



COMUNICATO STAMPA

Rhea among excellences at Designtech at Mind, Milan Innovation District

Rhea's solutions contribute to the food&beverage experience at Designtech

Milan, May 19th 2022 - For over 60 years, Rhea has been interpreting the vending sector in a continuous evolution towards new services and markets. It is thanks to our vocation to innovation and design, to the attention we have always paid to projects that look to the future and to the continuous experimentation of new consumption models, that our company enthusiastically seizes the opportunity to participate in this initiative as a partner of Designtech, the first Italian hub of technological innovation dedicated to Design.

Designtech aims to bring together companies, symbols of excellence in the national and international design sector, with innovative start-ups, to design solutions capable of improving and revolutionizing the way we live. The hub plays a role of synthesis between design and technological innovation, acting as a bridge and cultural mediator between the companies that have made design a central economic sector for the Italian economy and for the new generation of digital entrepreneurs, creatives and designers who are looking to the future from Milan.

Vending models have always been driven and stimulated to anticipate and satisfy new consumer habits, especially in times of great change such as the one we are currently experiencing. Rhea's mission is to offer the best possible experience in every context, with solutions that satisfy different consumer tastes, combining in our proposals design, innovation and quality, with a strong commitment to environmental and ethical sustainability.

"We are happy and proud to have been involved in Designtech's project to enhance the coffee break experience within the largest public-private urban regeneration district in Italy. We share with Designtech and all the other partners the desire to collaborate in an innovative and creative way for the progress and wellbeing of people, and we firmly believe in the power of contamination, in the creation of business ecosystems in which the various skills intertwine and are enhanced through mutual collaboration."
commented Andrea Pozzolini, CEO of Rhea.

In this technological innovation hub, Rhea is offering Designtech guests the chance to enjoy a variety of quality hot drinks, Gourmet Experience recipes created with food designer Paolo Barichella, as well as cool drinks made with water and healthy essences, using the automation of the latest tabletop, the rhTT1, and the rhea COOL AQUA PLUS.

Designtech is the brainchild of Ivan Tallarico, Founder and CEO of Hi-Interiors, and a group of entrepreneurs and professionals with complementary experience in the fields of industrial design, automotive, nautical, hospitality, fashion and media. It positions itself as the innovation hub supporting companies operating in the furniture, construction, architecture and real estate sectors in particular, to prepare them to meet and win the challenges of a constantly and rapidly changing world.

Designtech inaugurates its first flagship location on 12 May 2022 in MIND - Milano Innovation District, the new Milanese innovation district located on the area that was once the site of Expo 2015, proposing within the Village Pavilion an offer of dedicated innovation spaces and services made available to the community made up of start-ups, companies and professionals in the sector.

In addition to the coworking space (currently being opened at MIND), co-factory and co-living spaces are currently being planned, optimised as living labs to foster open innovation dynamics, startup acceleration, venture building, rapid prototyping and testing of new products and services in the aforementioned sectors.

The infrastructures that make up the hub are built and managed directly by Designtech, serving as anchors for real estate redevelopment and urban regeneration operations, offering start-ups and companies in the ecosystem concrete opportunities to experiment with novel solutions. www.thedesign.tech

Rhea Vendors Group, founded by Aldo Doglioni Majer in 1960, is one of the world's leading manufacturers of fully customisable vending machines. As the excellence of the Made in Italy, Rhea stands out for its strong international character, top-level design and state-of-the-art technology. With headquarters and production centre in the province of Varese and branches in 9 foreign countries, Rhea is proud to export the Italian coffee culture in over 90 countries around the world. Over the last twenty years, Rhea has laid the foundations for an important transformation: from a player in the vending world to a forerunner in the use of automatic distribution in the new retail, hotels and out of home sectors, confirming its vocation to interpret and anticipate a constantly evolving market. Positioning itself between the digital and physical worlds, Rhea's new proposals has revolutionized the concept of hospitality and the consumption offer in both business and residential contexts, helping improve people's quality of life.

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

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