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GENIUS PROGETTI EXPANDS EVENT PRODUCTION INTO FASHION WITH NEW OFFICE IN FLORENCE

Matteo Giusti, CEO of Genius Progetti, an international event production agency, announces expanded luxury corporate event services for fashion brands with new headquarters in Florence, Italy.

Genius Progetti, as part of their on-going growth strategy has officially announced their expansion into the fashion industry with the opening of a new office in Florence. The company brings 25 years of experience in custom V.I.P. events and luxury exhibition design to offer a full range of event production and creative services to fashion brands looking to create innovative client experiences.

Genius Progetti is an international event production agency located in Italy with offices in Modena and Florence. 2019 marks their 25th Anniversary as leaders in bespoke event and exhibition creation, serving Europe's best companies in creating memorable experiences for their top level clients.

The company is reaching out to offer new clients their expertise in luxury event production and management offering European location scouting, model and talent management, customer care, full production services including multi-media and live show creation, architectural design and creative services together with their partner company Exprimio. As part of this expansion they have recently doubled their staff and opened a new office in the centre of Florence, Italy.

"2018 has been another incredible year of growth for us", states company CEO Matteo Giusti. "We have signed another 3 year contact with Ferrari for all of their European client events including driving events, new model test drives, travelling car presentations and new model launches throughout Europe. In 2017 we managed major European car launches with 7 launch events in the UK, Germany, Italy, Switzerland and France. The concept for those launches was a major production in each city and reached over 2.000 clients and we've decided to bring this know-how to the fashion world to offer brands something different."

Genius Progetti collaborates with two sister companies including Studio Grazia Franzoni Architects and Exprimio Comunicazione and includes a team of 30+

young creatives in their roster of talent.

"In 2016 we developed the first ever Super Car fashion show for launches in London and Berlin. They were revolutionary events for 2.000 guests combining the worlds of exotic sports cars with fashion. The event was a gala dinner, runway show and live production of a custom choreographed piece with some of Europe's most prominent dancers."

Historically, Genius Progetti has produced corporate anniversary events for many of Italy's prominent ceramic tile companies. "Our main corporate office is in Sassuolo, Italy, home to the world's most important brands for the design and creation of ceramics and porcelain tiles". In 2008, the company expanded from the ceramic industry into the automotive industry and began their 10-year relationships with automotive brands such as Kohler Engines and Ferrari S.p.A. whom they continue to work with.

"We are a growing agency that dedicates to our clients and we scale our business according to their needs. this is why major brands such as Kohler and Ferrari have been with us for a decade."

The company has recently made major investments in hiring new talent for a fully international project management and creative team. "We have realised some of the most technologically advanced events in the last few years, reaching all of the top-tier clients for the brands we work with. Internationally, there is a shift towards client based marketing and we help brands create memorable experiences that increase brand loyalty", says Angela Nardiello, a Canadian business professional that has recently joined the Genius Progetti team.

Genius Progetti has recently been identified as one of Italy's fastest growing companies over the last three years by the Italian National Business Review "Il Sole 24 Ore" and has been nominated for the "Leader della Crescita 2019" Awards.

Genius Progetti has just completed an international traveling exhibition that visited 64 European cities to showcase a new exotic sports car. This traveling exhibition concept, creative design and all outdoor and indoor set design were managed by Genius Progetti and included 64 temporary exhibits in all major European capitals.

Mr. Giusti comments on the company's ability to deliver memorable events "We are one-stop shopping for our major clients. Because we specialize in large scale set design and international pavilions we're able to outfit our event locations with a custom set for the brands we work with. Last year, we transformed the Tuileries Garden in Paris for a 2-day live production event. Our events are more like movie productions than gala dinners, similar to what you would expect from a major fashion show or catwalk event. Having amassed this experience over the past 25 years for the automotive, ceramics and industrial sectors we're ready to offer our

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services to the fashion world.”

For more information on Genius Progetti visit their website at <http://www.geniusprogetti.it> or follow them on Instagram @geniusprogetti.

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