



Architecture & Consulting

## COMPANY PROFILE



IDEA Associates Office is mainly geared towards automotive retail companies, providing technical consultancy services focusing on: the brand image improvement, the correct application of corporate standards, the launch of new products, obtaining the complete customer satisfaction.

Since 2014 IDEA is credited as Nissan Italia Official Supplier for design and art direction of dealerships throughout the country, since 2015 is credited as Design Office of Infiniti dealerships in Italy and since 2018 is the Official Supplier of Hyundai Motor Company Italia.



# WHO WE ARE

IDEA Associates Office was founded in Rome in 2014, by the will of a professional group coming from a common ten years' experience within a Italian-Japanese company, official supplier of automotive brands like Toyota Motor Italy, Lexus Division Italy, Nissan Italy, Maserati, Ferrari and Audi Japan.

Highly motivated to accomplish their own project work, the architects of IDEA are committed to integrate the various skills in order to increase the actual value of the offered services.



Leonardo Maria  
Brachetta

Associate Architect

- Architectural design
- Feasibility Study and urban planning
- Restructuring works
- Site supervisor
- Safety on construction sites
- Architectural surveys

Since 2014 at IDEA Architecture & Consulting

2003/2014 at Team Iwakiri design & planning workshop:

- Designer and coordinator for Toyota Motor Italy and Lexus network development
- Coordinator Toyota Italy Network Development / dealer / suppliers
- Surveys Technician for Nissan / Toyota / Lexus networks
- Coordinator of Toyota and Lexus brand image Manual
- Head-coordinator Nissan audit and project coordinator for the Nissan dealerships adaptation aimed to install electric vehicle charging units

2001 at Zvi Hecker Architect, Architektur Büro, Berlino

2002 at Massimiliano Fuksas Architetto, Rome; Jean Marc Schivo e Associati, Rome

Education and training

- Graduated from University of Rome "La Sapienza", architecture degree (2000)
- Qualified architect license
- Member of Order of Architects and Conservators of Rome
- Security Coordinator at construction sites (Legislative Decree no. 81 / '08) license

Languages: English and German



Monica  
D'Alò

Associate Architect

- Architectural design
- Restructuring works
- Suppliers Coordination
- Architectural surveys

Since 2014 at IDEA Architecture & Consulting

2004/2014 at Team Iwakiri design & planning workshop:

- Responsible for Nissan network development
- Designer and Coordinator for Nissan network development / dealer / suppliers.
- Designer for Toyota Motor Italy network development
- Project coordinator for the Nissan dealerships adaptation aimed to install electric vehicle charging units
- Coordinator for Nissan Technical Guide realization

2003/2004 at Jean Marc Schivo e Associati, Rome

Education and training

- Graduated from University of Rome "La Sapienza", architecture degree (2002)
- Qualified architect license
- Member of Order of Architects and Conservators of Rome
- Internship in Architectural Restoration at the Superintendence of Cultural Heritage of Rome

Languages: English



Patrizia  
Marasco

Associate Architect

- Architectural design
- Restructuring works
- Suppliers Coordination

Since 2014 at IDEA Architecture & Consulting

2003/2014 at Team Iwakiri design & planning workshop:

- Designer and coordinator for Toyota Motor Italy and Lexus network development
- Coordinator working group an suppliers
- Collaborator on executive projects
- Coordinator of Toyota and Lexus brand image Manual

Education and training

- Graduated from University of Rome "La Sapienza", architecture degree (2001)
- Qualified architect license
- Member of Order of Architects and Conservators of Rome

Languages: English



Stefano  
Toraldo  
Associate Architect

- 3D views development
- Graphic design
- Architectural design
- Architectural surveys

Since 2014 at IDEA Architecture & Consulting

2008/2014 at Team Iwakiri design & planning workshop:

- Senior Computer Graphics, 3d photo-realistic computer model development.
- Auditor for Nissan audit

Education and training

- Graduated from University of Rome "La Sapienza", architecture degree (2003)
- Qualified architect license
- Member of Order of Architects and Conservators of Rome
- He attended the Master MICA, Design and rehabilitation of reinforced concrete structures, University of "Roma Tre"
- Security Coordinator at construction sites (Legislative Decree no. 81 / '08)

Languages: English end Spanish

OUR

EMPLOYEES

Ing. Francesco Batocchi  
Arch. Giulia Campolmi  
Ing. Sabrina Deiana  
Arch. Matteo Floridi  
Arch. Annalisa La Cagnina  
Arch. Giulia Malafronte  
Arch. Michela Piddiu  
Arch. Gianrico Pisegna  
Ing. Fabrizio Quattrino  
Arch. Raffaella Rocchetta  
Ing. Silvano Romani  
Arch. Claudia Vannucchi

# OUR CUSTOMERS



## WORKING METHOD

The design experience, following the relationship with different companies has led to a working method: designing, planning and realizing showrooms and events in a functional, emotional and communication terms, with curiosity and passion. Starting from the customer's needs, through the site analysis and the corporate marketing evaluation, it will be established the basis for the proper project development. Following the executive project and 3d computer graphics modeling, it moves on to the implementation control and schedule monitoring. The on-site visits in fact, are an important opportunity to check the work progress. The working team ensures flexibility and organizational skills, able to manage the different activities nationally and abroad.





# OUR SERVICES

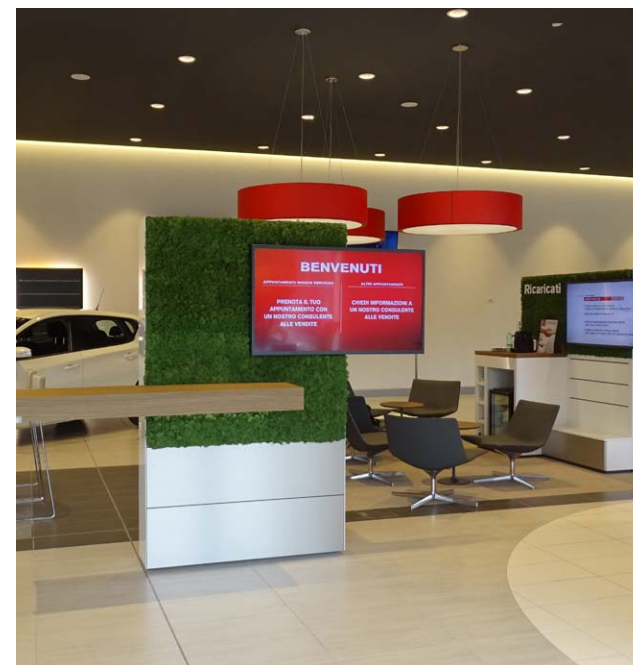
## BRAND CONSULTING AUTOMOTIVE RETAIL

A long-time experience in the field of Retail and space planning (sales and after sales), intended for the cars world, in which the brand can represent and narrate their own identity.

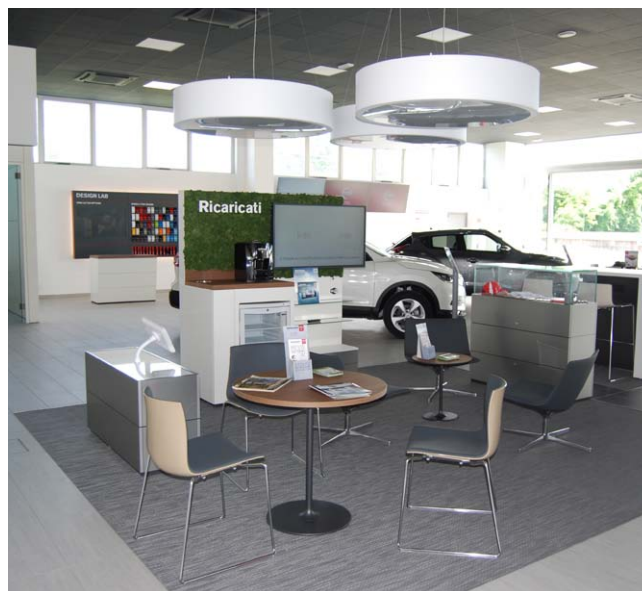
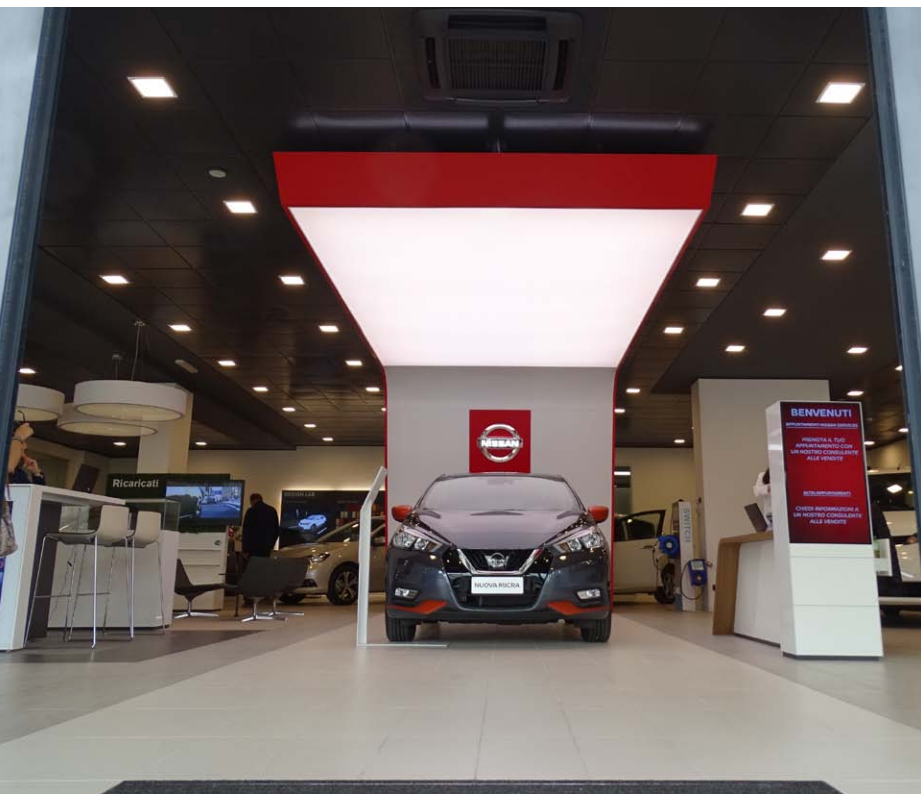
The main activities are divided into:

- Consultancy to the specific brand's departments;
- Audit and dealers network census within the national territory;
- Site visits and surveys of buildings to be renovated;
- Preliminary analysis of the properties for a feasibility study and initial investment estimate;
- Architectural Planning according to the brand guidelines;
- Work progress control;
- Coordination of suppliers selected by the Automotive Brand.

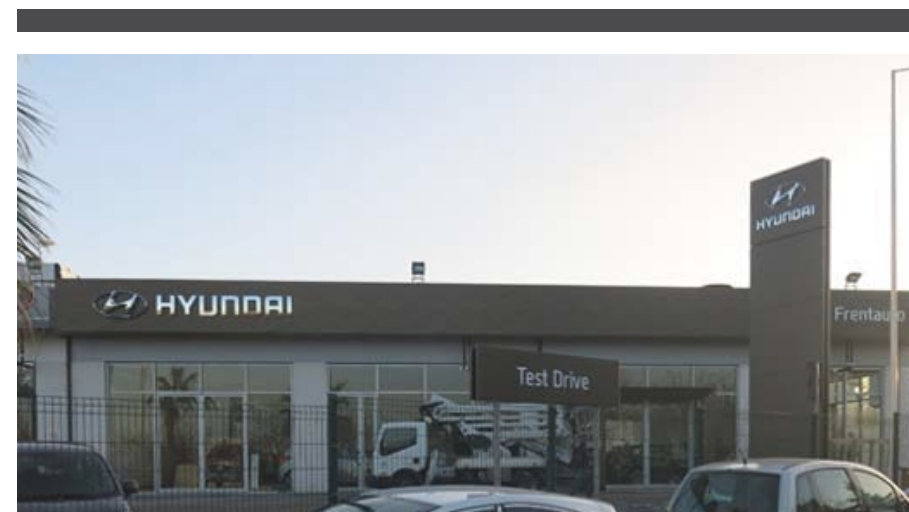


















## RETAIL FURNITURE

Custom-made furniture production process know-how, standardized, for commercial spaces and reception areas. The processes are divided into:

- Furniture design that combines the sales area image to the brand identity;
- Executive project aimed at prototyping, engineering and industrialization of the furniture for large orders;
- Coordination of the companies responsible for the furniture production.

## CORPORATE IMAGE MANUAL

Experience in creating technical guides and corporate image manuals containing the elements required by the Brand for the Visual Identity specification. The steps are divided into:

- Brand acknowledgement and information gathering from different departments;
- Standards Identification and design of a prototype;
- Materials and furniture selection
- Manual graphical design



## RENDER

Our design firm, gives importance to the creation of 3-D views that are used, both as a tool for study and control of the project and for illustrative purposes, to display the final product before its implementation.

## OTHER SERVICES

- Construction supervision
- Consulting and technical expertise
- Safety coordination during design and construction phase under D.Lgs.494 / 96 and subsequent amendments
- Preliminary, final and executive projects design
- Project management





Via del Porto Fluviale, 9  
00154 Roma (Italia)  
Phone +39 065124065

[idea@ideastudioassociato.com](mailto:idea@ideastudioassociato.com)

[www.ideastudioassociato.com](http://www.ideastudioassociato.com)

