking, more than seven and a half decades of activity, and a leadership role in the sector of choice.

or energy, to turn experience to best account with a concrete goal and get results to be admired and enjoyed immediately.

Rigo® Academy will be a way to get Rigo® known out there, and provide it with a voice■ ■ ■ Of course, another goal that we have set ourselves is precisely this: the Academy is a turning point for us. Spray painting goes on from playing a merely supporting actor

performance ratings!

Furthermore, Rigo® Academy means students can obtain an official attestation of their ability to spray-paint. This is indispensable for UNI certification as a construction painter■ ■ ■ This too is a key Academy feature. Professional advancement or diversification can really make the difference.

The comment you heard students make most often? Certainly, when they say “I never imagined that!”, which comforts us regarding the true reasoning behind Rigo® Academy: something was needed; something was missing; we made it real!

Let’s get back to you personally, Michele: these developments have certainly influenced you. Tell us how■



role or extra to becoming the real star of the show! I mean the benefits!

Benefits? Selecting, selling and using spray painting equipment is a time-saver for all operators in the supply chain and everyone knows how valuable time is in sales, in application and possibilities or carrying out other activities.

Spray painting allows you to optimize times while obtaining creative high-quality results, with unchanged

RIGO® ACADEMY, TRADE IMPACTS

“Rigo® Academy can only have a positive impact commercially speaking. By presenting with a training and information project that is closely linked to production activity, we can give added value to every topic dealt with. The Academy positions us very well vis-à-vis our competitors,” adds Vincenza Cattaneo, commercial director of Rigo®.

More fully an artist, technician and trainer, because one cannot be the one without the others. The journey enabled me to develop these facets thoroughly, and harmoniously blend them.