

ARSENALIA

Vulcano and Pallino, a story that starts from afar

**Vulcano finalizes the acquisition of Pallino,
consolidating an historic collaboration.**

Vulcano, creative agency of the Arsenalia group, widens its offer thanks to the acquisition of Pallino, an integrated communication agency, a benchmark for the Triveneto area.

Born in the early 70's, Pallino offers online and offline communication services, boasting a great verticality in the automotive market thanks to many years of collaboration with the brands in the **International Automotive sector**.

Francesco Scarpa, historical partner of the agency, talks about the operation: "During the search for a partner, we were looking for a group that would care about our people and their work, that would believe in Pallino recognizing the value of its story, in order to enhance our structure by supporting the growth of the professional and the development of the talent; Vulcano and Arsenalia seemed to us the most natural choice since we have a common vision when it comes to working methods".

The integration of the two brands, which will bring a total volume of 12 million euros in 2022, will allow Vulcano to enrich its internal skills by bringing an expert work team on board which will count more than 120 communication professionals.

Valentino Girardi, partner and co-founder of Vulcano: "When we first started Vulcano, Franco was for us a huge inspiration thanks to his vision, the style in which he always dealt with the market and his deep knowledge of the themes of communication; so it was natural for us to find in him the reliable partner for this new dimensional jump".

The two partners are bonded together by an history of professional collaborations and a meaningful friendship, a relationship of mutual esteem that has its roots in the early 2000s and which continued until today, laying the foundation for the success of the operation.

ARSENALIA GmbH

Mariahilfer Straße 123/3
1060 Wien - AUSTRIA

info@arsenalia.group
www.arsenalia.group

linkedin.com/company/arsenalia/

Pallino & Co. S.r.l.

Via Decorati al Valore Civile 57/A
35142 Padova - ITALIA

info@pallino.it
www.pallino.it

facebook.com/Pallino.it/
instagram.com/agenziapallino/
linkedin.com/company/pallino-&-co-/

Vulcano S.r.l.

Via delle Industrie 23/D
30175 Venezia Marghera - ITALIA

info@vulcano.agency
www.vulcano.agency

facebook.com/vulcano.agency/
instagram.com/vulcano.agency/
linkedin.com/company/vulcanoagency/

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Arsenalia Group

Arsenalia Group is a corporate group operating in the strategic and management consulting sector and in the systems integration, that aggregates excellent realities, promoting their development and uniqueness. Today there are 12 companies and brands of the group: **Actabase, Alpenite, Altitudo, Amplize, Anda, Anda+, Ccelera, Invent Commerce, Oblics, Reelevate, Vulcano Agency and Pallino.**

The Group has an international presence, currently centered in Europe, with offices in Italy, Venice, Milan and Rome and offices in France, Austria, Switzerland, and the United Kingdom where a total of over 600 professionals work.

Pallino

Founded in 1973, Pallino evolved through the years becoming an integrated communication agency both for B2C and B2B. In this sense, thanks to the professionalism of over 60 internal collaborators, it creates solutions in the fields of web design, advertising campaigns, corporate identity, social media marketing, digital adv and content management.

Among the first structures in Italy to enter the digital world, Pallino has also maintained its strategic vocation over time, providing specific services for brands, including customer experience, user experience, narrative strategy and storytelling.

Automotive is the most relevant sector to which Pallino is dedicated, but there are many other product sectors in which it operates on a daily basis.

Vulcano

Vulcano is part of Arsenalia Group and specializes in creativity, innovative communication and digital marketing.

Founded in Marghera in 2013, it mixes the contemporary art approach to the knowledge of the newest technologies; over the years it has collaborated with artists such as **Adrian Paci, Ivan Moudov, Regina José Galindo, Tomás Saraceno, Diego Perrone, Igor Grubić, Giuseppe Stampone and Francesco Vezzoli.**

It's specifically thanks to contemporary art that the deep knowledge in digital technologies can find brand new ways to communicate, creating an original dialogue between art and business. Some examples can be found in the brand narrative projects for **Barilla, Ferragamo, Golden Goose, Davines, Lorenzi Milano, Dainese, De' Longhi Group, La Sportiva** and many more. As part of its production business, Vulcano collaborates with **Milan's Padiglione d'Arte Contemporanea** since 2015; in 2020 Vulcano took part of the production of the Andrea Segre's "Molecole", a film presented at the Venice Film Festival in 2020, while in July 2021 it gave birth to the second edition of "Extraordinario", a workshop event with ninety young painters from **Atelier F Dell'Accademia di Belle Arti di Venezia**, in the Antares pavilion located in Venice's Gateway for Science and Technology.

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linkedin.com/company/vulcanoagency/