

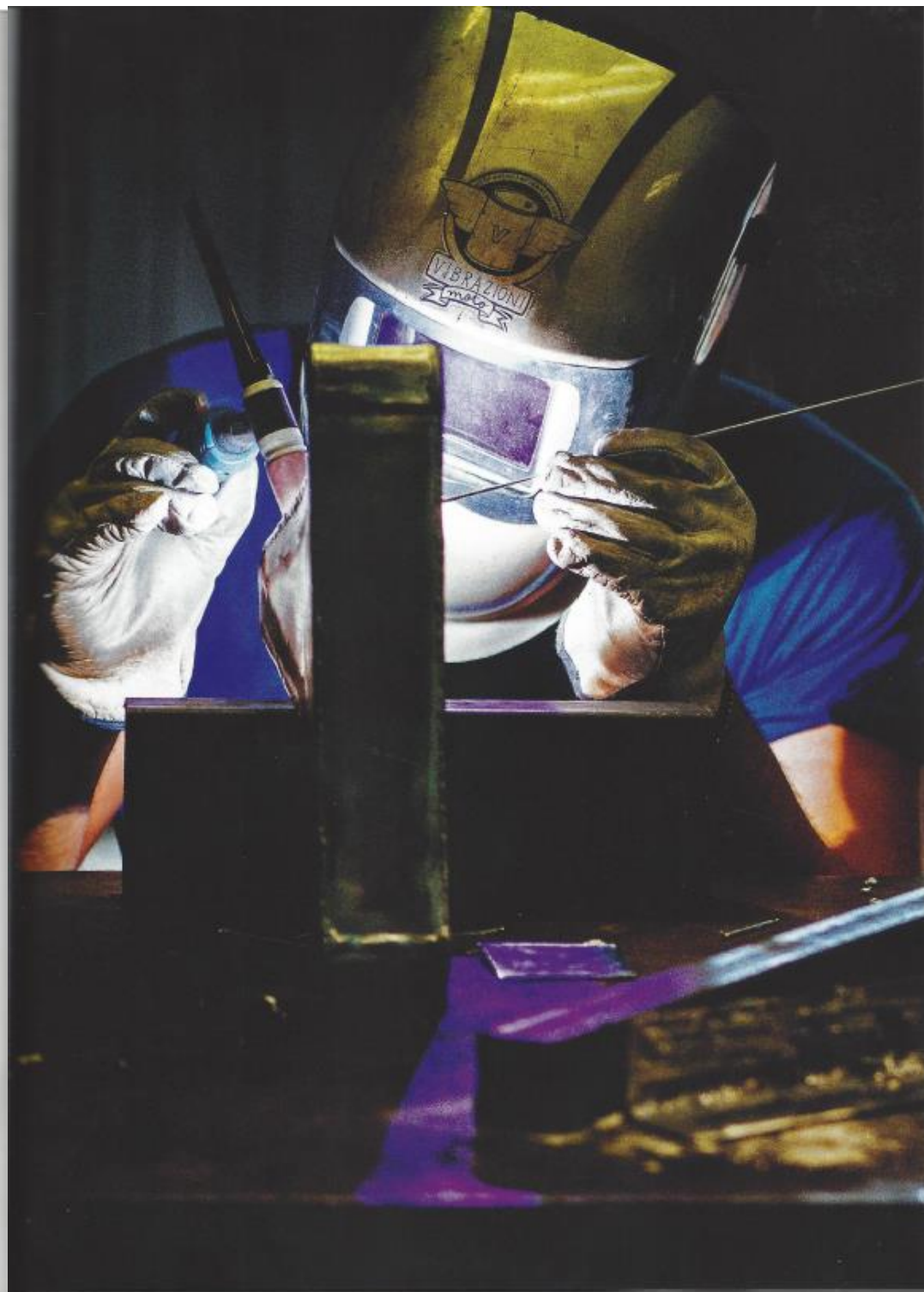
BIKE & PASSION

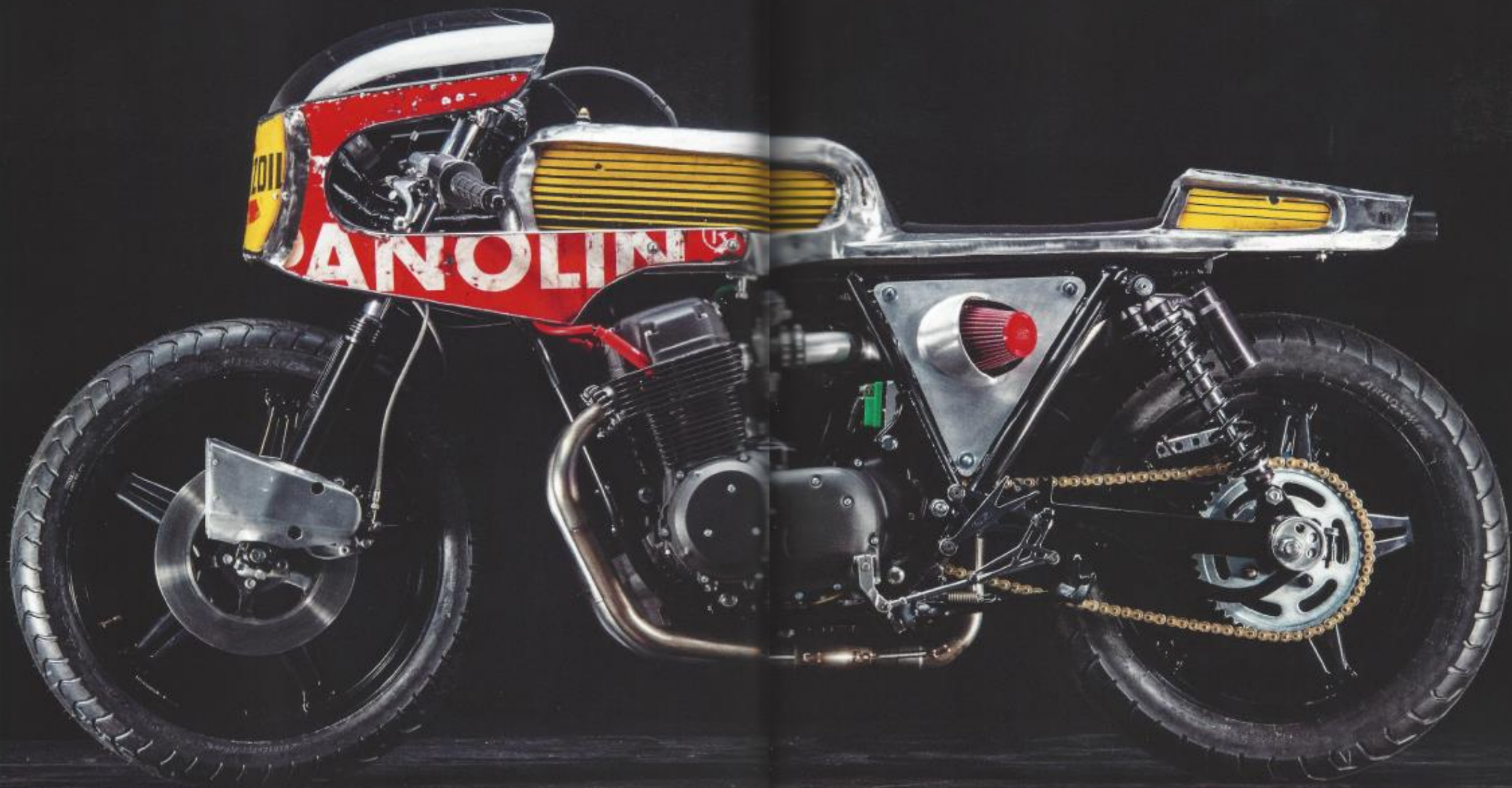
# GOOD VIBRATIONS



text: Inspire Team - photo: Gallo Albanese

AMONG FRUIT TREES AND RUST





*This 1979 Honda 750ss has been completely re-designed. The re-tuned engine has now 100hp*



# F

enza is a city near the glorious racing track of Imola right in the heart of the Romagna region, land of riders, in Italy. Standing at the foot of the first Subapennine hills, surrounded by an agricultural region including vineyards, the town is well known for being home to the F1 racing team Scuderia Toro Rosso, formerly known as Minardi. Alberto Dassasso born in 1981 and Riccardo

Zanobini born in 1980, first met at university right in Faenza and became friends. Alberto got a degree in industrial design and in 2007 started his own company: Vibrazioni Art Design. Riccardo became a videomaker and started working for worldwide renown communication agency Leo Burnett until 2011, the year he had enough. After quitting his job, he immediately joined his friend and now business partner at Vibrazioni (Vibrations). The innovative and highly creative company was building a name for itself in the furniture business. Loving races and motorcycles, Alberto thought about reinventing used oil and fuel bins, transforming them into chairs, stools, tables and closets. A work of art made with metal sheets brought back to their original plain shape and then assembled, sometimes mixed together to build the final product. "Like tailor made furniture, but instead of using needle-and-thread we use hammer, angle grinder and welding torch". With the help of Riccardo, Vibrazioni Art Design starts growing faster and faster, their product got noticed and finds their way into the offices of important companies as well as the house of Italian celebrities. "Alberto is more reflective and I am the impulsive one" says Riccardo "we do compensate each other fair well. I always fly around but he keeps me with the feet on the ground". In 2012, one year after Riccardo joined the company, the pair starts customizing motorcycles. The principle is the same, bins of all products and colors, chosen by the customer and assembled by Vibrazioni. The first prototype was brought at the Italian motorcycle exhibition EICMA and sold in three days. The two business partners have now organized their company good enough to manage the large amount of orders they receive from all around the world. Their furniture found its way in many shops all over the globe and now they can dedicate time both to main business, as to the two wheels. Despite the world crisis, the never ending Italian bureaucracy and killing fiscal pressure, these two young entrepreneurs prove once again that even in unfavorable conditions, creativity and talent always find their way to success.





*Alberto Dassasso and  
Riccardo Zanobini love to  
wear their working masks  
when taking pictures*

