



## PRESS RELEASE



### ***Together with Venditalia 2022***

***a team of Italian excellences for an immersive experience***

***in the vending world between present and future.***

#### *Rhea pad 3 stand D15 F08*

Milan, 11th May 2022 - The vending world is changing: in recent years, new habits, behaviours and needs have appeared and have evolved, heavily influenced and accelerated by the contingent situation the world has been facing.

Venditalia 2022 is the opportunity for Rhea to present its vision, strongly projected into the future, and its role as an Italian coffee machine and vending machine manufacturer.

The collaboration with Pininfarina, who created the experience and spatial architecture of the stand, and with Davide Livermore and Paolo Gep Cucco who worked on the communication, will offer visitors the chance to immerse themselves in a brief but intense journey into the world of Rhea.

The concept of the stand, developed by Pininfarina merging its experience design & architectural competences, becomes the container for Livermore & Cucco's narrative and is translated into a structure that shows strong parallels with the theatrical experience. In the front area, or stage, seats recalling the shape of a cup of coffee, symbol of Rhea, are placed in front of a large screen projecting images and videos of the company.

Behind the stage there is a sort of backstage, within which a journey through four separate areas begins, each of which houses a vending machine, illuminated only by a spotlight, just like works of art.

After passing through these four thematic areas, the guests will enter a lounge, finished in wood and placed in the centre of the path, where they can enjoy a good cup of coffee.

Davide Livermore, an acclaimed opera and theatre director, but above all a great friend of Rhea, together with D-Wok, an Entertainment Design company, created and produced the multimedia content that will take visitors on a journey through the company's history and values.

*"We, as women and men, need stories. Behind every Rhea machine there is a desire to put together reflections that shape the future in a combination of architectural, anthropological, theatrical and human experiences, which come together in a great emotional narrative"* **says Davide Livermore.**

*"Made for you" is the claim we are introducing at Venditalia, and it is the precise synthesis of what we do and how we do it. In recent years we have analysed the market, collected data on the customer and consumer experience, and worked on the contamination of different worlds in order to have a broad and concrete observatory of the future needs and trends. Our ability to experiment and customise the solutions we offer our customers is based on this constantly updated observatory, which goes beyond the machine hardware and software. Our mission is the perception of the coffee break experience of every single consumer, everywhere in the world: it is precisely Made for you,"* **explains Andrea Pozzolini, CEO of Rhea.**

Quality, sustainability, innovation and a lot of Made in Italy are the ingredients chosen by a 60-year-old family business to "do business" - MADE FOR YOU.

**D-wok**, specialised in multimedia creativity, design shows, interactive performance, advanced video design and augmented reality, creates, under the guidance of Paolo Gep Cucco, content for major events, theatre shows, operas, TV and live shows.

**Pininfarina**, a global icon of Italian style, is recognised for its unparalleled ability to create timeless beauty through its values of elegance, purity and innovation. Founded in 1930, Pininfarina has evolved from an artisan company to an international service Group, a supreme expression of automotive style and a consolidated reality in industrial design, experience design, architecture, nautics and mobility beyond the automotive sector. It is a group that employs 600 people, with offices in Italy, Germany, China and the United States, and has been listed on the stock exchange since 1986. Over nine decades, Pininfarina has designed more than 1,200 vehicles and more than 600 projects in different fields, receiving numerous international awards.

**Rhea Vendors Group**, founded by Aldo Doglioni Majer in 1960, is one of the largest producers of customized vending machines in the world. For sixty years, Rhea has stood out for its wide international reach, high-level design, state-of-the-art technology, and 'Made in Italy' excellence. With headquarters and manufacturing based in the province of Varese and foreign branches in 9 countries, Rhea is proud of having spread coffee culture to over 90 countries around the world. In the last twenty years, Rhea has laid the foundations for an important transformation: from a global player in vending to a pioneer in the introduction of vending to the new retail, hospitality and out-of-home sectors, confirming its mission

*to interpret and often anticipate a constantly evolving market. Rhea's new proposals revolutionize the very concept of hospitality, both in business and domestic contexts, with a value proposition that improves the quality of life.*

Website: [rheavendors.com](http://rheavendors.com) LinkedIn: [Rhea Vendors Group](#) Instagram: [Rheavendorsgroup](#) Facebook: [Rhea Vendors](#)

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