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## Welc(h)ome Market

*Press release*

### Welc(h)ome Market

Cascina Cuccagna, 13-22 April / Milan Design Week 2018  
a project by Galileo Visionary District.

**Cascina Cuccagna**, just a stone's throw from Porta Romana, is the ideal location for the **Welc(h)ome Market**, part of the project "De Rerum Natura - Un progetto per la simbiosi felice".

**Welc(h)ome Market transforms a living space into a "neighborhood delicatessen".** Galileo Visionary District, in collaboration with Gruppo Arneg and Gruppo Incontra, is proud to present a project that investigates the relationship between individual and ambience, rethinking the logic behind the display and sale of consumer goods by moving everything closer to a human dimension of domestic day-to-day living, **in a natural parallel between the product and its destined use.**

Home furnishings and interior design are combined to reimagine merchandise display and interaction through a new distribution format: a further **evolution** of the **neighborhood delicatessen.**

The Project emerges with a careful eye dedicated to **trends** in the world of **large retail chains.** What has become increasingly clear in this sector is that people want to make conscientious choices, to be accompanied in a purchasing process that increases in value when it occurs in an intimate and trustworthy setting, when the primary consumer goods are healthy, natural and sustainable from an ethical and social point of view.

The **Welc(h)ome Market** project revolves around three "**refrigerated modules**" produced by **Arneg with reimagined style, proportions, and materials.** It breaks the mold of what we consider a classic refrigerated display, from an aesthetic and interactive perspective it transforms into an **interior design element, a functional component of a "home-loving" environment.**

But what is truly at the heart of **Welc(h)ome Market** is its **sustainability in terms of product and process.** Profound attention is paid to the **materials** used and to the **energy consumption** throughout the project, which is integrated between the domestic living environment and commercial/display space.



At the same time, a careful eye is dedicated to **trends** in the world of **large retail chains**. It has become evident that people nowadays want to make conscientious choices, to be accompanied in a purchasing process that takes on increasing value when it occurs in an intimate and trustworthy setting, when the primary consumer goods are healthy, natural and sustainable from an ethical and social point of view.

**Welc(h)ome Market** recognizes these needs and sets out to give value to the increasing number of **natural and organic product lines** launched by leading operators in the sector, blending the classic spaces of the home with areas dedicated to buying and consumption

**Galileo Visionary District** is one of the most important centers in northeast Italy for research into design, materials and the application of new technologies and economic processes. Its portfolio of collaborations includes many of the largest Italian and international industrial groups.

The project **Welc(h)ome Market** is born out of collaboration with: **Gruppo Arneg**, main partner, market leader in the design, production and installation of the entire range of equipment for the retail sector. Arneg was responsible for the creation of the refrigerated modules, the heart of the **Welc(h)ome Market** project; **Gruppo Incontra**, a business network made up of eight well-known Italian companies involved in contract design (**BIREX, COPATLIFE, DALL'AGNESE, DVO, ENNEREV, MARTE, MIS** and **REXA DESIGN**). **Incontra** provided the support furnishings for the project; **Il Gigante**, retail chain partner who generously provided all foodstuffs, soft drinks, household and personal hygiene products; and **Womsh**, the technical partner of the initiative, who will deck out all the project staff with personalized WOMSH X SID footwear

The **Welc(h)ome Market** project was coordinated by **SID – Scuola Italiana Design** and **R&D**, who are both part of **Galileo Visionary District**.

**Profits from the Welc(h)ome Market will be donated to research for the fight against cancer and leukemia at the IOV Istituto Oncologico Veneto.**

**Press Kit (press release, campaign, photos, etc):**  
**galileovisionarydistrict.it/fuorisalone2018**

“The **Welc(h)ome Market** project is the expression of interaction across all the departments of our institution”, **Emiliano Fabris, director of Galileo Visionary District, explains**. “It brings together the variety and range of skills and experiences found within the Science and Technological Park in Padua. This systematic and multidisciplinary approach provides the opportunity to experiment with and develop new technological and economic scenarios, and even to explore novel social and anthropological settings. **Welc(h)ome Market** focuses on a vision of what the market demands of us today, and our project goes beyond the product alone, creating not only an innovative format but also an entirely new paradigm of interaction and distribution. We are proud to take part in the Milan Design Week, the internationally renowned design event: we are going as Galileo Visionary District, and we have an international calling. At the same time, we also represent Padua. In fact, we go with Arneg, an international company based in Padua. We thank them for having taken on this challenge with us. I also want to thank our technical partner Incontra, with whom we have had the pleasure of establishing an excellent partnership thanks to a project between DVO and the students of Scuola Italiana Design.”

“The need to look beyond the usual and the customary and the desire to be a part of the commercial and social innovation of large, modern retail chains led us to accept the challenge to develop this new concept, says **Roberto Azzalin, Cabinet Engineering Director at Arneg Group**. “We know full well this is a first step towards the discovery of new sales solutions. Our participation in this project represents our desire to show that Arneg’s outlook and products strive to move beyond the usual norms, to highlight how we constantly seek out innovation and is representative of our concept of “made to measure.” Arneg’s collaboration with Galileo Visionary District goes back more than a decade, and this has allowed us to gather innovative input that has then been transformed into products found in our catalogue today. The possibility to engage in dialogue and debate that is free from the conditioning that often comes from our day-to-day has given us the opportunity to develop innovative and unique solutions.”

“The Milan Design Week has an entirely unique significance for me this year” says **Ernes Pizzol, managing director of DVO**. “Not only are we inaugurating our new space in the center of Milan as DVO, we are also participating in an event whose values run parallel to those of GRUPPO INCONTRA, of which DVO is a part. Within the evocative backdrop of Cascina Cuccagna, Welc(h)ome Market promotes human and social sustainability first and foremost, and then product and process sustainability. The objective is to lend value to the inclination toward ethical and conscientious choices, which is gaining increasing traction in our society and in our personal habits of consumption. For this, I am extremely proud to have contributed to the achievement of this project and to associate the name of GRUPPO INCONTRA to these values.”



**Galileo Visionary District** is Galileo Science and Technological Park. Established in 1997, it is a joint-stock consortium whose members include the Chamber of Commerce of Padua, Fondazione Cassa di Risparmio di Padova e Rovigo, the City of Padua, and the University of Padua. It has over 50 collaborators, including employees and consultants, an annual turnover of approximately 2 million euros, and a portfolio of collaborations that include many of the largest Italian and international industrial groups. Galileo Visionary District's mission is to support competitiveness in the territory by providing support services for innovative processes in companies, especially in the field of design (in industrial, digital, graphic and brand design), by supplying the innovative materials and technologies connected with these processes (technological scouting and technological transfer), supporting business development and the birth of new, innovative enterprises, and by providing marketing and communication services.

**Arneg** is an international leader in the design, production and installation of the entire range of equipment for the retail sector. Founded in 1963 in Marsango (Padua) by Luigi Finco and Roberto Marzaro, today its group is made up of 36 companies – 20 production factories and 16 international offices – spread throughout the world. Its position as leader in the sector of commercial refrigeration has its origins in the valorization of the synergies created among the various companies in the group, and by the wealth of knowledge and ideas that circulated through its production and distribution networks on every continent. This operation method, which starts from its headquarters and passes through the international branches and Italian companies of the Group, has led Arneg to enjoy 50 years of unparalleled product quality, innovation, and environmental protection. Among the key factors in Arneg's international success: flexibility and the ability to offer products to clients that are “*made to measure*.”

**GRUPPO INCONTRA** was born out of the idea and the necessity to offer new approaches and to respond to the real needs of interior design. Every project brings with it unique requests, necessities and applications. The vast choice of well-researched materials and working processes allow us to answer the needs of every designer in the best way possible, from classic to more modern styles. Detail and attention to aesthetics and functionality guarantee high quality products that are expressions of the Made in Italy mark which the companies in the network represent. Our **HIGHLIGHTS**: more than 10,000 clients in over 110 different countries, over 150,00m<sup>2</sup> of production systems, 50% of energy consumption from renewable resources, 100,000m<sup>2</sup> of products every year, more than 400 employees, production is 100% Made in Italy, strategically located close to the port and airport of Venice, eight different companies, 35% of our products are made to measure, hundreds of different solutions and only one interlocutor.