



Press Release

Teoresi Group participates in the Salone OFF in Turin with its first book, "Teoresi Grand Tour"

- *On May 13, 2025, Teoresi will bring its first editorial project, Teoresi Grand Tour, to the Salone OFF in Turin, with an event at the Circolo dei lettori.*
- *The book project originates from the concept behind the 2024 film—Italy's first corporate production made using a virtual set as an internal communication and employee engagement tool. The Teoresi Grand Tour Book experiments with a captivating and original editorial and graphic format.*
- *Through these formats, Teoresi creates original narratives and languages to showcase the talents of its people, involve them in expressing company values, and emphasizes the importance of research and innovation in the corporate vision.*

After venturing into cinema, Teoresi is now taking on an editorial project to continue telling its story through creative and original formats, showcasing its skills, values, and the forward-thinking vision that guides the company. Following the first corporate film in Italy shot on a virtual set with employee participation, **Teoresi Grand Tour** is a publication curated by the Group to tell a story that reflects and involves the entire company. It is a journey "from digital to analog," reversing the traditional communication path and serving as an example of lateral, innovative thinking. **The book blends reality and imagination to tell a symbolic and fantastical story of the responsible innovation developed at Teoresi**, driven by the vision, skills, and passion of the Group's employees. Alongside corporate storytelling, *Teoresi Grand Tour* explores themes of sustainability, cross-fertilization, and the future.

Teoresi Grand Tour will be **officially presented at the Circolo dei lettori in Turin on May 13, 2025, during Salone OFF**, a citywide event connected to the Turin International Book Fair, which since 2004 has brought books and authors out of the Lingotto exhibition center into the city. Speaking about the editorial project will be President and CEO **Valter Brasso** and Teoresi Group's Chief Marketing, Innovation & Technology Officer **Beatrice Borgia**, joined by creator and cultural consultant **Stefania Soma**—known online as **Petunia Ollister**, thanks to her widely followed Instagram page (over 62,000 followers).

"The Teoresi Grand Tour book was born from the same concept as the film, with the aim of discovering new narratives while also experimenting with every possible communication channel and language to highlight the talents of the

*people in the Group and get them involved,” said **Beatrice Borgia**, Chief Marketing, Innovation & Technology Officer of Teoresi Group. “While the film marked the first use of a virtual set for internal corporate communication in Italy—an innovative approach both in how Teoresi tells its story and in engaging employees—the book now puts those values on paper, using a creative graphic layout and original content suited for a compelling editorial project.”*

Diego Tornese, Chief Operating Officer of Teoresi Group, added: *“This editorial project perfectly embodies Teoresi’s vision, rooted in the synergy between technological and humanistic knowledge. When technical skills interact with artistic, creative, and conceptual thinking, old paradigms are refreshed and new perspectives and project ideas emerge, breathing new life into familiar environments. This cultural energy helps foster our mindset of ‘explorers of new horizons.’”*

From Film to Book - *Teoresi Grand Tour Book* is the evolution of the cinematic project developed in 2024 in collaboration with media company **Prodea Group**. After film—used to engage the company and explore new technologies (one of only two virtual sets in Italy, and among the largest in Europe)—Teoresi now innovates the “traditional” book format through an eye-catching design and evocative text. **Creative direction** was led by **Sixeleven**—an agency founded in Turin in late 2009 and specializing in marketing strategies and growth-focused branding—which worked with Teoresi to develop a compelling and original editorial design aligned with the publication’s innovative content.

Discovering the Teoresi Grand Tour Book - The structure of the book is divided into five parts: the first introduces the “**Grand Tour**” as a metaphor for change and innovation, presenting Teoresi not just as a company, but as a community of people, ideas, and dreams. It also outlines the project—a hybrid narrative between reality and fiction. The second part presents the **main characters** (including 15 featured employees, among them executives and President Valter Brasso) and introduces key themes. The third focuses on the futuristic cities featured in the story (Detroix, Luganum, Monak, and Torin), inspired by real locations where Teoresi operates. The fourth part delves into **technological themes** raised in the journey, offering futuristic concepts and newly coined neologisms. The final section is dedicated to the film’s “behind-the-scenes,” including scenic materials and insights from director Paolo GEP Cucco.

A Book to Innovate Corporate Communication - Enel’s *La grande invasione* tells Italy’s electrical revolution in an illustrated book published for the company’s 50th anniversary; Benetton’s *Looking for Utopia* collects its iconic ad campaigns; Ericsson’s *The Possible* features sci-fi stories imagining the future of communication. These are some of the most interesting **experiments in combining corporate storytelling with narrative forms**. **Teoresi’s “Grand Tour” fits into this trend**, pushing further the goal of experimenting with new ways to communicate company values. After the film, the book now conveys innovative content across various tones—from fantasy plots to company

storytelling, from behind-the-scenes looks to employees' personal experiences. The result is an original publication shaped by Teoresi's vision and the creative direction of **Sixeleven**, a communication agency specializing in marketing strategies for growth, supported by a team of over thirty professionals.

Teoresi's Projects for Corporate Communication and Engagement -

Before producing the Teoresi Grand Tour Book and its virtual-set film, which involved employees in showcasing the Group's technologies, values, and vision, Teoresi led other initiatives to engage its workforce in telling the company's story. Some projects focused on ethical uses of technology — especially AI. The company launched an employee contest to create an ideal workplace representation using text-to-image tools, emphasizing inclusivity and creativity; winners attended a generative AI workshop. Other training efforts focused on AI and its biases, as well as Diversity & Inclusion. Teoresi also installed a collaborative art piece in its Turin headquarters (in partnership with artist collective Truly Design), centered on interdisciplinary knowledge sharing and teamwork. These initiatives won the **Aretè Award** in **2024** (second place in the Internal Communication category), a recognition presented at the CSR and Social Innovation Fair, awarded to organizations with an innovative approach to responsible communication.

The **presentation of *Teoresi Grand Tour: From the Virtual Set to the Pages of a Book*** will take place on Tuesday, May 13, at 5:30 PM at the Circolo dei lettori, Via Gianbattista Bogino 9, Turin. The event is part of the SALONE OFF 2025 program.

Teoresi Group

Founded in Turin in 1987 as an IT consulting firm, Teoresi Group is now an international engineering company operating in four countries (Italy, Germany, USA, Switzerland) with 27 offices, including 15 in Italy (Turin, Milan, Modena, Rome, Naples). The company supports clients in developing cutting-edge technology projects—from autonomous driving to AI-powered medical diagnostics. With strong expertise in engineering, Teoresi offers design, development, and consulting services, paying close attention to innovation in every project phase—from analysis to product ideation, from prototype to market. Since 2023, growth has also come through acquisitions: in January 2023, Teoresi acquired two Italian firms, HiFuture (hardware/firmware) and BindingFuture (web, app, and cloud solutions). Both were rebranded in 2024 to further integrate their capabilities and reinforce Teoresi's market position. In October, Teoresi integrated IoT Solutions' smart building products, aimed at improving workplace comfort, optimizing building management, and reducing consumption. In 2024, Teoresi also launched its MedTech division, following its investment in healthcare and the 2023 acquisition of Bologna-based MediCon Ingegneria.

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