



# Events



# *YOU DREAM IT WE MAKE IT*

RUOTE DA SOGNO  
SHOWROOM  
EVENTS AREA  
EVENTS OF ALL KINDS  
MOTOR VALLEY  
FOOD VALLEY

SERVICE  
TECHNICAL EQUIPMENT  
STREAMING & REMOTE EVENTS  
REACH US  
OUR CLIENTS

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# *RUOTE DA SOGNO*

## SHOWROOM

Ruote da Sogno is a must-visit for enthusiasts of classic cars and motorcycles from every era, offering a unique experience in the remarkable setting of the Italian Motor Valley. Inside the large showroom of over 10,000 m<sup>2</sup> there is a selection of more than 400 motorbikes of every era and brand, as well as an important selection of over 250 classic cars, Youngtimers and Supercars. Even if at first glance it may seem a museum, Ruote da Sogno is the largest Italian dealer specialized in buying, selling and scouting of vintage cars and motorbikes. Ruote da Sogno is an authentic commercial entity adept at satisfying the needs of collectors and enthusiasts alike.



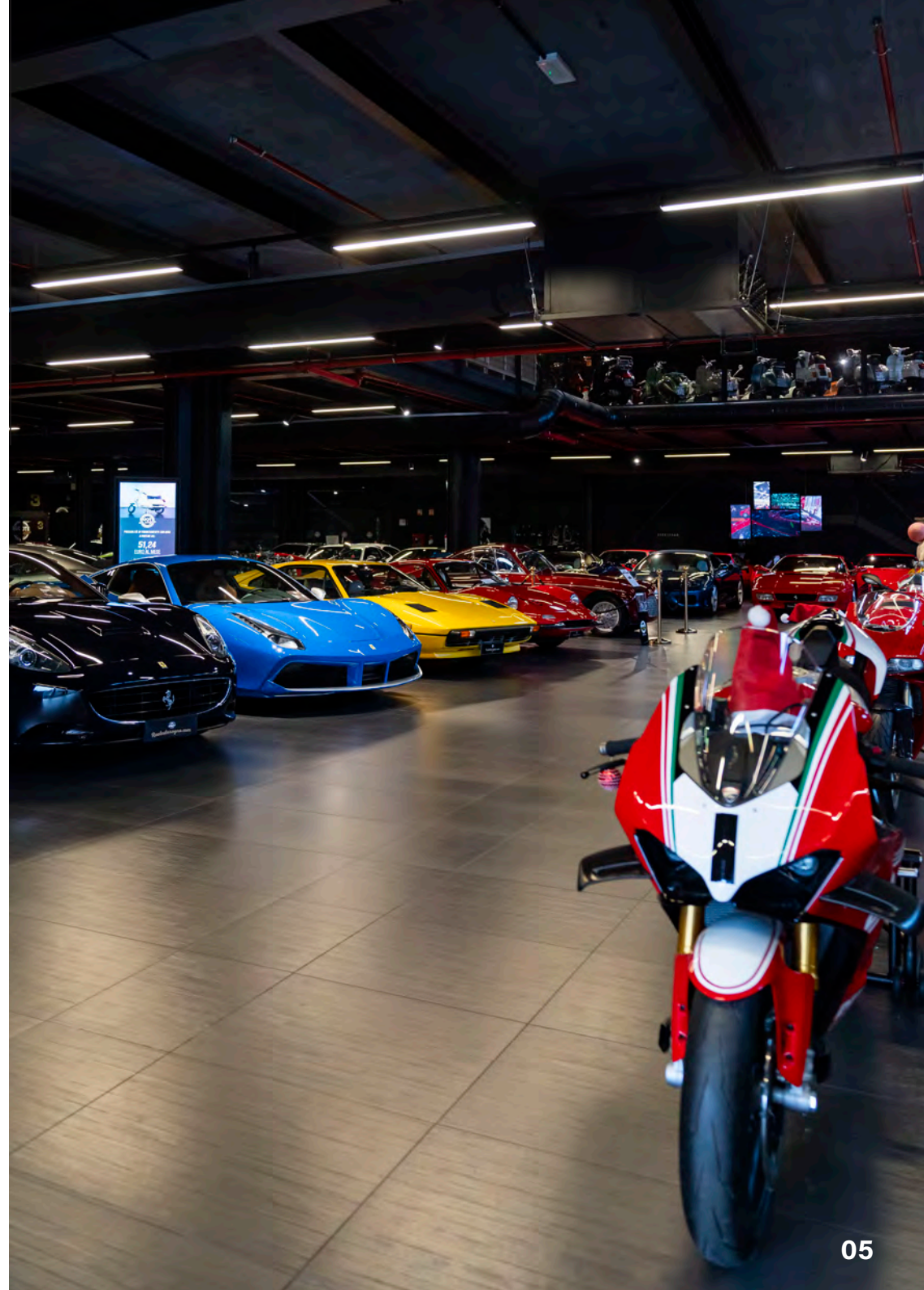
## ***RUOTE DA SOGNO***

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### EVENTS

Ruote da Sogno opens the doors of its captivating showroom to other companies, providing an exquisite venue for hosting impactful events that evoke deep emotions. Beyond being a mere creative space, Ruote da Sogno is a technologically equipped facility capable of bringing to life both corporate and private events. It goes beyond the ordinary by celebrating the exceptional qualities that have made the Emilia-Romagna region truly unique—where the perfect blend of culinary delights and automotive wonders takes center stage in every occasion.

# ***A VERY UNIQUE SHOWROOM***



# EVENTS AREA

Ruote da Sogno is an incredibly versatile setting, offering the creation of exhibition spaces and dedicated rooms. It accommodates the simultaneous management of various meetings and thematic workshops, providing a dynamic and engaging environment.



## MODULAR SPACES



Ruote da Sogno is able to conceive and implement any type of event throughout an innovative sensory journey that seduces guests with originality and refinement, sharing project analysis, communication strategy, and budget with the customer.



## *EVENTS OF ALL KINDS*

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Ruote da Sogno serves all kinds of events, from major gatherings to small meetings and workshops. Some areas of the showroom, for example, are an ideal solution for companies looking to organize events in a private and exclusive setting.

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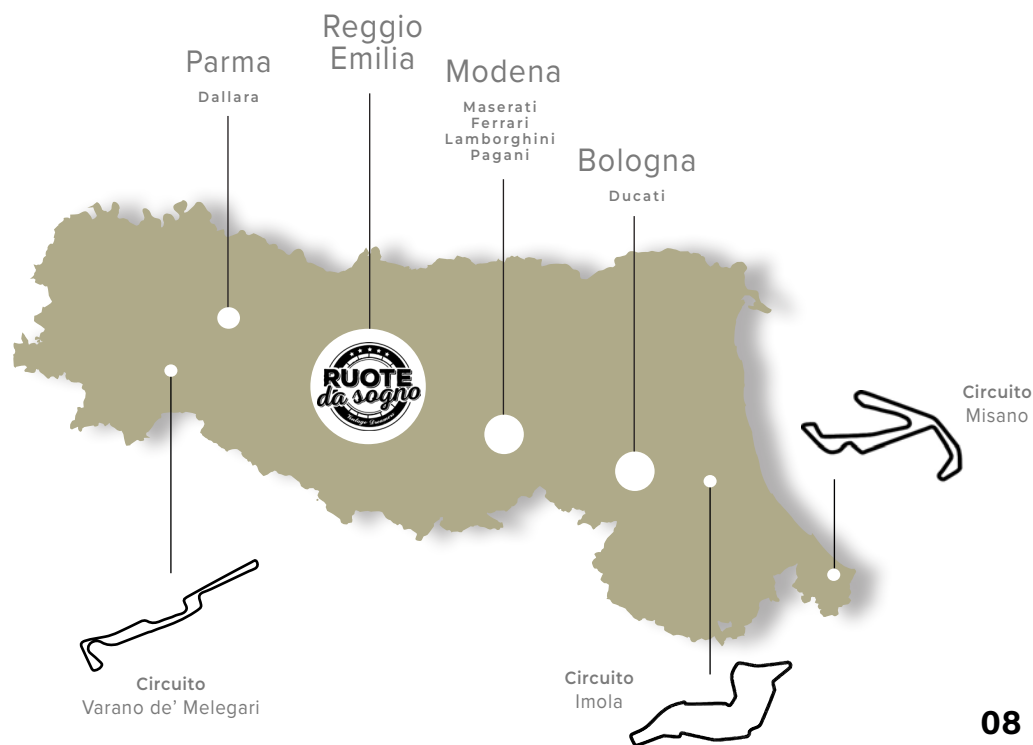


# IN THE HEART OF MOTOR VALLEY



Ruote da Sogno is situated in Emilia-Romagna, the officially designated Italian Motor Valley and Food Valley region. In Emilia-Romagna it is well-known that there are the manufacturing facilities of important brands worldwide, such as Ferrari, Maserati, Lamborghini, Pagani, Dallara, Ducati, Bimota. Additionally, there are several motorcycle circuits such as Imola, Misano Adriatico, Varano de' Melegari, and Modena.

Ruote da Sogno is right in the heart of the Motor Valley, based in Reggio Emilia, excellently served by the high-speed rail service (with the famous Mediopadana station designed by architect Calatrava), close to the Bologna airport, and about twenty kilometers from Maranello, the headquarters of Ferrari.





# FOOD VALLEY

Finally, let's not overlook the potential of the Emilian Food Valley, which Ruote da Sogno seeks to enhance by offering guests authentic gastronomic journeys into tradition. We offer clients a various choice of local caterings or the expertise of acclaimed Italian Michelin-starred chefs, ensuring that guests are treated with genuine culinary extravaganzas. Additionally, guests can make use of our Crystal Kitchen, a fantastic "crystal cube" designed for show cooking during dinners and lunches.



# SERVICE

## *SERVICE* *"ALL - INCLUSIVE"*

Ruote da Sogno can also take care of all those essential services in the creation of an event, such as hostess service, transfer coordination, artistic direction, ensuring the client a complete "all-inclusive" offering





## EVENT HALL 1

1. Stage 40 sqm (5 x 8 mt)
2. Nr. 4 Panasonic DW830E Projectors with 8500 ANSI lumens each for Dynamic Mapping
3. on Animated Wall
4. Room Lighting Park: nr. 40 Moving Heads B-Eye Wash, Service LED color temperature 3300K
5. Stage Lighting Park: 8 Mixed Functionality Beam Spot Wash Heads, nr. 4 Beam Heads,
6. Blinder, 5 RGB Strobe LED
7. 6mm Pixel Pitch LED Wall, 35 sqm divisible into two sections for fixed Event logo projection
8. Nexo Geo S12 Line Array Speakers with respective RS18 subwoofers
9. Traditional Nexo PS10 Speakers for room diffusion
10. Traditional Nexo PS15 Speakers for outfill diffusion
11. Nr. 4 Shure SM58 Wireless Microphones
12. Nr. 1 Midas M32 Mixer with digital stage box
13. Crystal Vault with aspirating ceiling

# TECHNICAL EQUIPMENT



## EVENT HALL 2

1. American-style stage - Ring stage 12 x 5 m (h 6m)
2. Stage 40 sqm (5x8)
3. LED wall pitch 3.9, dimensions: 8,5m x 4,5m (50 sqm)
4. Side curtains formed by LED wall pitch 2.9mm, 20 sqm
5. JBL Vertec 4889 Line Array Speakers
6. Traditional JBL Ac28/95 Speakers for room diffusion
7. Traditional JBL Stx 815M Speakers for delay diffusion
8. Nr. 4 Shure wireless QLX-D Microphones
9. Yamaha TF5 Audio Mixer with digital stage box
10. Lighting system: nr. 12 LED moving heads
11. Lighting system: 75 B-Eye Wash Moving Heads, Service LED color temperature 3300K
12. Control room: computer for presentations, Malight2 Commandwind+Faderwing Lighting 2 console
13. Nr. 2 Gobos 50' (slide in and next slide, timer)
14. Slide computer with remote control

# STREAMING & REMOTE EVENTS

Whether it's a streaming event or a hybrid occasion, it revolves around state-of-the-art technology. This involves cameras, microphones, audio and video mixers, the careful choice of a digital platform for seamless connectivity, a skilled technical directing team, and operators adept in supporting every facet of the event, from rehearsals to the live broadcast. Live streaming can adapt to various event formats: from meetings to conventions or congresses, and from sophisticated product presentations to exclusive roadshows – not to mention the classic workshop with clients and suppliers. Ruote da Sogno offers all these opportunities to clients.



# REACH US

## TRAIN

AV MEDIOPADANA  
*Reggio Emilia*

<i>from</i>	<i>timing</i>
MILANO	40 min
TORINO	1h 56 min
BOLOGNA	20 min
FIRENZE	59 min
ROMA	2h 27 min
NAPOLI	3h 39 min

## CARS

EXIT  
*Reggio Emilia*

<i>from</i>	<i>timing</i>
MILANO	2 h 30 min
TORINO	3 h 30 min
BOLOGNA	1 h
FIRENZE	2 h
ROMA	4 h 20 min
NAPOLI	5 h 40 min



# THEY SAY ABOUT US

What an amazing success last night!!  
Special thanks to all the staff, truly super!!  
I received compliments from everyone really!  
Bottega Gastronomica was also truly up to the task of the event.  
Thank you very much and see you next time!!

**MAX MARA** | dicembre 2024

Thanking you for your professionalism and availability,  
We'll meet up for the next occasion.  
A big hello to everyone, even your owner.  
A hug

**GELATO D'ITALIA** | gennaio 2023

Thank you too for the excellent organisation, support and splendid location.  
We were all very satisfied with the evening, including the guests.  
For many it was a real occasion and obviously an opportunity to discover your car and motor-bike collections. The food was also really good, I would say excellent choice of menu.  
Congratulations to you, you are a very well-trained team, as well as beautiful people.

**VERTEX** | gennaio 2023

On behalf of IXON I would like to thank you for the professionalism and support shown during the event and throughout the preparation. The professionalism of your staff made the event an excellent experience both for IXON and for all the guests. The feedback came immediately and was very positive from everyone present. Thanks to the direction, the catering, and the hostesses for the organizational support and the quality of the service. Thanks to everyone and also to your colleagues with whom I did not collaborate directly, but who from behind the scenes contributed to making the IXON Innovation Day an unforgettable occasion :)

**IXON** | novembre 2024

I have collected some feedback from fellow Consultants, clients and prospects.  
They are all very positive.  
The location is spectacular. Impeccable 360° organisation.  
I would like to congratulate all of you again on the excellent success of the event.  
See you soon.

**FINECOBANK** | novembre 2023

I want to thank you for contributing to the great success of the event.  
You are a truly professional and helpful team and for us organizers it is always a prelude to success.  
Please extend my thanks to everyone!  
Compliments!! And thanks again!

**KINTO** | novembre 2023

Thank you for your welcome and professionalism  
You were TOP! Thanks for everything!  
Your team is really great!  
We will talk soon  
A greeting

**CAFFÈ MOLINARI** | dicembre 2023

Good morning everyone,  
We thank you very much for your availability, for your professionalism and kindness.  
You helped us in everything, allowing us to help make yesterday's appointment even more special.  
You are a wonderful working group, tireless, reliable, always attentive to everything and of the highest level!  
You didn't stop for a moment to manage all the various aspects. Congratulations indeed!  
Thanks again for everything.

**MICHELE PIRRO** | dicembre 2023

# OUR CLIENTS



# OUR CLIENTS





# *CAR*



# *EVENTS*



# *MOTORBIKES*



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