



Talent and bravery, the book marking the 30th anniversary of Diesse Arredamenti

The Italian company Diesse Arredamenti, a leader in luxury yacht interior design, celebrates thirty years of success with the publication of a book dedicated to the entire industry: "Talent and bravery – Diesse Arredamenti and the partners that make the Italian nautical industry great", edited by Maria Roberta Morso.

Forlì, February 7th, 2022 – 2020, the year that marked **Diesse Arredamenti's thirty years in business** and its transfer to a **single major headquarter of over 11,000 square metres**, provided an opportunity to reflect on the path of growth taken by the company. It, therefore, seemed natural to put its history into a book, chronicling the business activity and weaving it into the **evolving yachting industry and its associated supply chain**. This is why Diesse Arredamenti has decided to produce a celebratory book, whose title, **Talent and bravery**, summarizes the main characteristics of the company, as well as those of its partners: the history of the Forlì-based company is an important chapter in the account of the development of Italian interior yacht design. "We decided to produce a book on the thirty-year history of our company. We didn't want it to be a self-congratulatory book, but rather an opportunity to focus interest on the **unceasing development of the entire yachting world**" states **Paolo Ravaglioli**, CEO of Diesse Arredamenti.

A book dedicated to the whole sector

Talent and bravery was born on the thirtieth anniversary of the company Diesse Arredamenti, to **celebrate the hard work and the vision of all those people** pulling together to give a voice and life to the Italian yachting industry, particularly those businesses born and developed on the **Adriatic coast**, creating a reputation for Italy as a world leader in premium yacht design and construction. Central to this narrative is the story of Diesse Arredamenti which has played a leading role in the development of yacht design. The story of Diesse, its customers and its partners, provides the opportunity to revisit the development of an industry that represents **a highly productive and profitable sector**, and that both benefits from and is a motor for **technological innovation**.

The co-star of the story

It was 1990 when the founding members of Diesse Arredamenti decided to set up their own business, realizing the possibilities of a growing market, and opened the company's first operating base in a portion of a warehouse measuring just over 100 square metres. The aim was to specialize in the interiors of luxury yachts, providing **a quality product, combining technology, functionality and style**. The intuition was right and has been rewarded by the constant growth of a company that has been able to withstand the moods and crises of the market, adapting and updating itself continuously, evolving both in its internal structure and in its relations with its sector.



A partner of Ferretti since 1990, part of Ferretti Group since 2002 and finally, thanks to the acquisition by Paolo Ravaglioli of the entire share package, a reference partner for the major manufacturers of luxury yachts. Ferretti Group (Riva, Ferretti Yachts, Pershing, Itama), Azimut Yachts, Benetti Yachts, Sanlorenzo Yachts, Sunseeker. These are just some of the companies that have chosen to rely on the **quality, reliability and professionalism of Diesse Arredamenti** over the years. A trust that the company has earned and maintains through continuous investments in its human resources, first and foremost, and technology.

The benefits of an excellence supply chain

To create the sophisticated furnishings for equally sophisticated yachts, whose complexity increases year on year, what is needed is a concerted set of skills and technologies looking always toward the future. This concerted nature is the product of companies creating a **solid and efficient made in Italy supply chain**: Diesse Arredamenti works in **synergy** with companies that provide materials, services, technologies and tools essential to the production of luxury nautical furnishings. Among the partners stand out **Bellotti**, a leading company in the processing and sale of wood and its derivatives; **ICA Group**, operating in the sector of paint and varnishes, combining advanced chemistry with respect for the environment; **SCM**, a world leader in machinery, systems and services for the woodworking industry; **Würth**, world leader in the distribution of fixing, assembly and storage systems and also for fitting out workshops. A chapter of the book is therefore dedicated to these major companies that contribute, by providing their innovations and technologies, to the success of Italian interior yacht design and the creation of a product of excellence.

Book features

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