



COMPANY PROFILE



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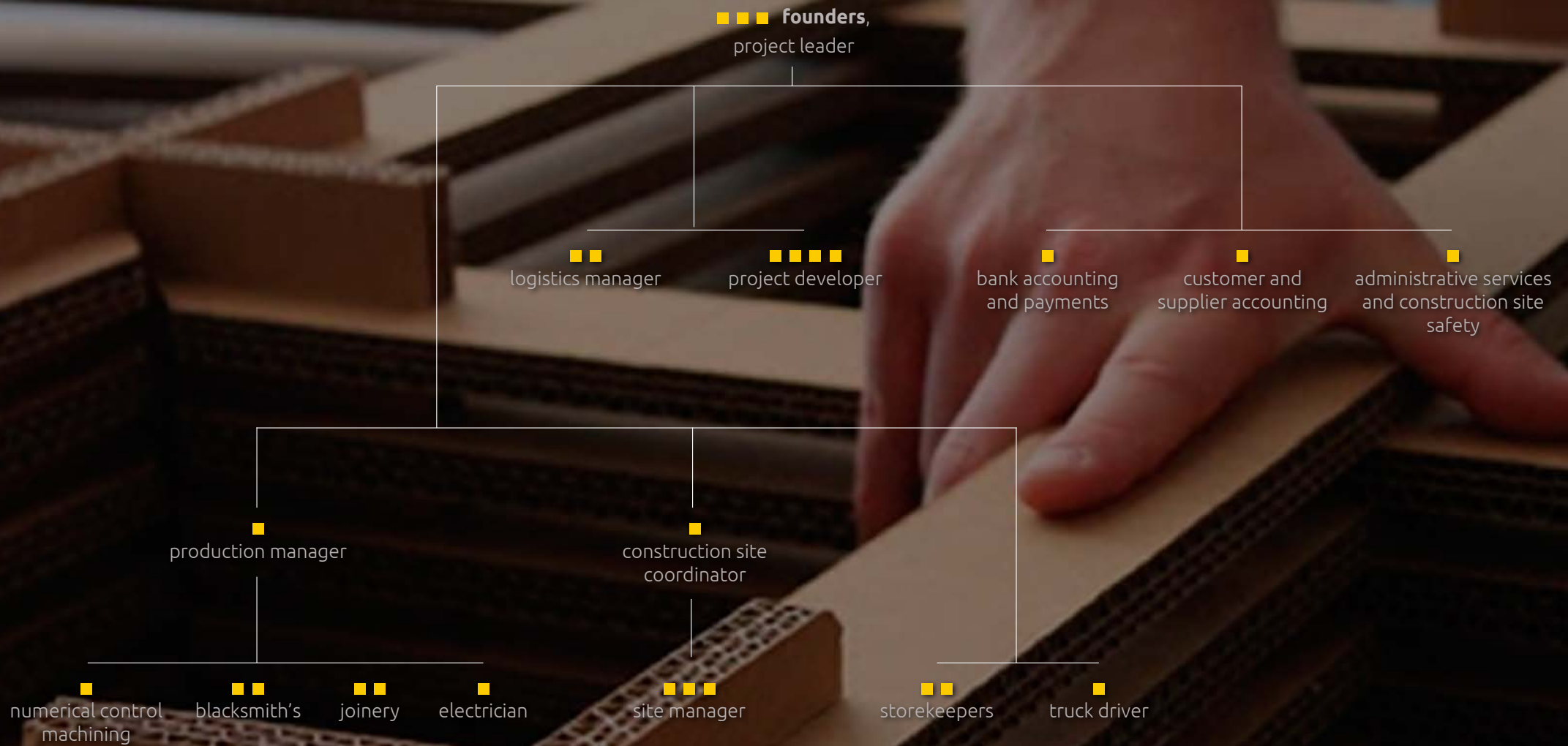
WHO WE ARE



We interpret and enhance an idea or a product; we showcase it on a pedestal for everyone to admire, making it the protagonist of a whole exhibition or just one stand. We are Machina, a Florence based company specialized in exhibition architecture, **particularly active in the trade fair sector with stands, showrooms and catwalks, but also scenography and theatrical events, display structures for museum exhibits and tailored planning solutions for big events, conventions.**

The current company setup dates back to 2005, but Machina's been active on the market since the 1980s, we are in fact a rare case of success and endurance in this market sector, often characterized by ephemeral presences. Whether dealing with **fashion, art or food**, Machina brings out the best of the true **Made in Italy** and more. **Supplying a "turnkey job"** and following the client step by step from start to finish, until the grand opening. At the head of the company are three partners who merged their past firms and, most importantly, brought together 40 years of experience and know how into one. Three very different professionals for age and personality, whose differences have been one of the company's strongpoints from the start, enriching and strengthening it. Their different approaches and viewpoints contribute to the constant nurturing of creativity and multiply the odds of finding the right answer to the needs and sensitivity of each client. At Machina, teamwork has always been fundamental, starting with the three partner's synergic relationship and all the way through to the qualified and articulated team of professionals that we rely on, who bring a great variety of skills, competencies and ideas to the table.





THE NUMBERS



years on the market

40

our standard team

20

our extended team

50

projects completed
yearly

150

square meters
set up in 2019

33,5 k

clients

60

biggest job in square
meters

6,5 k

billings in 2019

5 M

square meters
covered
in the company

2,5 k

WHAT WE DO



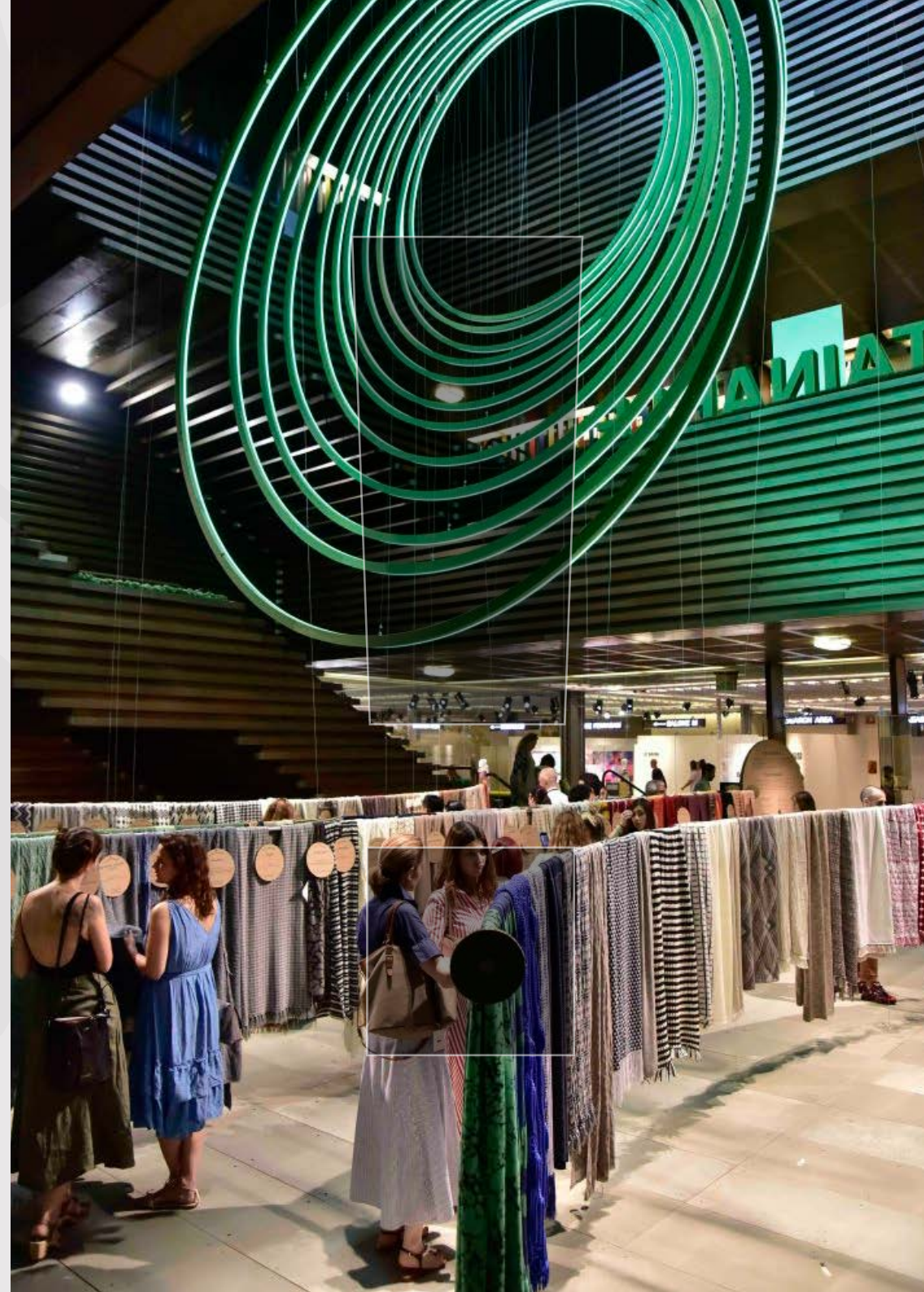
Machina's headquarters in Sesto Fiorentino, right outside of Florence, is where the core of our work takes place for both national and international projects. With 40 years of experience in the field, we have gained qualified competencies in **creative and executive design** and project planning, consolidating skills and capabilities in various sectors.

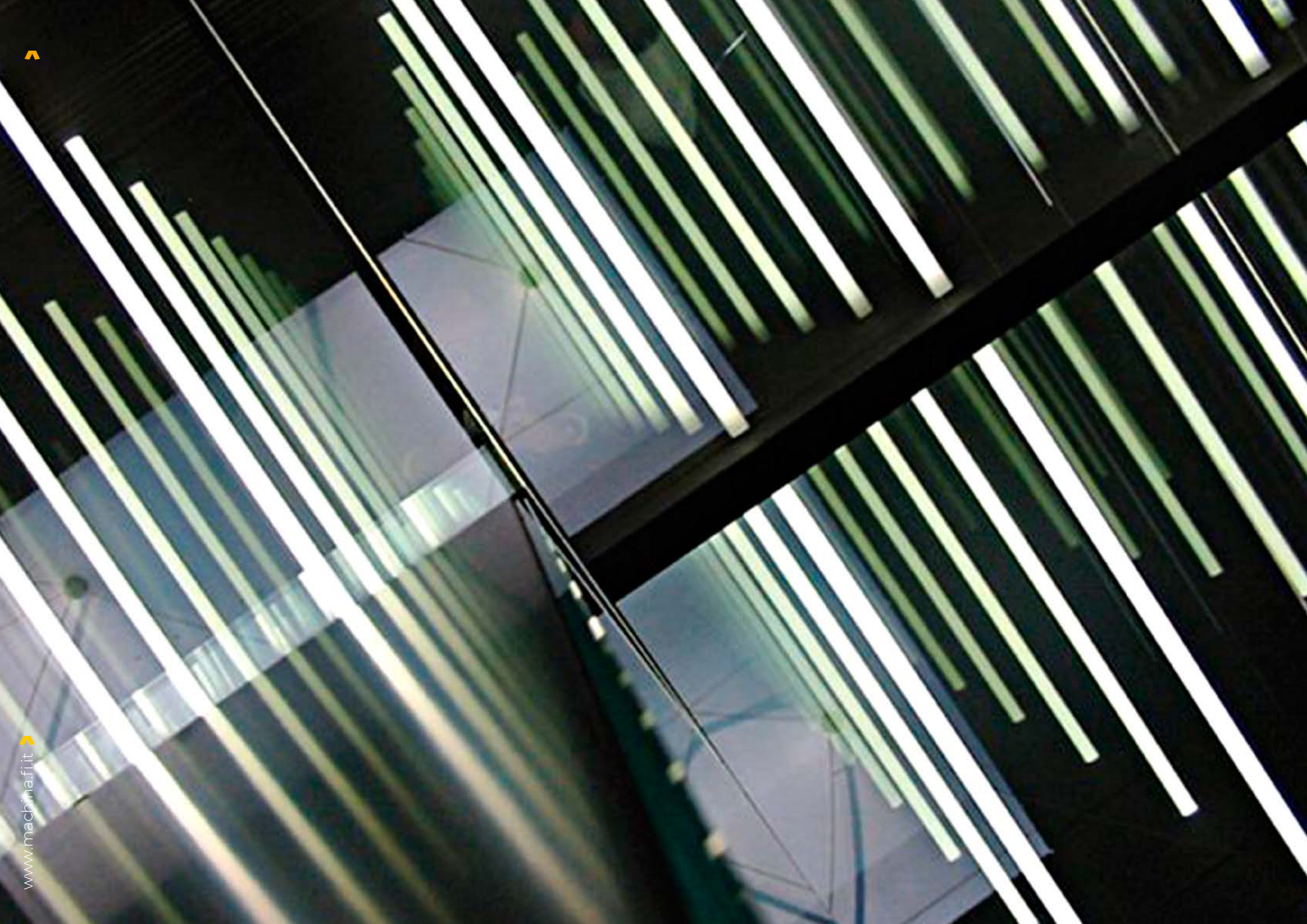
Project development is supported by prototypes and models, as well as a preassembling area where the product is tested.

Our work areas are organized around the main manufacturing materials such as wood, with CNC cutting, metal carpentry, paper and cardboard and plastic materials.

Other sections are dedicated to painting, scenography and resins, design and wiring of LED systems, plus a dedicated area for upholstery and covering with technical fabrics. We also take care of **storing and rebuilding stands** in the following presentations. To complete the offer we provide **our personal catalogue of furnishings and accessories**.

Today Machina is also qualified in audio visual system design and digital printing, thanks to our active cooperation with external service partners. In fact, our projects aim at offering a 360 degree view that will immerse the visitor into a universe of sounds and colors and lights and images, but also tactile sensations and visual paths capable of creating a captivating parallel reality. Our goal is to offer a multi-sensorial experience where the product isn't just exhibited and the spectator can feel moved and excited. At Machina we have **our own qualified assembly teams** and **all necessary equipment**, including electric carts, elevators and forklifts, as well as means of transportation.





HOW WE WORK



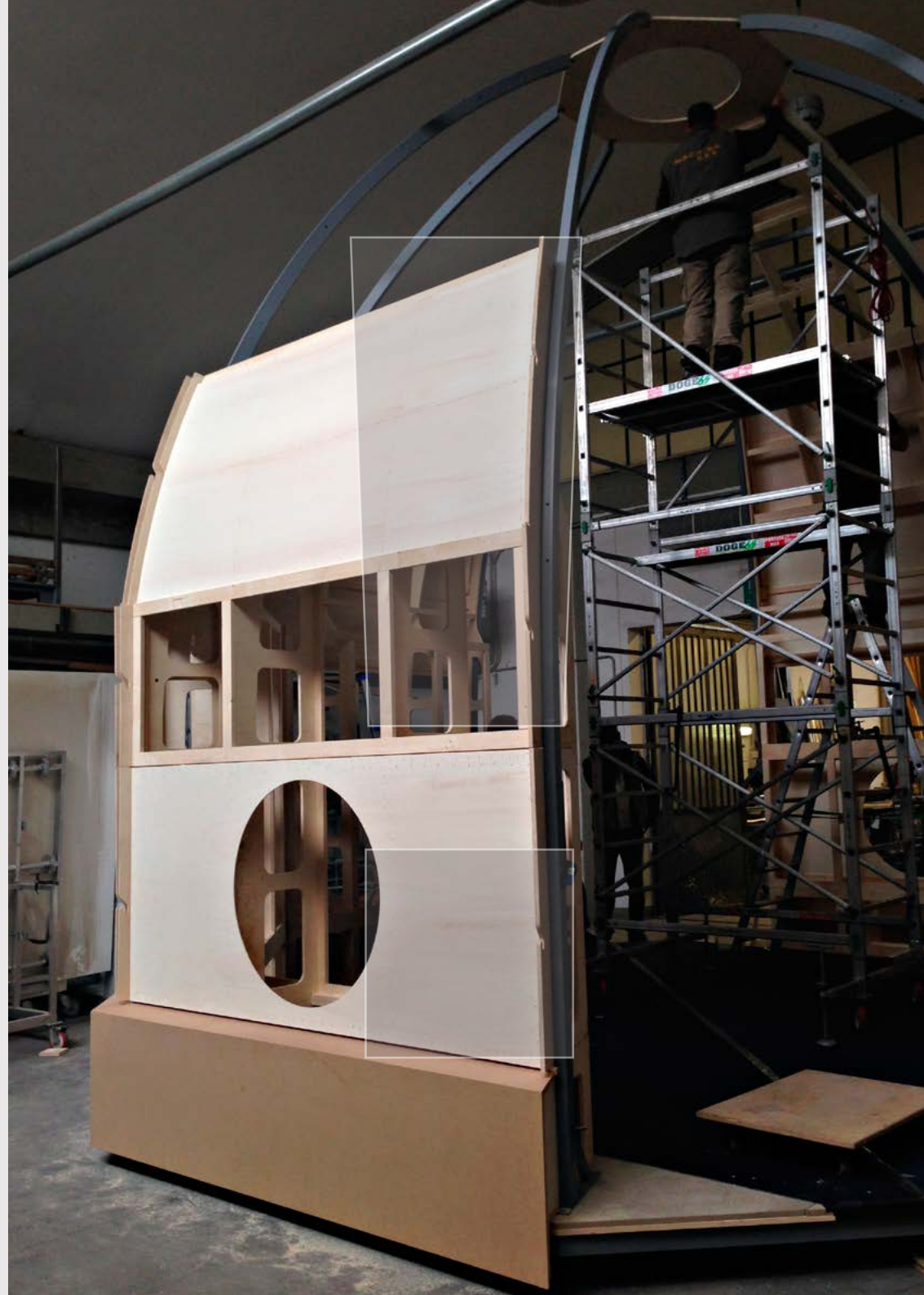
Passion and curiosity have always characterized Machina and the people who work here.

Passion is what inspires us when we transform an idea into a project and then, supported by qualified technical skills and state of the art machinery, we make that project come to life. That's how we create products capable of capturing the public's interest and that truly communicate the full essence of the message.

As for curiosity, that's what drives team Machina **to search deep down into the philosophy and vision that are behind every project.** Whether enhancing a product or designing an exhibition, we want to get to know the full story behind each request, a story of people, experiences and ideas.

«The challenge of taking on something new and unknown while confronting ourselves with new ideas is what we like most.

Finding a solution for each different request, and working side by side with project designers and suppliers is our everyday life. The best moment for us is when we present the client with the finished product. On opening day we love to stand a few steps back and observe the spontaneous reactions to our work. That's when we know our job is done, and when we finally see, through the eyes of the public, how effective what we created really is».

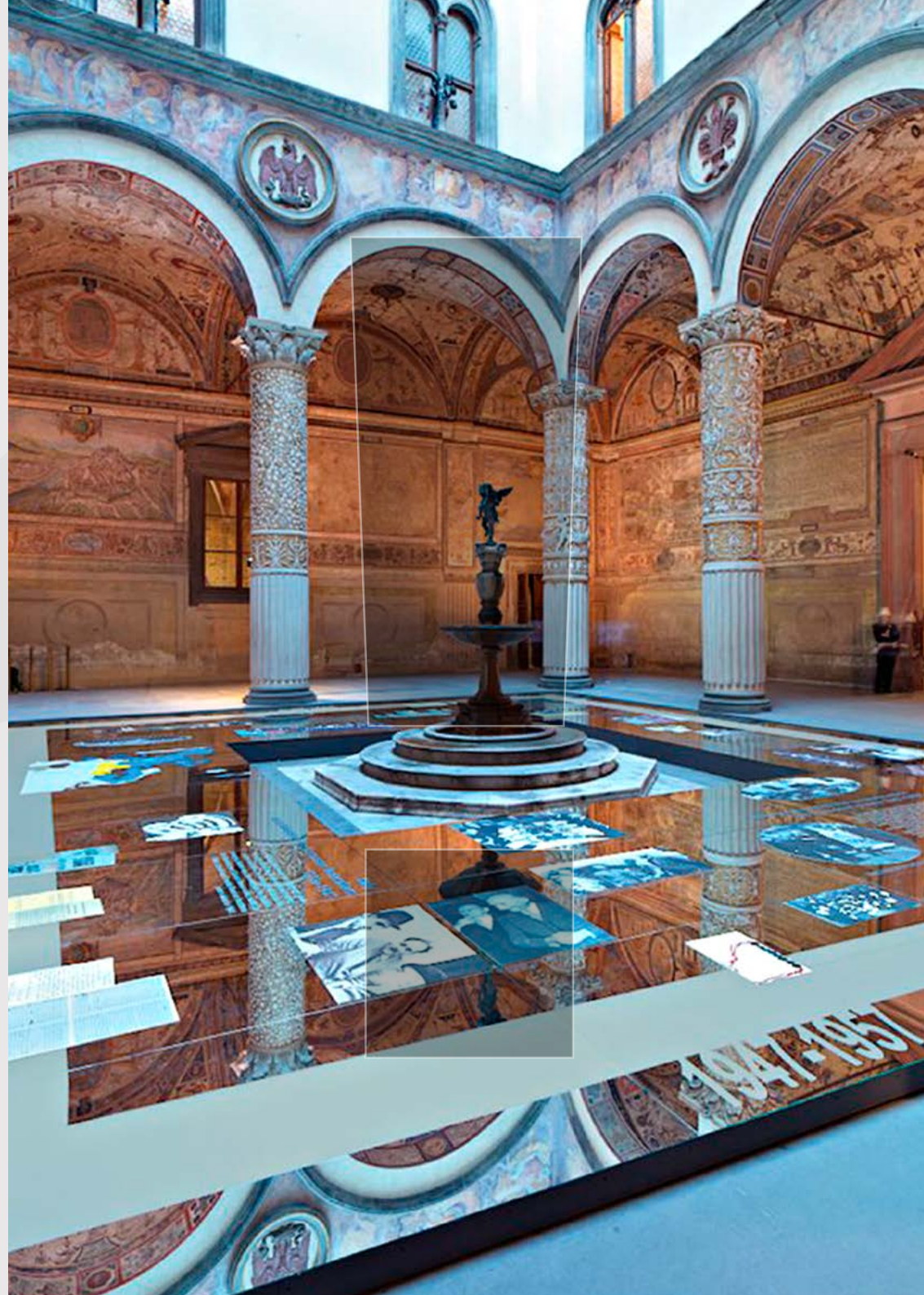




WHAT WE BELIEVE IN



«We believe in differences, in beauty, and in excellence. We believe in the satisfaction of creating something that didn't seem possible at first. We believe in respect: of people, of the environment and of our values. We have always been very environmentally conscious and strived for sustainability even before it, finally and fortunately, became a major topic in the last years. Firms like ours tend to produce a great quantity of waste material, but we have always tried to counter this with a sustainable working environment. We eliminated plastic bottles before any of our clients, even before some large corporations who have big budgets dedicated to this kind of campaign. We are convinced that **quality and dedication** always pay off, whether putting up a stand or caring about the environment».









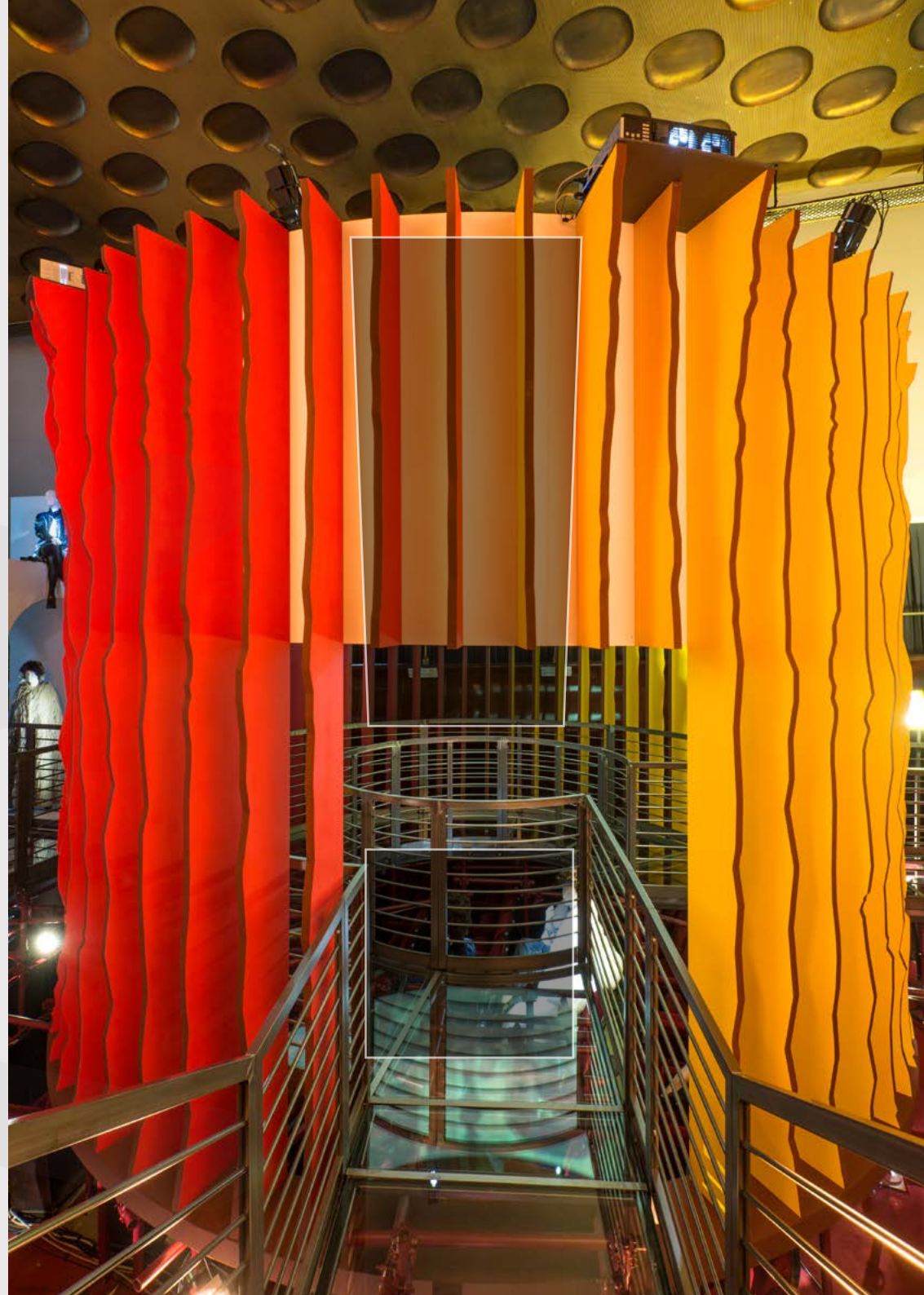
WHO WE WORK WITH



Thanks to a strong local traditional artisanship, but also cross team collaborations, Machina has always worked with big companies and important national and international realities, who are looking for reliable professionals. We deal with some of the greatest names in the fashion and clothing industry, but also in the food sector, as well as important cultural events and conventions. Machina has participated in many public contract assignments during the years, establishing solid relationships with the P.A.

A full list of our works is available for download on our website:

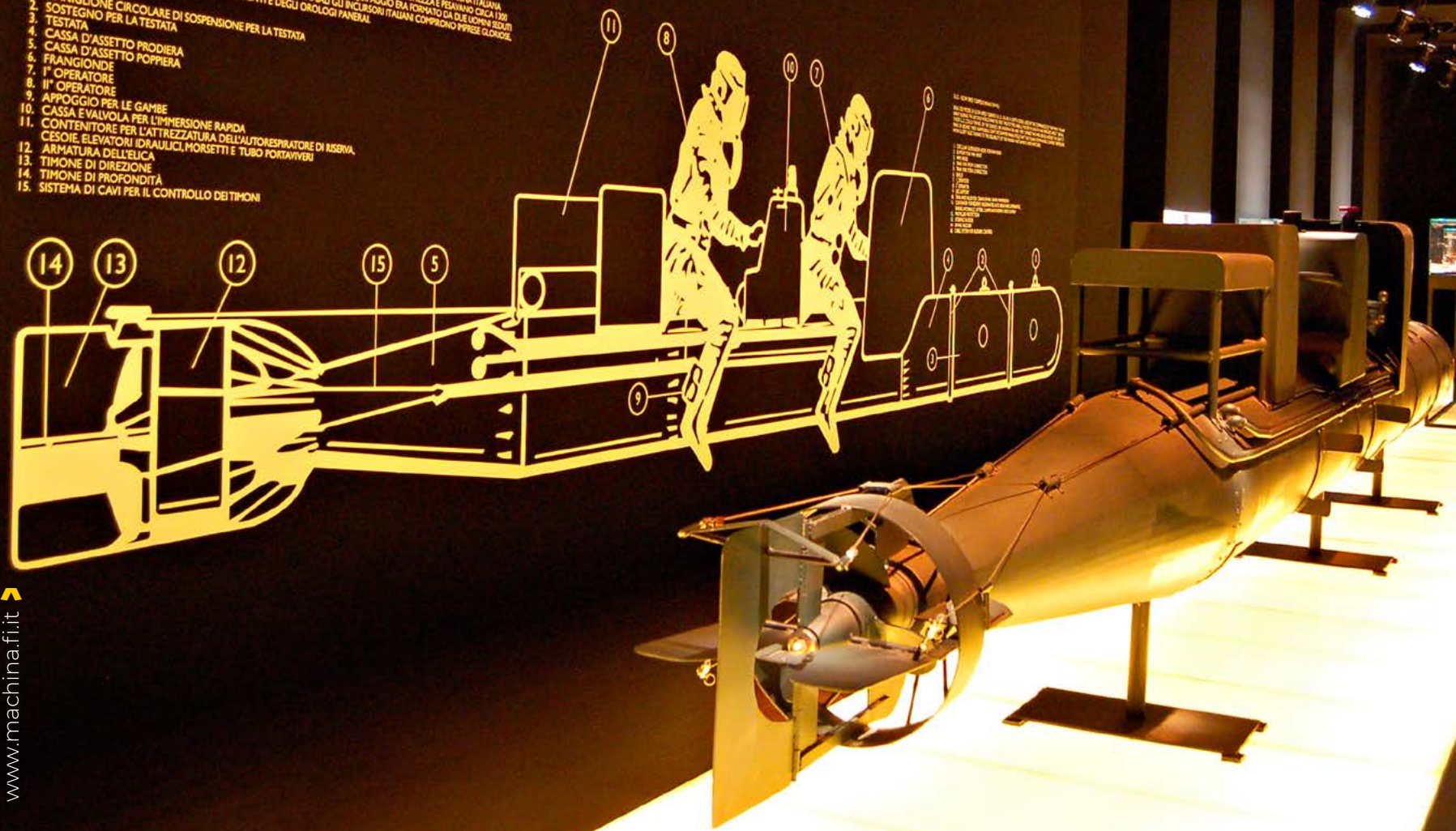
www.machina.fi.it ➤



S.L.C. - SILURO A LENTA CORSA (MAIALE)

MODELLO IN SCALA REALE DI UN SILURO A LENTA CORSA UTILIZZATO DAGLI INCURSORI DELLA REGIA MARINA ITALIANA DURANTE LA SECONDA GUERRA MONDIALE. I PRIMI PROTOTipi ERANO DI 67 METRI DI LUNGHEZZA E PESAVANO CIRCA 1200 KG. QUESTI S.L.C. POTEVANO NAVIGARE IN SUPERFICIE E IN IMMERSIONE E L'EQUIPAGGIO ERA FORMATO DA DUE UOMINI SEDUTI A CAVALCIONLA BORDO DI QUESTI SOTTOMARINI CHIAMATI MAIALE GLI INCURSORI ITALIANI COMPIRONO IMPREZIOSI GRAZIE ANCHE ALL'AFFIDABILITÀ DEGLI STRUMENTI E DEGLI OROLOGI PANERAI.

1. MANIGLIONE CIRCOLARE DI SOSPENSIONE PER LA TESTATA
2. SOSTEGNO PER LA TESTATA
3. TESTATA
4. CASSA D'ASSETTO PRODIERA
5. CASSA D'ASSETTO POPPIERA
6. FRANGIONDE
7. I° OPERATORE
8. II° OPERATORE
9. APPOGGIO PER LE GAMBE
10. CASSA E VALVOLA PER L'IMMERSIONE RAPIDA
11. CONTENITORE PER L'ATTREZZATURA DELL'AUTOSPIRATORE DI RISERVA, CESCOIE, ELEVATORI IDRAULICI, MORSETTI E TUBO PORTAVIVERI
12. ARMATURA DELL'ELICA
13. TIMONE DI DIREZIONE
14. TIMONE DI PROFONDITÀ
15. SISTEMA DI CAVI PER IL CONTROLLO DEI TIMONI





UNGO REA Y

AND THE



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