



# Maurizio Zito

CO-OWNER

ZITOMORI

<http://www.zitomori.com>

**DESCRIPTION** architectural firm and territorial marketing

**ORGANIZATION TYPE** Other,

**AREAS OF ACTIVITIES** OTHER SECTORS RELEVANT TO THE THEMATIC FOCUS OF THE EVENT

## Idea

### ARCHITECTURE, PEOPLE AND LANDSCAPE - A KEY FOR BRANDING

An architectural studio that designed winery and factory focused for a tourism of hospitality, traditions and landscape, that's also experts for territorial marketing, it wants to transfer it's experience to enlightened Japanese company for a new entrepreneurial culture that's open and accessible to the public. A new concept to make known the product with high quality with their history, the art and the places where they have created should appreciated by the consumer. A great return of image and marketing not only for the company but also for the territory, especially if it create the system getting together with other excellent companies of the same area, a new form of tourism enhancement of production sites.

#### COOPERATION OFFERED

1. Outsourcing co-operation

#### COOPERATION REQUESTED

1. Outsourcing co-operation