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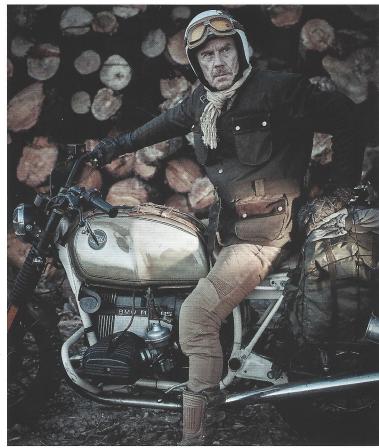
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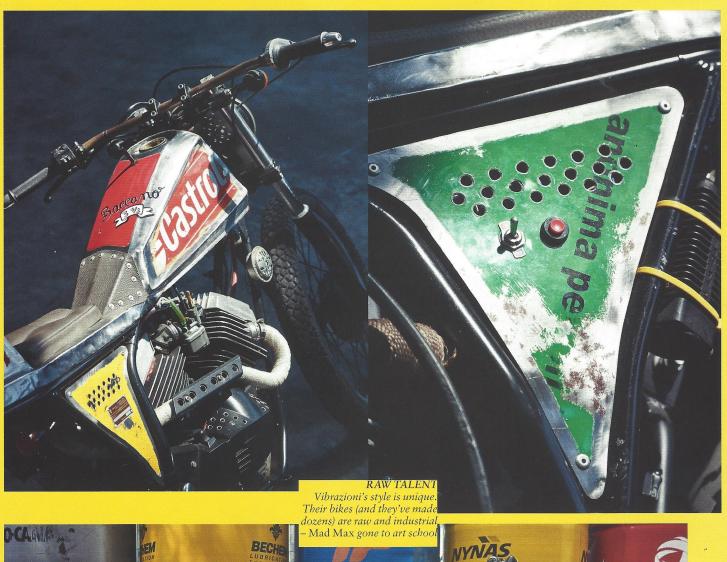
etween Bologna and Imola is the hotbed of Italian automotive engineering: Ducati, Zonda, Lamborghini, Ferrari and, until its recent revamp, Moto Morini. And in nearby Massa Lombarda there's a new kid in town. Design studio 'Vibrazioni - Art and Design' work their magic with recycled metal drums to create some unique and immediately recognisable products.

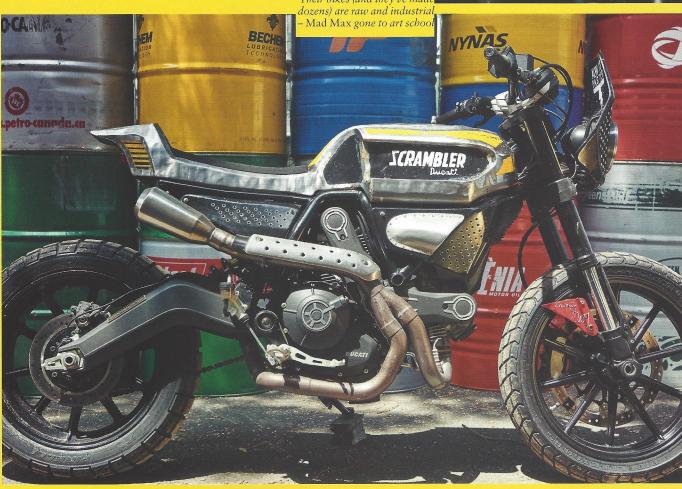
Be it a chair, a cupboard, a lamp or a motorcycle, when you see one of their pieces you know it's a Vibrazioni. The founders Alberto and Riccardo are a mysterious duo, their faces always covered by welding masks in photos. Unless you know them or spot them on one of their bikes, they like to remain inscrutable. Despite this, they seem like down-to-earth characters, happy to invite me into their workshop for a chat.

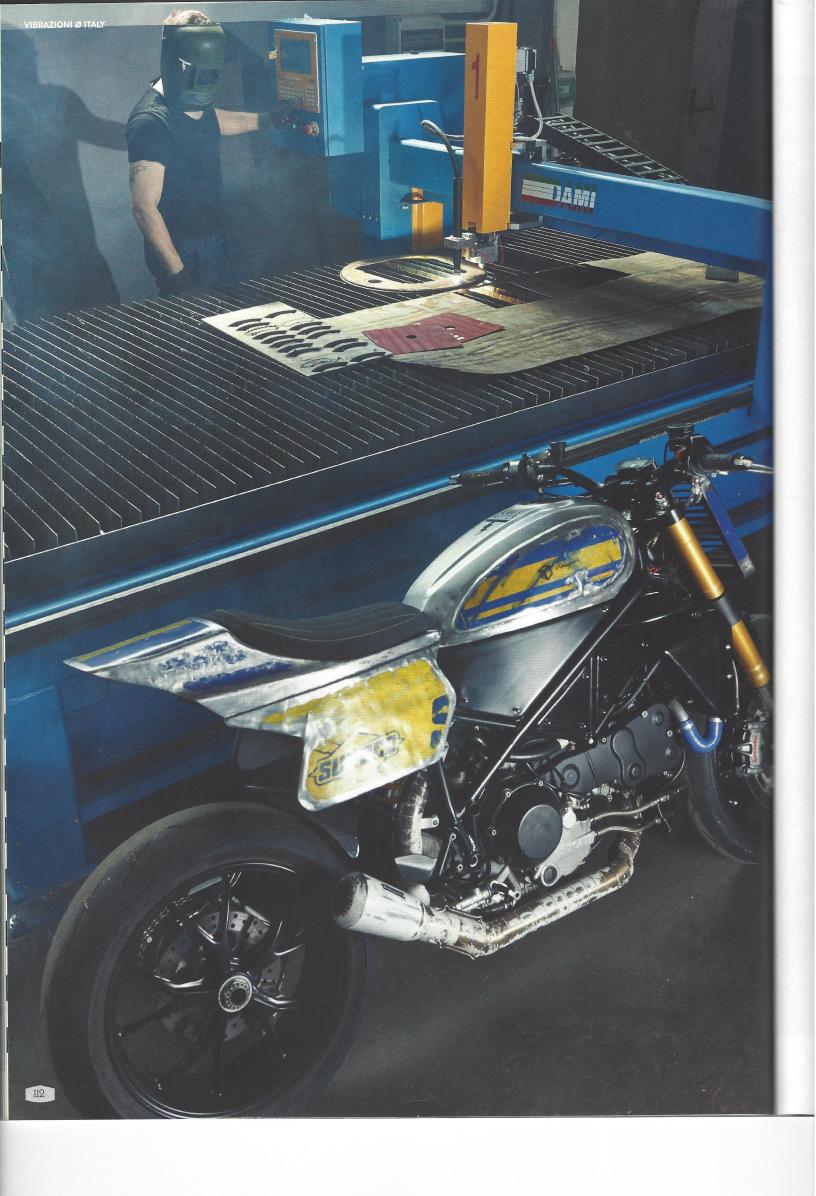
The two became friends at university but after graduation Riccardo got into video production while Alberto began designing and fabricating furniture. When Alberto and Riccardo connected again a few years later to modify Riccardo's motorcycle, they immediately clicked and the new Vibrazioni partnership was born.

The name literally means 'vibrations', inspired by the hammering of metal. When they started the business there was no automation - apart from the main forms laser-cut from the reclaimed metal sheets. All the dents, rough cuts, shavings and welding are the result of real elbow grease. It's hard work but ensures they have everything exactly as they want, creating forms that are impossible to automate.

Many of the barrels used as raw material for each piece of furniture and motorcycle fairing come from









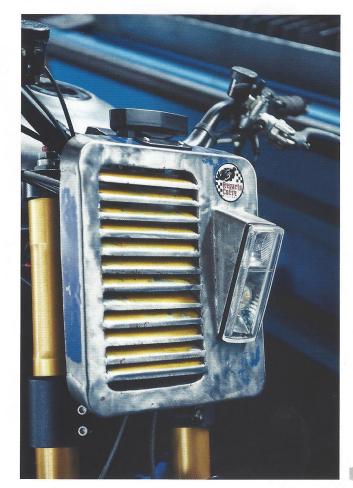
With success comes bigger machines. This CNC plasma cutter makes short work of steel sheet

local businesses to make sure the costs are kept down. But before any work begins, these go to another company to sterilise and strength-test them. In the end the cost of the metal is higher than buying regular sheets, but the result is unique.

Vibrazioni has recently relocated to a new gigantic warehouse where they can accommodate all their commissions while comfortably working on special projects like motorcycles and art installations. From working alone in Alberto's countryside backyard, 'between fruit trees and rust' as their tag-line proudly says, they now have a dedicated team and use powerful machines like a laser cutter and metal bender. Despite this, most of the finishing work is still done by hand.

In 2017 they created the Guzzi Vertigine, winning the fourth episode of Italian TV programme, *Lord of the Bike* on Sky. Starting with a V7 MkIII, they blended their metal bodywork with some incredible 3D printed structural carbon parts to create a futuristic bike inspired by Japanese manga culture.

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Right now they are working on a project involving 3D augmented reality that can be experienced through your phone, allowing you to see life-size furniture and bikes. Looks like barrels are just the start...



vibrazioniartdesign.com