

# ARSENALIA

## The Arsenalia Group strengthens its ecosystem with three new businesses

Cultur-e, Oblics and Versostudio complete the Group's range of services.  
A total volume of €100 million is expected in 2023

Marghera, 15 May 2023 - Arsenalia, a group that develops innovative, high-tech projects, continues its expansion, adding three new companies: **Cultur-e**, **Oblics** and **Versostudio**.

The Group's objective is to create a **constantly evolving integrated ecosystem** that draws its life force from the complementary expertise of its constituent parts. These latest operations are accelerating the development of an **entrepreneurial project** that is open to employee involvement and offers customers highly specialised solutions, ensuring efficiency and harmony among all the components of the Group.

Cultur-e brings extensive experience in **high-profile corporate communication projects**. For years it has accompanied large companies and public administrations in the process of getting into digital media and building a new relationship with the public and consumers. Other customers include: Enel, Iren, INPS, Treccani, Musei Vaticani, Fastweb, Italiaonline.

"We are proud to contribute to the growth of the Arsenalia project, whose spirit and creative energy we share. We had already worked together before, but from today things will be moving at a different pace. Thanks to advanced technologies, together we can develop the full potential of our data-driven approach to communication strategies and content production", commented **Simona Battistella, Founder & CEO of Cultur-e**.

Oblics assists the most complex organisations towards technological change, seeking to unleash their unexpressed potential. With the participation of **Peoplerise**, an innovative business transformation player, a strategic alliance has been formed to strengthen expertise in change management and **digital transformation processes**.

"People are at the centre of all our projects as they are the true heart of any organisation. To facilitate the adoption of CRM, HRIS, Collaboration and ERP platforms, we build training projects and effective communication strategies, from design to internal communication campaigns and intranet portals to improve the employee experience", explained **Daniele Palmitesta, Founding Partner of Oblics**.

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[cultur-e.it](https://www.cultur-e.it)

### Oblics

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30175 Venezia, IT

[oblics.it](https://www.oblics.it)

### Versostudio

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[verso-studio.com](https://www.verso-studio.com)

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Finally, **Versostudio** integrates the Group's expertise with its holistic, innovative and contemporary vision of **physical spaces grafted with digital tools**. Through service design and the strategic use of data, it develops integrated and future-oriented people journeys.

"We have collaborations with companies in the healthcare, luxury, production and retail sectors, but whatever the context we approach each of our projects by listening to the location, applying an innovative process of co-designing spaces and physical-digital connections between areas and people", noted **Andrea Galanti, creator and partner of Versostudio**.

With the entry of the three new companies, the Arsenalia Group has laid the foundation for solid development in the near future.

"In 2023 we plan to reach a turnover of €100 million with a team of more than 900 people. We are currently enjoying double-digit growth year on year, without any downturns and with excellent prospects for the future. We're proud of our achievements. With the addition of Cultur-e, Versostudio and Oblics to the Arsenalia group we now count 16 companies, consolidating a strong, cross-cutting and synergistic body of expertise", concluded **Valentino Girardi, partner of Arsenalia**.

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### Arsenalia Group

Arsenalia is a constantly growing group that aggregates businesses of excellence, fostering their development and uniqueness. The companies of the Arsenalia group manage innovative high-tech projects in the areas of People, Customer and Enterprise, in strategic consulting related to these domains and in multi-channel creative communications. These companies are headquartered in Austria, France, Italy, the UK and Switzerland. Currently the Arsenalia Group has 16 companies and brands facilitating digital transformation in an increasingly complex and demanding market: Abouttrust, Actabase, Alpenite, Altitudo, Amplize, Anda, Anda +, Ccelera, Cultur-e, Invent Commerce, Matriceotto, Oblics, Pallino, Reelevate, Versostudio and Vulcano agency.

### Cultur-e

Cultur-e is a communications agency founded in 2001 that offers extensive experience in digital media projects for large companies and institutions. It designs communication strategies based on data analysis and the integrated and synergistic use of channels, focusing on the centrality of content and the involvement of people.

### Oblics

Oblics is an agency that combines change management, digital adoption, creative communication and innovative techniques to develop projects supporting digital transformation processes. An eclectic team that empowers organisations through internal change strategies based on matching people's needs with digital tools.

### Versostudio

Versostudio is a multidisciplinary agency with expertise in service design, architecture, product and interaction design. Its mission is to put people back at the centre of design, exploring the infinite possibilities of fusion between spaces, services and the most innovative digital technologies.

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